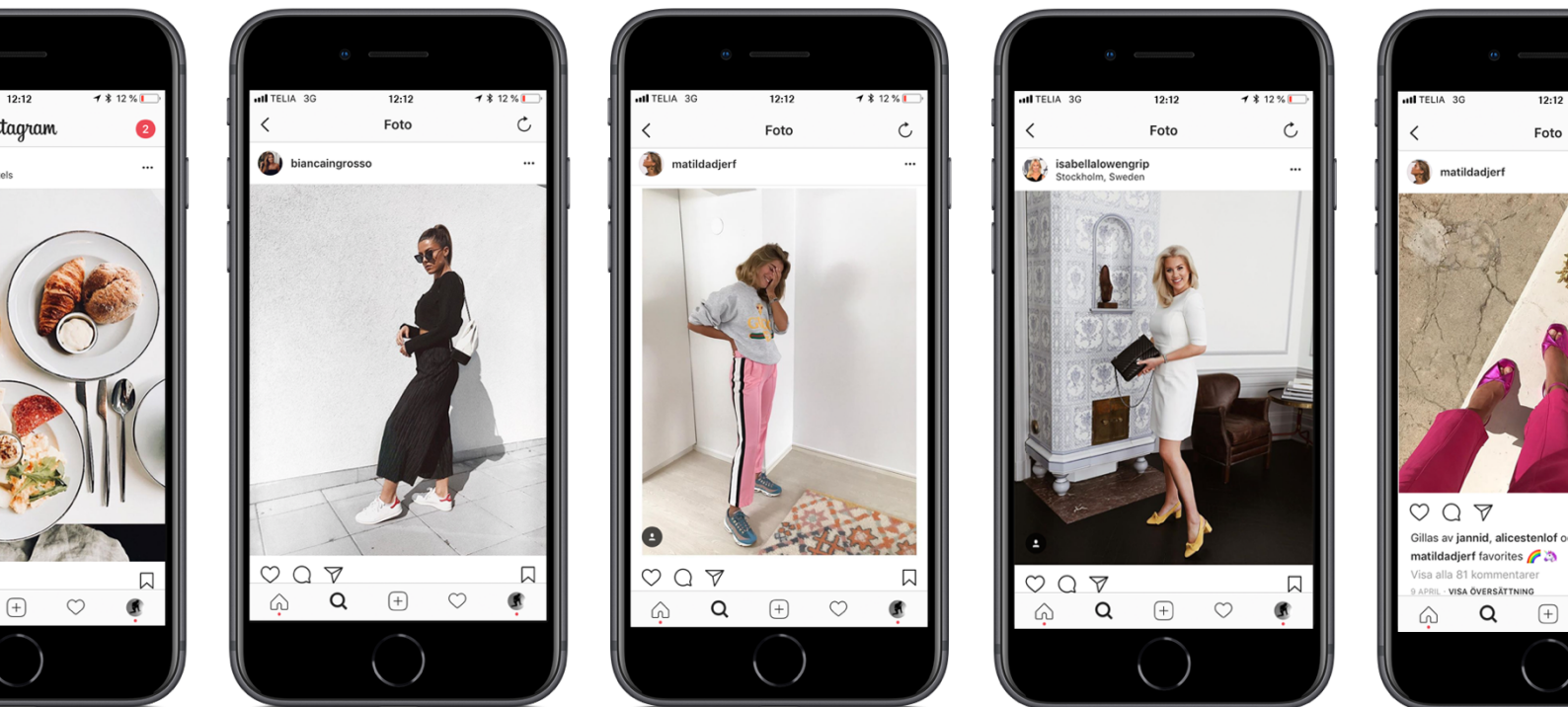


BEYOND PICTURE-PERFECT BRUNCH PLATES

A case study on the relationship between followers and Swedish lifestyle influencers



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Executive summary

The rise of social media has paved the way for digital opinion leaders, so called influencers, to become key elements of modern marketing strategies. Influencer marketing strategies are today used by many companies and the relationship between influencers and their followers has become a vital instrument for marketers. Therefore, the aim of this thesis is to explore the relationship between followers and influencers and describe the characteristics that shape the relationship. For this purpose, a multiple case study was conducted, consisting of three cases: Bianca Ingrosso, Isabella Löwengrip and Matilda Djerf. These are among the top influencers in Sweden and are active across several social media platforms.

In order to study the relationship between followers and influencers, a theoretical framework based on theory regarding relationships between brands and consumers was used. These theories and concepts include parasocial interaction, engagement, trust, sponsored content and brand loyalty. To explore how these variables affect the followers' relationship with the influencer and ultimately how brand loyalty toward the influencer is mediated, 12 semi-structured interviews were conducted with four followers of each influencer.

All three cases share similar results and the findings show that engagement is the main mediator toward brand loyalty across all three cases since little evidence of feelings of PSI is found. For all three follower groups, the engagement level was generally low and in general the respondents express rather weak brand loyalty. Their motivations for engaging with the influencers are mainly inspiration, information and entertainment. Further, sponsored content is found to have an influence on trust toward the influencer depending on the fit between the sponsored content and the influencer. Sponsorships that are not accepted by the respondents are shown to have a negative effect on engagement.

Additionally, avenues for managerial implications and future research pertains to how influencers should be aware of the followers' motivations for engagement and their perceptions of sponsorships and trust as well as researching how the commercial nature of influencers could have an effect on the establishment of parasocial interaction through illusionary experiences.

Keywords: Influencer marketing, parasocial interaction, engagement, sponsored content, trust.

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1. Introduction

The use of influencers in marketing is nothing new. Marketers have always relied on celebrities or famous people to endorse their brands and create a buzz that spreads among the crowd (McCracken, 1989). Today, the power to influence no longer only resides with Hollywood stars, sporting heroes or chart topping musicians. Social media through its interactive characteristics has paved a way for individuals to assume the role of digital opinion leaders, so called influencers, and to reach out to millions of people (Uzunoglu and Kip, 2014). Today, social media users amount to 2.46 billion people worldwide and the most followed Instagram account has 132 million followers (eMarketer, n.d.; Social blade, n.d.).

Influencers are currently shaping the marketing landscape by attracting considerable attention from both brands and the general public (DeMers, 2018). The essence of influencer marketing is to utilize the influential power the influencer has and get them to endorse the right product or the brand. Uzunoglu and Kip (2014) suggest in their brand communication through digital influencers model that there are several parties involved in influencer marketing, the company itself and the brand they promote, the influencer they work with and the influencers' followers as well as the followers' friends.

Followers engage with influencers for a variety of reasons such as to seek advice, find inspiration and connect with an appealing persona (Men and Tsai, 2013). Beyond picture-perfect brunch plates, surreal sunsets and the latest fashion trends there is also a personality that followers can build a relationship with. Social media thus allows people to follow anybody as if it was a friend (Lee and Watkins, 2016), and many influencers quickly catch on and start to share personal information to satisfy the curiosity of the followers. This phenomenon of feelings of friendship arising from exposure to a persona through consuming media has been explored in the research field of mass-communication through the theory of parasocial interaction (PSI) (Horton and Wohl, 1956).

Companies and marketers are realizing the marketing potential influencers present and are now shifting their budget from traditional media to social media, 65% of fashion brands are now using influencers in their marketing programmes (Michault, 2017). The influencer's relationship with the followers has become one of the most important strategic tool for brands and it was found in a survey that 92% of the respondents trust influencers more than brand advertising (Brandnew, 2018).

Uzunoğlu and Kip (2014) suggest that further research has to be conducted to better understand the nature of the relationship between followers and influencers. Specifically, they call for more research to gain a better understanding of how followers are motivated to engage with brands and influencers as well as how the commercialization of content affects the trust in the relationship.

The aim of this thesis is to shed more light on and develop a deeper understanding for how the relationship between influencers and followers is built and maintained. This will be achieved by exploring the relationship from the perspective of followers in order to understand how they make sense of the communication originating from the influencer and in turn how this has an impact on the nature of the relationship. This in part answers the call for further research put forward by Uzunoğlu and Kip (2014) but also provides general insights into influencer marketing, a relatively scarcely researched area within marketing literature.

1.1 Research question

The previously presented research aim and objective led to the following overarching research question, later in Chapter 4 the research question as well as sub-questions will be further presented.

How does PSI and engagement mediate brand loyalty in the relationship between followers and influencers on social media platforms?

1.2 Thesis progression

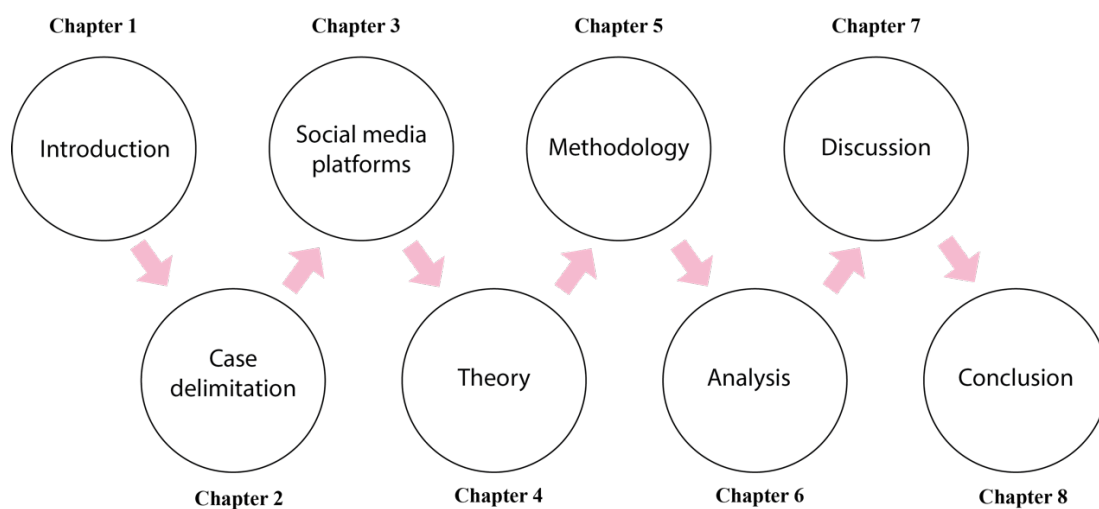


Figure 1. Thesis progression.

2. Case delimitation

This section aims to describe the phenomenon of influencers in relation to existing theory. Further, this section provides background information on the three influencers and their followers who are the focus of this study. Each case is described, as well as argued for in terms of relevancy for the study. The purpose is to give the reader an understanding of the characteristics of each influencer.

As previously stated, influencers are digital opinion leaders that have an impact on consumers' purchase and loyalty intentions (Uzunoglu and Kip, 2014). This impact can partly be attributed to Thomson's (2006) description of how people gain an emotional connection and attachment to celebrities, who he refers to as human brands. This relationship between people and human brands can be understood by applying the theory of PSI (Ballantine and Martin, 2005). PSI is according to Labrecque (2014) "...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. 135). Based on Thomson's (2006), Uzunoglu and Kip's (2014) and Labrecque's (2014) understanding of human brands, digital opinion leaders and PSI, influencers can be seen as human brands with which people develop a relationship that expresses evidence of parasocial interaction. One of the aims of this thesis is to investigate the relationship between influencers and their followers and to explore if PSI plays a role in that relationship. Therefore, case studies were conducted with the prerequisite that they all show an indication of PSI. In order to find these indications, a basic netnographic study was conducted. Netnography is described by Kozinets (2002) as an ethnographic study of online communities, conducted to gather primary data. This research method offers a means to explore rich symbolic consumer insights in a less obtrusive way than other types of qualitative research methods such as interviews or focus groups where the market situation often is fabricated (Kozinets, 2002). In accordance with Kozinets (2002), streams of data were collected from activity on influencers' profiles and the data was subsequently coded according to understandings of PSI. This resulted in findings that indicate the presence of PSI between followers and influencers. To gain greater validity and reliability, a coherent sample made up of influencers within the same category are selected. The chosen category is lifestyle and all cases are based on female influencers. To add further synergy to the data set, all followers and influencers chosen are Swedish. Based on these criteria and the netnographic study three cases are singled out. The three influencers chosen for this multiple case study are Bianca Ingrosso, Matilda

Djerf and Isabella Löwengrip. Their profiles and relevance to the study is further described in the following section.

2.1 Bianca Ingrosso

Bianca Ingrosso is a 23-year-old influencer from Stockholm, Sweden. She is active on Instagram, YouTube as well as on her own blog and podcast. Bianca Ingrosso joined Instagram in 2011 and currently has 718,000 followers (May, 2018). On YouTube her videos have between 88,000 and 1,000,000 views and 180,937 users are subscribed to her YouTube channel (May, 2018). Bianca Ingrosso's blog is one of Sweden's most visited blogs (May, 2018). In addition to that, Bianca Ingrosso's podcast, which is in collaboration with another Swedish influencer, is on top of the iTunes list of most listened to podcasts in Sweden (May, 2018). Bianca Ingrosso describes herself on her Instagram profile as "Lifestyle influencer and TV-personality" and on her YouTube channel she invites people to "...follow me around and get glimpses of Life in this big World" (Bianca Ingrosso, n.d.-a, n.d.-b). The categories of the content on Bianca Ingrosso's blog can be filtered between fashion, workout and food. Besides these categories, Bianca Ingrosso regularly features her travels and her family in her posts. Below are examples of quotes gathered from the netnographic study that suggest the presence of PSI between Bianca and her followers.

"What happened to your iPhone 7 plus?? Like I'm just wondering because all of a sudden you have like an iPhone X 😊😊 But you are so good looking, you seem to be so kind and nice and I love you, you are my biggest idol luv ❤️❤️❤️🐱🐱" (Tersecanerus, 2018).

"I just came across Wahlgrens Värld [Reality TV-show about Bianca's family]!! A bit late I know but damn you are funny, would like to hang out with your family one day!" (Isa, 2018).

"I love your clothes (same style as mine 😍)" (Nadinne Thyrell, 2018).

"Hellooo, aren't you going to have a schlager-theme on pnillas [Bianca's mom]50 years old party?" (Josefinatorstensson, 2018).

2.2 Isabella Löwengrip

Isabella Löwengrip is a 27-year-old influencer based in Stockholm, Sweden. She is active on Instagram, YouTube and has her own blog. Isabella Löwengrip joined Instagram in 2012 and she currently has 428,000 followers (May 2018). On YouTube her videos have between 1,400 and 247,000 views and 2,847 users are subscribed to her YouTube channel (May, 2018). According to Isabella Löwengrip's Instagram profile her blog is "Scandinavia's biggest blog with 1.5m readers" (Isabella Löwengrip, n.d.-a). She further describes herself as "Awarded as the most powerful business woman in Sweden 2018 [...] Mother of two, born 1990. Let's get global!" and as the "youngest and most influential social media star in the sphere of empowering female entrepreneurs, she is self-made and juggling 50 employees with a combined turnover of \$10 m." (Isabella Löwengrip, n.d.-a, n.d.-b). The categories Isabella Löwengrip is writing on her blog include home, business, looks, beauty, food and travel, for you, life and thoughts and motherhood. Isabella Löwengrip was one of the first bloggers in Sweden and started blogging 2005 under the nickname Blondinbella (Saldert, 2018). Below are examples of quotes gathered from the netnographic study that suggest the presence of PSI between Isabella Löwengrip and her followers.

"Like wow, you are so inspiring! I want to be you when I'm 27, started investing in stocks when I was 14 :)" (ingridhllgren, 2018)

"Hope you get better soon and that you get to feel good during the weekend 🍷" (cicimoller, 2018).

"Recognize myself, I also plan a lot and tell the kids. Single mom with two girls, 2,5 and 3,5 years old" (Nellie, 2018).

"How happy I am for your sake that you resumed contact again. Hope that everything sorts itself out even if it takes time" (Marika, 2018).

2.3 Matilda Djerf

Matilda Djerf is a 20-year-old influencer based in Borås, Sweden. She is active on Instagram, YouTube and has her own blog. Matilda Djerf joined Instagram in 2013 and she currently has 287,000 followers (May, 2018). On YouTube her videos have between 10,000 and 186,000 views and 36,915 users are subscribed to her YouTube channel (May, 2018). Matilda Djerf welcomes her followers on Instagram "to my world and dreams" (Matilda Djerf, n.d.-a). She further describes

herself on her YouTube channel as a “Swedish influencer and content creator sharing my passion with you!” and invites her followers to “Follow me for travels, fashion, inspiration and everyday life videos.” (Matilda Djerf, n.d.-b). The categories Matilda Djerf is writing about on her blog are outfits and travels. Below are examples of quotes gathered from the netnographic study that suggest the presence of PSI between Matilda Djerf and her followers.

“@matildadjerf thank you much for replying! Unfortunately, they don’t send to Australia! But I will try to get it posted from a friend from the UK! Just hope it looks as good on me as it does on you 💕 ✨👉” (stephaniedoes, 2017).

“Thank you so much for your real talk on your blog! Really got me and my eyes are now more opened. I'd like to wish you and Rasmus a Happy Holiday Season and all the best for the new year. Stay as YOU are, lovely! xx” (hannahiljx, 2017).

“I love it when you take us everywhere 🤔” (Janet Roberson, 2017).

“Hi Matilda! I just wanted to say that since I discovered you on YouTube and then followed you on Instagram you have been such an inspiration to me, you are my age and inspire me so much to love my self a little more, take care of my body, dress better, and honestly everything because I see you and you are so pretty, you seems so confident and your style is like the best and I just felt I wanted to share my thoughts with you because I feel you are so special and love you ❤️” (Miriamdj9, 2018).

3. Outlining and defining social media platforms

The aim of this section is to provide an understanding of different social media platforms that are relevant for this thesis. To be able to interpret and process the collected data it is of importance to know the technologies and mechanics that are being used on social media. The influencers and followers are active across many different platforms that differ in nature and thus these will be further explored in the following section.

According to Kaplan and Haenlein (2010) social media grew out of the concept of web 2.0 that explains how the online platforms have become collaborative in nature where all users are able to create and modify content. Such content, that is created by end users and made publically available is defined by Kaplan and Haenlein (2010) as User Generated Content. They define Social Media as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content” (p. 61). As previously stated influencers are active across different Social Media platforms (Michault, 2017). The following section will describe and define these platforms in order to give a better understanding of their functionality.

3.1 Blogs

According to Kaplan and Haenlein (2010) blogs are similar to personal web pages that come in different variations such as personal diaries or summaries of content in a specific area where readers can interact with the person who manages a blog, the blogger, through comments. Blogs are used as a tool by businesses and individuals to share their views and opinions with the outside world and since bloggers often share personal experiences and interest, the reader of the blog gets to know the blogger on a more personal level (Halvorsen, et al., 2013). In addition to commenting, users can engage with blogs by reading and sharing. Blogs are used as marketing tools by businesses through the placement of ads and banners and sponsored blog posts (Mutum and Wang, 2010).

3.2 Instagram

Instagram began as a photo sharing platform where users were able to share photos, short video clips and texts with each other. Now, the platform has evolved and allows users to post a variety of content. Today, more than 800 million users are registered on Instagram (Instagram, n.d.). These users are able to engage with other users' content in various ways such as viewing, 'liking',

following, commenting, sharing and voting. Users are able to upload photos and videos to their profile as well as a format called 'stories' which allows a user to post a picture or video that is available to other users for 24 hours. This also includes sharing live videos where other users are able to comment in real time. Posts can also be bookmarked with hashtags and @-signs, these bookmarks could link to topics or other user and brand accounts. Recently Instagram has increasingly monitored the publishing of paid content and invoked several regulations that force users to disclose sponsorships (Frier, 2017).

3.3 YouTube

YouTube is a content sharing platform where users can post video content and create their own channels as well as subscribe to other users. It is the home of video bloggers, commonly referred to as 'vloggers' (Lee and Watkins, 2016). YouTube was originally intended solely for user generated content but over time it has attracted companies and brands as well (Freeman and Chaplan, 2007). Today several brands have their own YouTube channels for marketing purposes. On YouTube users can engage with content by viewing, liking, disliking, sharing, commenting and subscribing to channels. This social media platform is also being used by companies and 'vloggers' for marketing purposes. Companies have the possibility to have their ads shown to viewers before or during videos and in turn 'vloggers' can earn money by allowing companies to place these ads on their videos. 'Vloggers' can also earn money on YouTube through collaborations and sponsorships with brands (YouTube, n.d.)

3.4 Podcasts

A podcast is user generated audio or video content, similar in nature to radio shows but made available to users on demand through platforms such as Apple's iTunes music and video store. Podcasts are a growing media, currently 45% of global internet users between 25-34 are podcast listeners (GlobalWebIndex, n.d.). Podcasts are consumed through one-way communication since there is no direct interaction between the listener and the producer during the consumption. Apart from listening, users are able to engage with podcasts through sharing, rating and subscribing to a channel. It is common for podcast producers to request that listeners send them questions and subsequently answering these questions in upcoming episodes. Producers are free to promote companies and brands in their podcasts through for example sponsorships. In regards to this monetization of the platform, the producers will in the future be able to access user data that could allow more specific targeting of commercial content (Locke, 2017).

4. Theory

This section will present as well as connect theories and constructs that are relevant to the research study. The aim is also to describe the theoretical context and offer a brief description of how research within this field has evolved over time. A theoretical framework consisting of the theories and constructs will also be defined and illustrated. At the end of this section the research questions will be presented based on theoretical propositions taken from the theoretical framework.

4.1 Theoretical delimitation

When studying the loyalty outcomes of the relationship between followers and influencers it is important to understand the mediating factors of the relationship (Uzunoglu and Kip, 2014). Lee and Watkins (2016) suggest that the strong impact of word of mouth (WOM) in social networks compared to traditional advertising can be due to the fact that followers are able to build relationships with influencers through social media because the content influencers post have several characteristics that allow followers to perceive them as friends. They study this relationship through the concept of PSI, which according to Labrecque (2014) in part describes the one way nature of the relationship between a media persona and an individual. Initially, this one way relationship was built through consumption of traditional mass media such as television and radio (Labrecque, 2014). Today, media usage is more interactive, characterized by the usage of social media, which allows influencers a more dynamic way of communicating through channels such as blogs, Instagram, YouTube, and podcasts (Michault, 2017). Through these channels, followers can engage with the influencers at any time through the channel or channels they prefer and overtime can become loyal. There are many different reasons for followers to express loyalty intentions towards influencers. One is the feeling of friendship explained through PSI (e.g. Labrecque, 2014). Another reason, studied by Men and Tsai (2013), is consumer engagement and specifically what motivates consumers to engage with brand pages on social networks. Consumer engagement describes a more functional dimension of the relationship between followers and influencers, where consumers can be motivated by less emotional factors such as remuneration and information (Men and Tsai, 2013). Additionally, prior research on sponsored content and trust on social media can support the understanding of the commercialization of influencers (Liljander, Gummerus and Söderlund, 2015; Grabner-Kräuter, 2009).

4.2 Theoretical framework

To understand and analyse the relationship between the followers and the influencers in the selected cases, a theoretical framework* based on propositions from previous research will be presented in this section. Each variable of the theoretical framework will be defined and serve as theoretical propositions that will be relied upon for data collection and analysis.

4.2.1 Parasocial interaction

PSI was from the beginning developed for mass-communication to explain the development of consumers' relationships with mass media (Horton and Wohl, 1956). According to Ballantine and Martin (2005), PSI results in feelings of loyalty towards a persona and this loyalty can then manifest itself through different behaviours such as collecting memorabilia or buying products recommended by the persona. Labrecque (2014, p. 135) defines PSI 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 relationship". From the viewer's perspective the relationship is perceived as a friendship where feelings of intimacy exist (Labrecque, 2014).

Recent research has applied the concept of PSI to an online environment (Ballantine and Martine, 2005; Labrecque, 2014; Lee and Watkins, 2016; Men and Tsai, 2013). Labrecque (2014) states that online environments appear to allow two-way communication between individuals and personas but that this rarely happens. Instead the relationship is better described as one-way communication. How communication is perceived differs across media selection and usage and it is suggested by Ballantine and Martin (2005) that different media has the possibility to influence PSI by different means. Men and Tsai (2013) further propose that PSI is higher in social media environments specifically since users are able to continuously observe numerous interactions between a brand and its followers. According to Ballantine and Martin (2005) PSI can help researchers understand the act of only observing but not participating. They refer to this type of online consumer behaviour as 'lurking'. In this thesis, PSI is defined as an illusionary experience such that a follower interacts

* This framework was developed based on a previous master thesis retold by the supervisor Niels Kornum, the authors of this thesis never read the thesis in question and only received inspiration via Niels Kornum.

with an influencer as if it is a friend, which is characterized by feelings of intimacy and an emotional bond.

4.2.2 The antecedents of PSI

The research conducted by Labrecque (2014) and Lee and Watkins (2016) identified four different antecedents of PSI; social attraction, attitude homophily, perceived interactivity and openness in communication. The following section describes and defines these antecedents.

4.2.2.1 Social attraction

Lee and Watkins (2016) studied social attraction and found it to have a positive influence on PSI. They base their understanding of social attractiveness on Rubin and McHugh (1987) who define it as stemming from the presentation of an individual as attractive to others and thus someone that a person would like to have an interpersonal relationship with. Rubin and McHugh (1987) found social attraction to be a stronger predictor for PSI than physical attraction. They also propose that social attraction is established through the disclosure of attitudes in communication. Ballantine and Martin (2005) further suggest that PSI entice the same feelings for a user as social relationships and thus are evaluated by the same criteria. In this thesis, social attraction is defined as the degree to which a follower perceives an influencer to be attractive to others and therefore finds it desirable to have an interpersonal relationship with the influencer.

4.2.2.2 Attitude homophily

Similar to social attraction is the concept of attitude homophily, described by Lee and Watkins (2016) as relating to how the perceived similarities between people affect their relationship. In the context of PSI, they describe it as “the more the user perceives similarities between their beliefs and the media personality, the more likely they will continue the interaction” (p. 5755). Lee and Watkins (2016) in part base their definition on Eyal and Rubin (2003) who suggest that homophily is “the degree to which people who interact are similar in beliefs, education, social status and the like” (p. 80). They also state that homophily is subjective since it relates to the individual's perception of similarities. In this thesis, attitude homophily is defined as the degree to which a follower experiences perceived similarities between individual beliefs and the beliefs of an influencer.

4.2.2.3 Perceived interactivity

Perceived interactivity is defined by Labrecque (2014) as the users' perception of being part of two-way communication which can be signalled through message cues that indicate that a persona is listening and interacting with its followers and responds to them within a reasonable timeframe. She bases this definition on the conceptualisation of interactivity by Song and Zinkhan (2008) who presents a three dimensional construct of perceived interactivity. The three dimensions are control, communication and responsiveness. Control relates to the user's ability to navigate websites, communication relates to the perceived degree of two-way communication and responsiveness relates to the perceived speed and frequency of replies. In this thesis, perceived interactivity is defined as the degree to which a follower perceives a two-way communication with an influencer through message cues indicating listening, interacting and timely responses.

4.2.2.4 Openness in communication

Openness in communication reflects the personas tendency to disclose information about herself which according to Labrecque (2014) should build intimacy and trust. She further notes that openness can be apparent when a persona breaks away from her public role and reveals private information to the viewer. In line with this, Ballantine and Martin (2005) describe how personas can break the fourth wall, an imaginary wall between viewers and personas that helps maintain the fictional world in which the persona exists. When this fourth wall is broken, PSI is increased since the persona becomes more dominant due to stepping out of their role, due to the media being acknowledged as fictive and due to the fact that the relationship with the audience becomes more intimate (Ballantine and Martin, 2015). Since followers that are experiencing PSI, according to Labrecque (2014) have a desire to learn private details about a persona, it becomes beneficial for the persona to share private information through message cues. In this thesis, openness in communication is defined as the influencer's tendency to disclose information, for instance, information that a follower perceives as private.

4.2.3 Engagement

Research has argued that there is a relationship between audiences' media involvement and engagement with embedded messages (Rubin and Step 1997; Sun, Rubin, and Haridakis 2008). Further, Muntinga, Moorman and Smit (2011) suggest that the audience is goal-oriented when using media in line with user and gratification theory that suggests that people are active and selective in their media choice. Following this argument, Men and Tsai (2013) propose that

engagement is considered to be an antecedent of different possible outcomes of consuming communicated messages. They further put emphasis on the fact that engagement is an important variable when studying social network sites since these sites are built on relationships. Muntinga, Moorman and Smith (2011) suggest through their COBRA model that engagement takes on different shapes and forms which they describe in terms of levels of involvement with brand related activities. The first level they describe is *consuming* which is the minimum level of online brand-related activeness. This includes activities such as watching brand-related pictures, reading comments on brand profiles or viewing brand-related videos. The middle level of online brand-related activeness is defined as *contributing* and describes user-to-content as well as user-to-user interactions about brands. People contribute to brand-related content by joining a brand profile on social network site, commenting on brand-related pictures, videos and weblogs and engage in branded conversations. The highest level of brand-related activeness is when people actively produce and publish brand-related content others consume and contribute to, which is termed *creating*. This could for example be uploading brand-related pictures and videos or publishing a brand-related blog. In this thesis, engagement is defined as any online brand related activity by followers which can be categorized as *consuming*, *contributing* or *creating*.

4.2.4 The antecedents of engagement

The research conducted by Men and Tsai (2013), Trash and Elliot (2003) and Wallace et al. (2014a) identified five different antecedents of engagement; information, inspiration, entertainment, remuneration and self-expression. The following section describes and defines these antecedents.

4.2.4.1 Inspiration

Trash and Elliot (2003) describe inspiration 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” (p. 871). According to Muntinga, Moorman and Smit (2011) inspiration can explain why people consume brand-related content. They found that brand-related information can be a source of inspiration to get new ideas. In relation to engagement their study further identified inspiration to be a motivation which drives the minimum level of brand-related activities, *consuming*, but not *contributing* or *creating*. In this thesis, inspiration is defined as the infusion of some idea or purpose into the mind of a follower evoked by *consuming* influencer related content.

4.2.4.2 Information

According to Men and Tsai (2013) information serves as a motive for engaging with brand pages on social network sites. They further describe information as a functional motivation that involves visitors looking for information on products, brands and company-related information. According to Kaye (2007), information seeking as a motivation for engaging with a blog includes searching for information relevant to a user's work, special interests and to keep up to date. In this thesis, information is defined as advice, opinions, information exchange and information to keep up to date with current trends which followers seek when engaging with an influencer's content.

4.2.4.3 Entertainment

Another motivation for visiting brand pages on social network sites is entertainment (Men and Tsai, 2013). Luarn, Lin and Chiu (2015) describe entertainment themed social media content as content that is not directly linked to a brand or a product. The act of consuming entertaining content is "related to escaping or being diverted from problems or routine; emotional release or relief; relaxation; cultural or aesthetic enjoyment; passing time; and sexual arousal" (Muntinga, Moorman and Smit, 2011, p. 19). Muntinga, Moorman and Smit (2011) describe how entertainment has been used by several researchers in the context of social media as an overall motivation for engagement. In this thesis, entertainment is defined as any influencer's content followers consume in order to escape from problems, relax, get aesthetic enjoyment, fill time, seek emotional release or sexual arousal.

4.2.4.4 Remuneration

Men and Tsai (2013) describe remuneration as a motivation for users to engage with brand pages on social network sites. Further, Muntinga, Moorman and Smit (2011) describe remuneration as when users are looking for future rewards and categorize three different types of remuneration; economic incentives, job-related benefits or personal wants. According to Luarn, Lin and Chiu (2015), remuneration on social network sites are typically promotions, trials, coupons and special offers. In this thesis, remuneration is defined as any reward that is given to a follower in exchange for engaging with an influencers' content.

4.2.4.5 Self-expression

Self-expression is described by Wallace et al. (2014a) as a process in which an individual uses an object to express a social or inner self. In the context of branding, Carroll and Ahuvia (2006, p. 82)

describe that self-expressive brands are “the customer’s perception of the degree to which the specific brand enhances one’s social self and/or reflects one’s inner self”. Wallace et al. (2014a) found a distinction between inner self and social self with regards to the outcomes of engagement with the brand. They concluded that people following brands that reflect their inner self are much more likely to engage in WOM and are more sensitive to any wrongdoing by the brand. In contrast with this, people that follow brands that enhance their social self will not engage in any recommendations of the brand in question. Wallace et al. (2014b) further describe different fan types on social media. One of the characteristics that they use to define the fan types is self-expressive brands. Two of the fan types, the *Fan-atic* and the *Self-expressives*, are motivated by social and inner self-expression and are following brands that genuinely reflect their interests but at the same time they are aware of the social recognition. The *Self-expressives* only follow brands for social recognition and for them the brand has a symbolic role in creating an ideal self online. These self-expressive activities can be seen as engagement according to Muntinga, Moorman and Smit’s (2011) levels of engagement and thus self-expression can lead to engagement. In this thesis, self-expression is defined as an act in which a follower engages with an influencer to enhance or reflect the social self or the inner self.

4.2.5 Trust

Trust has long been a focus of researchers, see for example Deutsch (1958) whose examinations outline fundamental findings of dealing with trust. Trust incorporates the notions of relevance and predictability to a person or organisation (Deutsch, 1958). According to Deutsch (1958) an “individual may be said to have trust in the occurrence of an event if he expects its occurrence and his expectation leads to behavior which he perceives to have greater negative motivational consequences if the expectation is not confirmed than positive motivational consequences if it is confirmed” (p. 266). In the context of social media, Grabner-Kräuter (2009) defines trust as “a belief or expectation about the other (trusted) party, or as a willingness to rely on another party, coupled with a sense of vulnerability or risk if the trust is violated” (p. 506). She also outlines different types of trust and identifies different sources of trust in online social networks. The types of trust are discussed in terms of micro level and macro level. On a micro level Grabner-Kräuter (2009) outlines trust on an individual level between people in an online social network and on a macro level she outlines trust in the network provider and web 2.0 technologies. Beyond these levels, Grabner-Kräuter (2009) further proposes that people over time develop a type of trust that is cross-situational and defined as “the extent to which a person displays a tendency to be willing or

depend on others across a broad spectrum of situations and persons” (p. 515). In terms of sources of trust, Grabner-Kräuter (2009), identified the following six; dispositional trust, first perceptions of trust-relevant attributes, calculative processes, institutional beliefs, knowledge about and experience with the online social network and its members, and processes of identification. She discusses these according to three phases of trust; building, stabilizing and dissolution. In the first phase, trust is built based on dispositional trust, first perceptions of trust-relevant attributes, calculative processes and institutional beliefs. In the second phase, trust is stabilized by knowledge about and experience with the online social network and its members. The third and final phase, dissolution is characterized by processes of identification. Grabner-Kräuter (2009) proposes in her research that identification-based trust is more important in online social networks that are characterized by relationships built on friendship. She suggests that identification-based trust can be an outcome of “joint values, tasks and goals, by creating a collective identity, and by physical proximity or emotional closeness” (p. 517). As previously presented many of these attributes can also found in PSI. In line with this, Labrecque (2014) notes that there is a connection between PSI and trust building. In this thesis, trust is defined as a follower’s belief that an influencer will behave in expected ways, or as a willingness to rely on an influencer, coupled with a sense of vulnerability or risk if the trust is violated.

4.2.6 Sponsored content

According to Mutum and Wang (2010) a clear distinction between traditional online display ads on blogs and sponsored content can be made. They define sponsored content as various forms of communication such as reviews, videos and opinions which have the purpose of driving consumer attitudes and purchase intentions toward the sponsored brand. Further, Lu, Chang and Chang (2014) state that the sponsor often offers compensation in exchange for the publishing of sponsored content. This compensation can come in the form of “cash, coupons, free samples, and exclusive activity attendance” (Lu, Chang and Chang, 2014, p. 260). Uzunoğlu and Kip (2014) suggest that one of the powers of bloggers is that they are trustworthy, a view which they challenge by noting that one of the threats towards trust is the commercialization of blog content can impact the relationship between followers and influencers. Sponsored content could thus be seen as an antecedent of trust in social networks, which is in accordance with the findings of Liljander, Gummerus and Söderlund (2015) who studied consumer attitude toward covert and overt advertising in blogs. As previously stated several regulations have been imposed recently on sponsored content, this forces influencers to disclose partnerships to followers and this in turn leads

to an evaluation of sponsored content (Hwang and Jeong, 2016). In this thesis, sponsored content is defined as brand related content posted by influencers for which they receive compensation in exchange.

4.2.7 Acceptance of sponsorship

Liljander, Gummerus and Söderlund (2015) describe the acceptance of sponsorship as the belief that it is acceptable and appropriate for bloggers to receive support from companies. The effect of sponsored content has been studied to some degree in previous research (Colliander and Erlandsson, 2013; Halvorsen et al., 2013; Hwang and Jeong, 2016; Wojdyski and Evans, 2015; Liljander, Gummerus and Söderlund, 2015; Van Reijmersdal et al., 2016). Previous research has found that depending on who discloses the sponsorship and how it is disclosed, the effect will be different. Wojdyski and Evans (2015) found that disclosing sponsorships had a negative effect on credibility but also suggested that this effect could be moderated by the content producers' characteristics. This moderating effect was confirmed by Hwang and Jeong (2016) who found that perceived honesty could moderate the negative effective of sponsorship disclosure. In line with this, Liljander, Gummerus and Söderlund (2015) found that the acceptance of sponsored content has an effect on engagement. They further suggest that young consumers are generally wary of recommendations and content published by bloggers. This highlights the notion that sponsorship evaluation might take place even when there is no disclosure due to suspicious followers. In this thesis, acceptance of sponsorship is defined as a follower's belief that it is acceptable and appropriate for an influencer to receive support from a company in exchange for posting company related content.

4.2.8 Brand Loyalty

Brand loyalty is a well-researched topic within marketing research (Day, 1969; Keller, 2013; Chaudhuri and Holbrook, 2001; Jacoby and Kyner, 1973; Oliver, 1999; Tucker, 1964). According to Chaudhuri and Holbrook (2001) brand loyalty contains both cognitive and emotional aspects. In line with this, they present a two dimensional construct of brand loyalty, differentiating between behavioural loyalty and attitudinal loyalty. The former relates to actual behaviour such as repeat purchases of a brand and the latter relates to preference for a brand based on emotional ties. In relation to PSI and engagement, researchers have found that brand loyalty is an outcome of both concepts (Labrecque, 2014; Tsiotsou, 2015; Jahn and Kunz, 2012; Greve, 2014). For PSI, Labrecque (2014) proposes that openness in communication and perceived interactivity creates a

bond and this “sense of feeling connected with the brand through the interaction (PSI) goes beyond the interaction itself and drives increased feelings of loyalty intentions and willingness to provide information to the brand” (p. 139). For engagement, Jahn and Kunz (2012) suggest that one of the most important drivers for user loyalty behaviour on brand fan-pages is to “deliver interesting, entertaining, and innovative content to its fans. Exclusive content, sweepstakes, online events, and contests are some of the means brand fan pages can use to achieve this” (p. 354). In this thesis, brand loyalty is defined as a holistic concept based on behavioural and attitudinal loyalty that manifests itself through repeat interactions with and strong emotional attachments to an influencer.

4.2.8.1 Attitudinal loyalty

Chaudhuri and Holbrook (2001) describe attitudinal loyalty as the level of commitment of the average consumer toward a brand. This description shares similarities with Keller’s (2013) description of attitudinal attachment as an emotional connection and motivation for repeat interactions with a brand. Keller (2013) suggests that attitudinal attachment can be measured through the concept of brand attachment. A definition of the construct of brand attachment is provided by Park et al. (2010). They describe how brand attachment is made up of two factors, brand-self connection and brand prominence. Brand-self connection is explained as an emotional and cognitive connection between the brand and the self. It is suggested that a consumer develops a oneness with the brand as a result of this connection which is similar to the concept PSI as described by Labrecque (2014). Park et al. (2010) further describe the second factor, brand prominence, as the salience of the connection between the brand and the self. This in turn is determined by “the ease (1) and frequency (2) with which brand-related thoughts and feelings are brought to mind” (Park et al., 2010, p. 2). In line with this Hudson et al. (2015) found that consumers’ relationships with brands are positively affected by social media usage. They propose that consumers develop an emotional connection through social media that influences the strength of the relationship between consumers and brands. According to Thomson, Macinnis and Park (2005) it could be suggested that brand attachment is a predictor for a consumers’ loyalty towards a brand. Therefore, PSI through its effect on relationships and loyalty could lead to brand attachment. Further, Van Doorn et al. (2010) found that customer engagement behaviour has emotional consequences for customers, they describe how customers gain emotional benefits as well as reinforce or shape their social identity through engaging with a brand. This is connected to brand-self connection and thus brand attachment as described by Park et al. (2010). In this thesis, attitudinal loyalty is defined as a two-dimensional construct that explains the level of commitment

of a follower toward an influencer. One dimension is brand-self connection, which is defined in this thesis as the emotional and cognitive connection between an influencer and a follower's self. The second dimension is brand prominence, which in this thesis is defined as the salience of the connection between an influencer on a follower's self.

4.2.8.2 Behavioural loyalty

Behavioural loyalty is frequently mentioned in research since it relates to actual behaviour, which is most often referred to in terms of repeat purchase intentions (Jacoby and Kyner, 1973). Chaudhuri and Holbrook (2001) define behavioural brand loyalty "as the willingness of the average consumer to repurchase the brand" (p. 83). Keller (2013) adopts a similar definition by specifying that behavioural loyalty can be measured in terms how often and how much a customer purchases a brand. He also suggests that behavioural loyalty can be measured not only by repeat purchase but also through WOM, assuming that loyal consumers have an influence on their peers' purchase behaviour. Buttle (1998) describes WOM as personal referrals resulting from a customer's negative or positive experience with a product or a service. In their study of online brand loyalty behaviour, Thorbjørnsen and Supphellen (2004) researched consumers' online behaviour in terms of revisit intentions to corporate websites. This broadens the description of behavioural loyalty by Chaudhuri and Holbrook (2001) by adding revisit intentions as a type of repeat behaviour. In terms of PSI, Labrecque (2014) suggests that repeat viewing as well as repeat purchasing is an outcome of PSI. In addition, Song and Zinkhan (2008) found that perceived interactivity leads to WOM as well as repurchase behaviour. In terms of engagement, Jahn and Kunz (2012) found that engagement has the potential to lead to behavioural loyalty in terms of WOM and repeat interactions. In this thesis, behavioural loyalty is defined as a two dimensional construct of the follower's willingness to engage further with the influencer. The first dimension is WOM which in this thesis is defined as follower's personal referral resulting from negative or positive experience with the influencer. The second dimension is revisit intentions which is defined in this thesis as the follower's willingness to revisit the influencer's social media platforms.

4.3 Depiction of theoretical framework

Based on the previously presented variables and the described interconnections, Figure 2 illustrates the relationship between the variables. It shows how perceived interactivity, openness in communication, social attraction and attitude homophily precede PSI as well as how inspiration, information, entertainment, remuneration and self-expression precede engagement. Sponsored

content precedes trust and trust in turn affects the acceptance of sponsorships which affects engagement and brand loyalty. Simultaneously PSI has an influence on trust. Further, PSI and engagement have an effect on each other. Finally, the outcome of both, PSI and engagement, is illustrated as brand loyalty divided into attitudinal loyalty and behavioural loyalty.

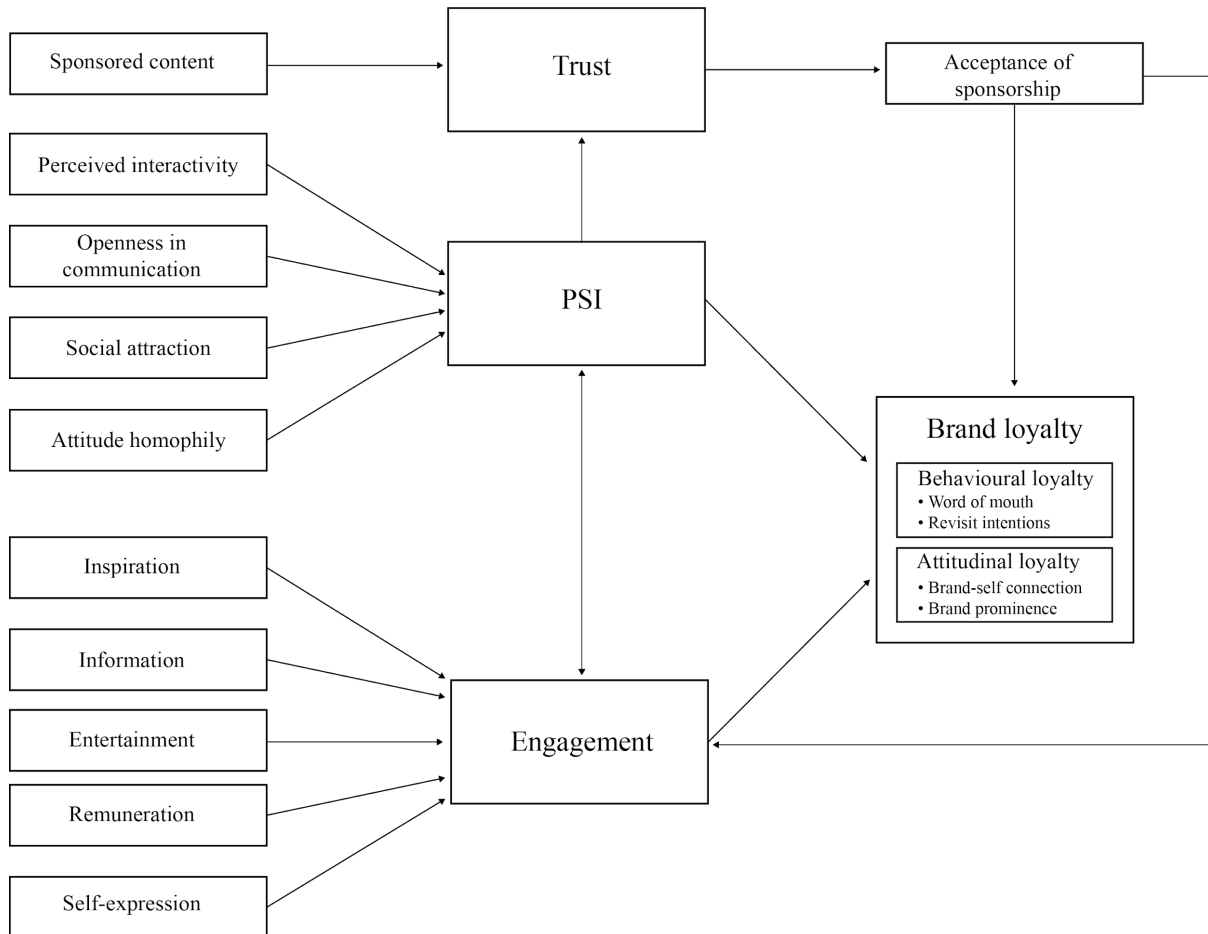


Figure 2. Theoretical framework.

4.4 Research questions

The theoretical propositions outlined in the previous section leads to the following overarching primary research question and subsequent more focused sub-questions that will provide support for answering the primary research question.

RQ: How does PSI and engagement mediate brand loyalty in the relationship between followers and influencers on social media platforms?

SQ 1: How does sponsored content influence trust?

SQ 2: How does trust influence the acceptance of sponsorship?

SQ 3: How does the acceptance of sponsorship influence engagement and brand loyalty?

SQ 4: How does perceived interactivity, openness in communication, social attraction and attitude homophily influence PSI?

SQ 5: How does inspiration, information, entertainment, remuneration and self-expression influence engagement?

5. Methodology

In this section different possible ways of conducting research are discussed and with regard to these the approach taken in this thesis is presented and specified. Along with this, the data collection and sample design is presented together with a description of how the findings are processed and analysed. This section also examines ethical considerations and addresses the quality of the research study.

5.1 Scientific approach

There are many different approaches to conducting research and they all yield different results (Bryman and Bell, 2011). The differences can be described by the researchers' view of the nature of reality and the nature of social beings (Hudson and Ozanne, 1988). The way in which researchers approach this then determines what type of knowledge they seek and which methods they consider best suited to seek that knowledge (Bryman and Bell, 2011).

5.1.1 Ontology

Ontological considerations are related to how a researcher views the world and happenings in it (Bryman and Bell, 2011). Hudson and Ozanne (1988) describe how this relates to how the researcher views reality and social beings. According to Bryman and Bell (2011) the two most frequent ontological standpoints are objectivism and constructionism, where the former views the world as existing independently from human perceptions and thus reality exists as structured and ordered. In contrast, the ontological standpoint of constructionism views the world as socially constructed and continuously produced through social interactions between beings (Hudson and Ozanne, 1988).

5.1.2 Epistemology

Epistemology is concerned with the researcher's view of knowledge and how knowledge is gained (Bryman and Bell, 2011). In relation to the two fore mentioned ontological standpoints the two related epistemological standpoints are positivism and interpretivism as described by Bryman and Bell (2011). They describe how positivism is related to objectivism by stating that with such a view of knowledge, science must be conducted in a value free, i.e. objective, way. Further, Bryman and Bell (2011) relate interpretivism to constructionism by stating that interpretative understanding is needed in order to gain knowledge of a world that is produced through social interactions. Hudson and Ozanne (1988) describe the difference between positivism and interpretivism and how

positivists “take a generalizing approach to research; that is, they seek out general, abstract laws that ideally can be applied to an infinitely large number of phenomena, people, settings and times” (p. 511). In contrast to this, Hudson and Ozanne (1988) describe how interpretivists “seek to determine motives, meanings, reasons, and other subjective experiences that are time- and context-bound” (p. 511).

5.1.3 Hermeneutics

Arnold and Fischer (1994) describe how in hermeneutic philosophy the researchers’ previous knowledge and experience can assist with the interpretation and understanding of consumer research. They also discuss the role of pre-understanding in consumer research as two-fold, one that concerns the experience as a consumer and one that concerns experience as a researcher. The former relates to the understanding of complex consumer settings and relationships which allows researchers to make sense of what they study. The latter relates to the notion that “theoretical knowledge of attitudes, learning, socialization, and other consumer behavior concepts gives us an additional basis for making sense of consumer behavior (Arnold and Fischer, 1994, p. 57). According to Bryman and Bell (2011) hermeneutics puts emphasis on understanding human behaviour which makes evident the disparity between such an interpretivist view point concerned with comprehending human actions and a positivist standpoint concerned with explaining human behaviour and studying reality as independent from human actions.

5.1.4 The approach in this thesis

The reasoning and logic in this thesis builds upon an ontological view of the world as socially constructed and thus it can be understood by exploring the attitudes and beliefs of respondents whom as human beings create meaning through interaction with the world around them (Hudson and Ozanne, 1988). Following the ontological stance, the epistemology is interpretive, this since the research aims to explore and better understand unique and individual truths in contrast with a positivist epistemology that believes that happenings in the world are precise and objective from human perception and thus seek a way to generalize findings to abstract laws that are infinitely applicable to a “large number of phenomena, people, settings and time” (Hudson and Ozanne, 1988, p. 511). Additionally, Hudson and Ozanne (1988) describe how interpretive research such as this study is determined to find meanings and reasons behind behaviour. Inspiration for this study was also based in the philosophy of hermeneutics as described in the context of consumer research by

Arnold and Fischer (1994), especially the notion of pre-understanding since this research builds upon the researcher's understandings of concepts from previous research within the research area.

5.2 Research approach

Another way to define the scientific background and research approach is in terms of inductive and deductive research, the first can be seen as a theory-generating standpoint and the latter a theory-testing standpoint (Bryman and Bell, 2011). Deductive research is generally associated with a positivist research paradigm and quantitative methods and inductive research is generally associated with an interpretivist paradigm and qualitative methods (Bryman and Bell, 2011). As made clear by Hudson and Ozanne (1988), there are alternative ways of seeking knowledge in relation to these two standpoints. They suggest several ways of seeking understanding in which the view of the two as mutually exclusive is challenged. Hudson and Ozanne (1988) for example suggest a dialectic and a realistic alternative where each research strategy has something to offer. Eriksson and Kovalainen (2008) further describe how it can be difficult to label a study as solely inductive or deductive since the research moves between the two approaches in different processes. This movement can be described as abduction and "refers to the process of moving from the everyday descriptions and meanings given by people, to categories and concepts that create the basis of an understanding or an explanation to the phenomenon described" (Eriksson and Kovalainen, 2008, p. 23). Since this thesis aims to gain a deep understanding of motivations and meanings while at the same time acknowledging research experience in the form of pre-understanding of the proposed theoretical framework, the most accurate label for the study is thus abductive.

5.3 Case study design

A case study is a widely used research design which is concerned with the detailed investigation of particular cases (Bryman and Bell, 2011). Yin (2009) proposes a two-fold definition of a case study as "an all-encompassing method — covering the logic of design, data collection techniques, and specific approaches to data analysis" (p. 72). He describes how case studies are defined as studying contemporary happenings in their natural setting and how they might include several data collection techniques as well as how the researcher when analysing the data can be guided by prior knowledge of theories and concepts. Yin (2009) also describes the importance of the unit of analysis in case studies, i.e. knowing what or who is researched. This can for example be individuals, places, countries or decisions (Yin, 2009). Further, Yin (2009) states that prior research and the

development of theoretical grounds for the case study are imperative to the research method. This follows the notion of acknowledging pre-understanding within the philosophy of hermeneutics (Arnold and Fischer, 1994).

5.3.1 Single case study

According to Yin (2009) case studies can be referred to as single or multiple. He describes five different rationales that serve as a motivation for adopting a single case study design. The first one is the critical case which entails a case for which previous theory notes distinct connections that allow for examination and testing, and if the case in question offers a perfect setting for studying this theory or concept, a single case study should be conducted. The second is the extreme or unique case which by its own exclusiveness or particularity becomes an interesting phenomenon to study. Third, there is the representative or typical case which is described as studying a case which can be seen as quintessential in its category. The fourth rationale is the revelatory case; this includes studying a case which has not been studied in social science before. The fifth and final rationale is the longitudinal case study, this design means studying the unit of analysis over time. Yin (2009) states that all the above are rationales that warrant conducting a single case study. Another way to describe case studies according to Yin (2009) is by defining it as holistic or embedded, the former relates to case studies where the research focus is the case as a whole through the unit of analysis, the latter relates to a case in which there are embedded sub-units that are studied as well.

5.3.2 Multiple case study

Conducting more than one case study relates to the notion of comparative research design, described by Bryman and Bell (2011). They describe the underlying motive for such designs to be comparison. Yin (2009), defines a multiple case study as a study comprising of two or more cases. He describes the two approaches as part of the same methodological framework and thus some rationales for single case study might apply, at the same time as other rationales might not. For example, by definition the rare or revelatory are not possible to study with a multiple case design. The critical case however might be studied in the event that more than one case serves a perfect setting for understanding and examining theory about a phenomenon. Yin (2009) further describes how multiple case studies often are associated with more scientific rigour and robustness. He adds that one of the critical features of the multiple case study design is to select the different cases and that the researcher can adopt one of two approaches, either the cases should be literal replications, i.e. be similar, or they should be theoretical replications, i.e. contrasting.

5.3.3 The approach in this thesis

This thesis seeks to understand the reasons and motives behind followers' behaviour in relation to influencers. Thus a multiple case study is conducted on three different follower groups of three different influencers, this since a multiple case study has the possibility to add more rigour to the study according to Yin (2009). The unit of analysis is the follower groups of the different influencers and the nature of the case study is a critical case study since the aim is to develop an understanding of how theory is enacted. In terms of the selection of cases for multiple case studies, the approach in this thesis is to have cases that are literal replications. All the chosen cases share similarities, both in terms of the influencer followed but also in terms of the individuals that make up the follower groups. The influencers all share similarities in terms of the content they post. They are all considered lifestyle influencers. In terms of the followers, they are all female, Swedish and within the same age range. Since each case focuses on one unit of analysis, the followers, this case study is labelled as a multiple holistic case study.

5.4 Research method

There are several research methods available for researchers to choose from including surveys, focus groups, ethnographic studies and interviews according to Bryman and Bell (2011). They distinguish between these methods by labelling them as qualitative methods or quantitative methods.

5.4.1 Qualitative research

In general, Bryman and Bell (2011) discuss how qualitative research is more inductive in nature since the approach is often to generate theory. They also describe how qualitative researchers usually are less concerned with ideas and practices from natural sciences and instead opt for seeking knowledge out of meanings, motives and reasons, i.e. they take an interpretivist standpoint. Finally, Bryman and Bell (2011) note that most often qualitative research view the world as constructed of many truths based on interactions between social beings and thus they also connect qualitative research with constructionism. Among the methods in general used for qualitative studies are in-depth interviews, ethnography, focus groups and participant observations (Bryman and Bell, 2011).

5.4.2 Quantitative research

In contrast with the above description of qualitative research, Bryman and Bell (2011) propose that quantitative research is most often deductive in nature and concerned with measuring and testing

theory. Further they describe how in quantitative studies researchers are adopting the practices of natural sciences and thereby adhere to a positivist standpoint. Bryman and Bell (2011) also suggest that in most cases quantitative research is concerned with viewing social beings as external and reality as objective, thus quantitative research is connected with an objectivist ontological assumption. Some of the research methods used in quantitative research are structured interviews, surveys and experiments (Bryman and Bell, 2011)

5.4.3 The approach in this thesis

Due to the nature of the ontology and epistemology in this thesis, a qualitative research method is best suited since the research is based upon an interpretive and hermeneutic perspective where the aim is to seek a deep understanding of the relationship between followers and influencers through an abductive reasoning.

5.5 Data collection

Based on the established research question and following literature review this study set out to empirically understand the relationship between followers and influencers. There is a variety of different qualitative research methods used in case studies (Yin, 2009). The one found best suited for the purpose was qualitative in-depth interviews because of the possibility to further explore and understand the respondents' answers and mind-set on the given subject (Yin, 2009; McCracken, 1988).

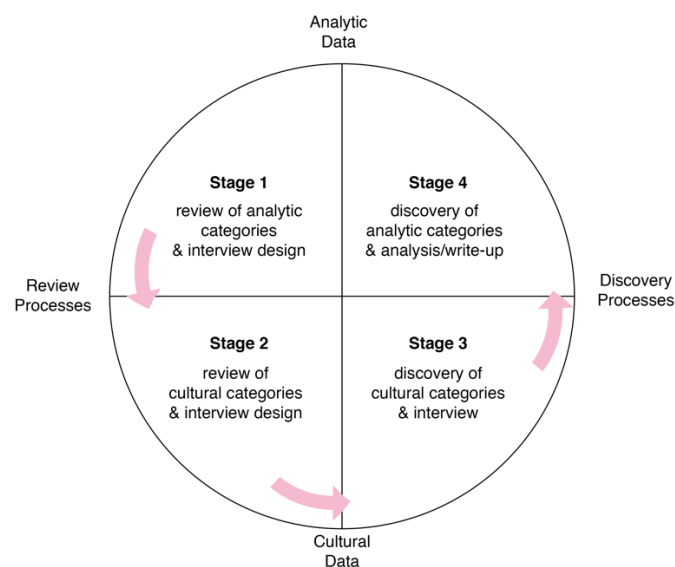


Figure 3. Interview process inspired by McCracken (1988).

5.5.1 In-depth Interviews

McCracken (1988) describes the interview as a qualitative way to seek depth and understanding. He also describes a four stage method, as seen in Figure 3, of what he titles the long interview, the method he describes served as inspiration for the research design. McCracken's (1988) model begins with a review of literature on the chosen subject along the lines with what was previously presented in Chapter 4 of this thesis. He describes the literature review as a basis for building topics for the actual interview. The second stage is, according to McCracken (1988), to perform a cultural review which means turning to one's self to find out more about how the investigator has experienced the research topic. This is done for three purposes, first to prepare for the topics that will be used for the interviews, second to prepare for the interpretation of the data and third to distance the investigators personal views from the research. This stage is also closely linked to the concept of pre-understanding in hermeneutics (Arnold and Fischer, 1994). The third stage in the method is the actual shaping of the questions and conducting of the interview. McCracken (1988) puts emphasis on the fact that with qualitative interviews it is important to let the respondent tell their story. He goes on to describe the interview questions in different categories beginning with biographical questions to simply gain insights into the respondent's everyday life, then he moves on to describe so called grand tour-questions which are open questions that in no way are meant to lead the respondent to any certain given answer, lastly he discusses ways of prompting answers from the respondent. There are according to McCracken (1988), two ways of prompting, floating prompts as he describes it is a subtle way to ask for more elaboration on the subject. It can be as subtle as just raising an eyebrow or if necessary repeating the last word mentioned by the respondent. The second way of prompting is referred to as planned prompts. This method relies on a more obtrusive approach and can be used when the topic might be difficult to elaborate on with just one's vocabulary to rely on. The third stage in the guide also contains guidelines on how to perform an actual interview and McCracken (1988), apart from giving guidelines on how to pose questions, also emphasises on giving the respondent whatever time necessary to formulate an answer and that the investigator is attentive and listens not only to what is being said, but also what is avoided and how responses are being articulated. The fourth stage in the method entails how to analyse transcripts from the interviews and make sense of the data that has been collected all according to a five step process. Starting with finding observations, then developing them by their own and in relation to each other, after that the process of finding general themes begins followed by the comparison of all interviews conducted to further develop general themes and finally come to a

scientific conclusion (McCracken, 1988). Spiggle (1994) also describes the analysis of data in consumer research and adds that the interpretation and analysis not necessary follows any given steps as suggested by McCracken (1988). She describes the data analysis as a process containing the same elements of coding concepts and abstracting them to find emergent themes. In a way it is similar to McCracken's (1988) view, but Spiggle (1994) adds nuance and freedom by not opting for a certain order and instead allowing for the analysis to develop over time while at the same time connecting the interpretation to the consumer context.

5.5.2 The approach in this thesis

In this study, 12 semi-structured interviews were conducted with the aid of an interview guide (Appendix 1). The interviews were between 48 and 74 minutes long. One reason behind using a guide is the issue of comparability where structure is needed to be able to compare different interviews (Bryman and Bell, 2011). The interview guide used in this study consisted of two parts, the first part was made up of biographical questions and general questions about social media and influencers. The second part consisted of questions about the case influencer and definitions of each variable in the theoretical framework along with possible questions connected to each variable to be used as planned prompts if necessary. The purpose of this relates to McCracken's (1998) guidelines in which an interview should start with biographical questions and so called grand-tour questions which are open ended and meant to yield unbiased answers from the respondents. The same interview guide was used in all three cases since all cases seek the same theoretical understanding. Further notions to have in mind according to Bryman and Bell (2011) before conducting interviews is the setting of the interview itself, how the interviews will be recorded and later transcribed as well as ethical awareness to make sure the respondents know what the purpose of the interview is. Therefore, relaxed settings were chosen in which respondents felt comfortable to share their opinions and the interviews were recorded on two devices simultaneously in case of any malfunctions. Some interviews were conducted via video calls through Skype or FaceTime due to limited access to respondents. After each interview the recording was transcribed in order to have the responses ready for coding and analysis. Bryman and Bell (2011) also stress the importance of flexibility when conducting semi-structured interviews, focusing too much on the interview guide and not prompting any explanations might turn a semi-structured interview into a structured one, losing any benefits gained from a more unstructured approach. Therefore, the interviewer remained flexible and adherent to the respondents' elaborations in order to ask relevant follow up questions

and prompt for further explanations when necessary. An example of prompting for further explanation can be seen in the following quote from one of the interviews.

“You mentioned this natural fit between the influencer and the sponsored content. Could you describe that more?” – planned prompt from the interview with Terese in regards to a statement on acceptance of sponsorship.

Throughout the interview the respondents were encouraged to speak freely about their relationship with the influencer and they were also asked to share their opinion on social media and influencers in general. Before conducting the interviews, a trial interview was held to test the interview guide and before each interview the respondent was informed about the study, the amount of time needed and their anonymity. In order for the respondent to be able to speak freely, their names have been altered when mentioned in the thesis.

5.6 Sample

In this multiple case study, three similar cases were explored in order to gain a deeper understanding of the relationship between followers and influencers. For each case four followers of the case influencer were selected. The selection of respondents was based on previous notions within qualitative research methods emphasising convenience and opportunity when choosing respondents that fit the study and would be able to contribute interesting answers (Bryman and Bell, 2011). This was ensured through a preliminary screening of respondents to make sure they had followed the influencers actively over a longer time period and that they had a favourable attitude towards the influencer. The aim of this screening was to include respondents in the study that could give insights into the nature of the theoretical framework. Participation in the study was anonymous, and thus all the names of respondents in this study are pseudonyms. The age of respondents ranged from 22 to 27 years old. All respondents were Swedish and their gender was female. In Figure 4 all respondents are shown including biographical information and which case study they were a part of.

Case	Name	Age
Bianca Ingrosso	Julia	26
	Lara	22
	Josefina	25
	Annette	25
Isabella Löwengrip	Michaela	25
	Terese	25
	Klara	28
	Svea	25
Matilda Djerf	Viktoria	26
	Maja	24
	Carina	25
	Malin	26

Figure 4. List of respondents.

5.7 Data analysis methodology

Yin (2009) describes four general strategies for analysing data; relying on theoretical propositions, developing a case description, using both qualitative and quantitative data, and examining rival explanations. To rely on theoretical propositions is described by Yin (2009) as making sense of the collected data by connecting it to the theoretical propositions that initiated the case study. He describes developing a case description as a good way to make sense of data if there is no general propositions or research questions from the beginning. Using both qualitative and quantitative data is described by Yin (2009) as an advanced way to combine the different data that might be available to the researcher. Finally, Yin (2009) proposes to examine rival explanations in the data as an analytical strategy to gain a deeper understanding of the case study by not only examining explanations derived from the theoretical framework but also looking for contrasting explanations. Farquhar (2012) also describes the process of analysing data from case studies and makes a distinction between analysing qualitative data and quantitative data both for inductive and deductive purposes. She describes the process of deductive analysis of qualitative data as developing a coding schedule based on the theory and then look for support of the theory in the data. This is similar to

Yin's (2009) description of relying on theoretical propositions. In contrast, Farquhar (2012) describes how inductive analysis of qualitative data is concerned with finding emergent themes from the data and looks to develop coding schemes from the data itself. This is more related to Yin's (2009) suggestion of developing a case description but could also be related to how rival explanations are found in the data.

5.7.1 Cross-case analysis

For the purpose of aggregating data from multiple cases, Yin (2009) suggests that the researcher creates word tables that allow for comparison between the cases. According to Yin (2009) the word tables should relate to a common theoretical framework that the cases share and that each table should relate to a certain part of the theoretical framework. He then suggests that the analysis of all word tables should provide a basis for drawing conclusions about the multiple cases.

5.7.2 The approach in this thesis

The data analysis in this thesis is primarily concerned with relying on theoretical descriptions for analysing the data as it is explained by Yin (2009). This means that the data from the interviews was coded according to a coding schedule developed from the initial theoretical propositions which also acknowledges Farquhar's (2012) guidelines for deductive analysis of qualitative data. At the same time this thesis builds on an abductive reasoning and recognizes that there are both inductive and deductive processes. In terms of data analysis this will be evident when an inductive approach is taken by looking for rival explanations and evidence in the data that there might be other explanations than the ones proposed by the theoretical framework. After each case has been coded and analysed, the cases were compared and a cross-case analysis was conducted. This was done in accordance with Yin (2009) by creating a word table for each code in the coding schedule and then comparing the findings from each case to be able to draw cross-case conclusions.

5.8 Source critical consideration

As with all research there are critical issues, for case studies some of the considerations that have to be attended to are confidentiality, anonymity and access according to Farquhar (2012). She refers to confidentiality as a general concern in regard to qualitative interviews due to the fact that respondents are sharing their personal opinions. This concern was reduced by making sure that all data was stored securely and by informing respondents of how their data was stored and used. According to Farquhar (2012) anonymity is closely linked to confidentiality and refers to allowing

the respondents to remain anonymous in the study. In relation to this all respondents were informed that their participation was anonymous. Access refers to where and when the study was conducted and how that can limit the research depending on budget and selected respondents' mobility (Farquhar, 2012). With this being a non-funded research study it was bound by budget to remain within a reasonable travel range, but since the research was conducted in a highly populated area this would not represent a significant issue in this study since.

Bryman and Bell (2011) also discuss ethics in business research by describing four general ethical principles that researchers need to be aware of; harm to respondents, lack of informed consent, invasion of privacy and deception. They describe harm to respondents as any harm that could come to the respondents of the study and most individuals view it as unacceptable. Harm could come to respondents in different shapes, it could be physical but it can also be less tangible as for example stress or risking employment in the future according to Bryman and Bell (2011). In accordance with this they recommend the same measures that are suggested by Farquhar (2012) in terms of confidentiality and anonymity. Bryman and Bell (2011) further relate the principle of lack of informed consent to providing respondents with enough information about the study to make a decision of whether or not to participate. This was done in this study by, prior to the interviews, presenting our general research area and motive for the study to possible respondents. The principle of invasion of privacy is described by Bryman and Bell (2011) as concerning the general right every individual has to one's own private opinions and thoughts. In this thesis this was relevant since respondents were asked to share private information about themselves in relation to their role as a follower of an influencer. To ensure that there was no invasion of privacy the same measures as described above were taken in relation to anonymity and confidentiality. Respondents also had the right to refuse to any question they did not want to answer. The final principle, deception, is according to Bryman and Bell (2011) occurring in the event that researchers are not telling the truth to respondents about the purpose of the research study. To deal with this issue in this thesis it was clearly stated to respondents what the purpose of the study was.

During the interviews it was also found that the respondents sometimes struggled with explaining their feelings especially when asked to explicate certain thoughts, beliefs and emotions. That may have prevented access to possible unadulterated opinions. Lastly, there are also concerns associated

with language, since the interviews were held in English, which is not the native language of the respondents, some meaning could be lost.

In order to address quality, further the research design was reviewed with the help of four previously established research measures as suggested by Yin (2009). He describes how case studies can be tested with the help of four criteria commonly used to evaluate empirical social research; construct validity, internal validity, external validity and reliability.

5.8.1 Construct validity

Construct validity is most often connected with quantitative research and the search for accurate measurements of concepts (Bryman and Bell, 2011). Basically, the aim is that the study is investigating what it claims to investigate according to Farquhar (2012). Although this thesis has an interpretive standpoint and does not view reality as objective, construct validity has been addressed by following suggestions in Yin (2009). His suggestions relate to defining the research focus in terms of concepts as well as finding relevant measures for the research focus. In this thesis this was done with the help of the theoretical framework that delineates the aspects of the relationships between followers and influencers that is explored as well as by constructing an interview guide with open questions that relate back to the variables in the theoretical framework.

5.8.2 Internal validity

Internal validity relates to the notion that there are accurate links between the data and the results (Bryman and Bell, 2011). Farquhar (2012) adapts this to a broader view by stating that the aim of internal validity “is to persuade the reader that the research findings are based on critical investigation of the data” (p. 101). According to Yin (2009) this mainly concerns the data analysis stage of the study and Farquhar (2012) adds that internal validity can be achieved by providing explanations for how the data was analysed. This was done in this thesis by carefully explaining how the data was processed in terms of coding and both within-case analysis and cross-case analysis. Since this is a qualitative study and Yin’s (2009) suggestions for internal validity are less relevant for exploratory and descriptive research, this thesis adopts Kvale and Brinkmann’s (2009) seven stages validation to add support for the understanding of internal validity. The seven stages are not meant to inspect the research after completion but rather serve as quality control throughout the thesis (Kvale and Brinkmann, 2009). The seven stages are thematizing, designing, interviewing, transcribing, analyzing, validating and reporting. Thematizing relates to validity by developing

sound arguments and theoretical propositions, which in this thesis was done by thoroughly looking into previous research within the investigated topic and by building on theories used in prior similar projects. Designing involves validity through an able research designs, this was in this thesis done by adopting proper case study designs for investigating three similar cases. Interviewing relates to the validity of the interview responses in terms of quality and trustworthiness. According to Kvale and Brinkmann (2009), this can be achieved by asking the right questions during interviews such as 'how' and 'why', as well as understanding the respondents reasoning and the meaning of their answers. In this thesis this was assured by using an interview guide that allowed for comparison of interviews but it also made sure that the interviewers asked relevant open ended questions and planned prompts. The trustworthiness of the responses is crucial to the results of this thesis since the responses are the basis for the analysis. Thus it is important for the researcher to be aware of respondents' social desirability meaning that they might respond in a certain way in order to be perceived in a good light (Bryman and Bell, 2011). Additionally, the stage of transcribing relates to producing valid transcripts of the interviews, in this thesis the informal tone of voice was kept throughout the transcripts to present answers as they were given and any notable emotion shown during the the interviews were also noted where emphasis on emotions were needed. Further, the stage of analyzing refers to the soundness of the interpretations, in this thesis this relates to how possible misinterpretations might arise from any unclear answers from respondents. To minimize this, this study sought to gain a brief understanding of the respondents through introductory biographical questions. The two final stages, validating and reporting relate to validating the findings in the right community and reporting the findings in a valid fashion. In this thesis, the findings were discussed among the researchers to settle on the adequate interpretation and all findings are reported both in Chapter 6 and full transcripts from all interviews are included in Appendix 2.

5.8.3 External validity

External validity is a general problem with qualitative research and relates to the generalizability of the findings (Bryman and Bell, 2011). Farquhar (2012) adopts this to the domain of case study research by describing different views on generalizing findings from case studies. According to her some researchers believe case study research cannot be generalized since the findings are unique to that specific case. She further describes how some researchers believe that multiple case studies are able to gain increased external validity by studying the same phenomena across several situations. Yin (2009) contrast these opinions by stating that case studies are not aiming for statistical

generalization comparable to surveys, instead the aim is analytical generalization where the findings can be generalized to theory. In multiple case studies, Yin (2009) suggests that external validity can be increased through replication logic which means carefully selecting each case so that it either predicts similar results or contrasting results. This thesis attempts to increase external validity by, as has been previously stated, adopt literal replication as a replication logic, meaning that the cases studies are predicted to be similar. For this case the aim is thus to achieve theoretical generalization by proving that the theoretical framework is applicable in a larger extent. This can be supported if the connections described in the theoretical framework are exhibited similarly across the studied cases.

5.8.4 Reliability

Reliability relates to the degree by which the study can be replicated and might also be a general issue with qualitative research according to Bryman and Bell (2011). They suggest that it might be impossible to replicate a specific context since it can be highly situational in nature. Farquhar (2012) broadens the context by noting that reliability in general refers to the stability and consistency of the results. She further adds that in connection with replication another important notion of reliability is transparency. Yin (2009) suggests that higher reliability can be achieved by carefully documenting the process and steps of the study. An attempt to increase reliability in this thesis is made by carefully documenting all the steps of the data collection and processing and by being transparent by including transcripts of each interview.

6. Analysis

In this section findings from the data collection will be presented and analysed. The analysis is based on three cases; Bianca Ingrosso, Isabella Löwengrip and Matilda Djerf. Each case is introduced with a brief general description of the respondents and their understanding of social media and influencer. Following the introduction, the data from each case will be analysed according to the theoretical propositions developed from the theoretical framework. Transcripts of the interviews are available in Appendix 2 and outtakes from the coding process can be found in Appendix 3.

6.1 Bianca Ingrosso

For this case, the respondents are four females between 22 and 26 years old. The names of the respondents are Julia, Lara, Josefina and Annette. All use social media several times a day. Julia checks her accounts “[...] like 4-5 times a day [...]” (00:00:51) while Lara is using social media “[...] the whole time [...]” (00:00:45). The respondents also agree on Instagram being their favourite social media platform, Julia prefers it since “[...] that's the one that I use the most and create more content on as well [...]” (00:03:11), and Lara adds that “[...] you can follow a lot of people and it's interesting to see what everyone is doing [...]” (00:02:21). She goes on by saying “I’m probably on Instagram a lot. As soon as I don’t have anything to do or in a boring lecture I check Instagram. It’s a nice way to pass time to sit and check a lot of pictures.” (00:42:22), to express how much she uses Instagram. For Josefina Instagram is “[...] easy, you can just go into it and scroll a little bit and go out of it. You don’t have to read much or it’s not like much information [...] you can just look at pictures [...].” (00:02:58).

All four respondents follow a variety of accounts, Lara for instance says that she follows “Everything from influencers to friends to PH [Swedish television show *Paradise Hotel*] -celebs” (00:02:49). Annette says that she also follows “A lot of friends. And then some influencers and some brands. Some politicians.” (00:01:48). In regards to influencers Julia adds “[...] I follow a few influencers and most of them are influencers that I followed for a long time so they just stick in my feed.” (00:07:09).

When describing what an influencer is, Lara struggles to express her understanding; “It’s really like very difficult. I don’t have a complete understanding of what an influencer is. It’s very, or I think

it's very unclear."(00:06:45). However, she adds "[...] everything is about selling stuff even though we are not aware that they are selling it" (00:07:19). The other respondents have a clearer understanding of what an influencer is. Annette describes it as "Someone who is supposed to influence others, inspire others I guess. Have like a nice feed." (00:02:21) and Julia further explains that "[...] an official influencer is someone that has a lot of followers and a lot of credibility online." (00:05:28). Josefina complements this by talking about an influencer as "[...] a person that you get inspired from in different ways. Maybe with clothes and make up and opinions or lifestyle or yeah you get inspirations. But you also have opinions about their opinions and what they're saying and they build opinions." (00:06:10). All four respondents agree that there are a lot of different types of influencers, for example Julia describes how "Some people are like lifestyle and it can be in fashion, makeup, there's a bunch of different influencers in a lot of different categories." (00:05:30).

In regards to Bianca Ingrosso, all respondents are active followers and in general it is difficult for them to remember exactly when they began following Bianca Ingrosso. Lara expresses this by saying "Oh, that is probably since ... Shit I have no idea. For a very long time anyway. Before she was in what is it called, Let's dance [Swedish Television show] it must have been. I mean a couple of years I would think." (00:08:15). The respondents preferred social media platform for following Bianca Ingrosso is aligned with their general preference of social media platforms as expressed by Julia when she describes that she follows Bianca Ingrosso on, "Mainly Instagram, very rarely her blog and sometimes her YouTube channel." (00:14:52).

In sum, all four respondents are regular users of social media and are familiar with the concept of influencers and they are regularly following Bianca Ingrosso, mainly on Instagram.

6.1.1 The antecedents of engagement

This section explores the respondents' answers in relation to theoretical propositions regarding the antecedents of engagement as defined in the theoretical framework.

6.1.1.1 Inspiration

All four respondents mention how inspiration motivates them to engage with Bianca Ingrosso. Josefina for example, states it when she says "I follow her to get inspiration in clothes and make up" (00:14:33) and Julia adds that "[...] what I do appreciate with her content is her interior

design like furniture and stuff. She just bought a new apartment and she bought a lot of new furniture and I got some inspiration from there.” (00:44:17). Lara agrees with inspiration as a motivation for engagement when she says *“I mean, isn’t that why a lot of people follow many influencer accounts because it’s fun to see how people style themselves. You can like, mix your own style with everything. That’s kind of how you get a style, by being inspired by others.”* (00:26:47). Josefina explains the importance of inspiration when she describes how she shops for makeup; *“[...] it’s like so much to choose from so you have no clue and if you get like inspiration for makeup and things that people have actually tried it’s easier for you to buy things.”* (00:43:33). In contrast, Annette says that she is most interested in *“[...] personal stuff [...]”* however she adds *“[...] you get inspired how she does her hair that’s like more how she influence me [...].”* (00:04:58). The respondents mainly talk about getting inspiration from pictures or text but Josefina adds *“[...] I get the inspiration because it’s so many makeup products that people are only writing about it but when she’s [Bianca Ingrosso] actually filming and showing the result and taking good pictures about it, it helps.”* (00:42:10).

In sum, all four respondents articulate that inspiration is a motivation for engaging with Bianca Ingrosso’s content.

6.1.1.2 Information

All the respondents talk about different types of information which Julia summarizes; *“It could be personal information. It can be professional, collaborational information, like I’m doing this now. Have you seen my new collection. Have you seen my father’s new restaurant. Have you looked at my brother’s latest song.”* (00:41:39).

When engaging with Bianca Ingrosso, all the respondents express a desire for certain specific information. This information seeking process is expressed by Lara when she says *“[...] if it’s like clothes or something she posts that you think looks nice then you want to know where she bought it.”* (00:11:21) and Josefina adds that she is interested in information about *“[...] what she’s [Bianca Ingrosso] doing when she is traveling [...] and tips about makeup, clothes and skin care routines.”* (00:39:18). Annette mentions how information could motivate her to engage with Bianca Ingrosso *“[...] if I would like some shoes she’s [Bianca Ingrosso] wearing, I guess I could only click on the picture and see where they are from, I think she’s good at that.”* (00:25:16). Julia describes the information she finds on Bianca Ingrosso’s social media platforms as *“[...] mostly*

recommendations of places to go or maybe not directly recommendations but when she posts restaurants visits or pictures of food [...]” (00:36:10). A connection between information and inspiration can be seen when Julia further explains how information inspires her *“[...] if she [Bianca Ingrosso] goes to Italy and I’m like, I’m going to Italy in a few weeks then it would be nice to see to what places she went to because then you get some ideas. Maybe you would be inspired to go there.”* (00:36:36).

In sum, all four respondents identify and mention information as a motivation for engaging with Bianca Ingrosso’s content and the findings show that information can serve as a base for inspiration.

6.1.1.3 Entertainment

All four respondents express that they engage with social media to fill time. Josefina for example, says that she engages with Instagram when *“[...] standing in the line in ICA [Swedish supermarket] maybe [...] or when I sit down and eat maybe. Mostly when I wait for something to happen.”* (00:48:39) and Julia describes that she uses social media to fill time when she is less busy; *“[...] probably during lunch like if I’m working it’s during lunch. [...] and also in the evenings, like maybe around dinner and before going to bed.”* (00:01:19).

In regards to Bianca Ingrosso, one respondent elaborates on how aesthetic enjoyment leads to engagement; *“I think it’s fun to look at a lot of nice pictures. She posts really nice pictures [...]. It’s probably why I follow her.”* (Lara, 00:26:24). Further, Julia supports this when she explains her first engagement with Bianca Ingrosso but also mentions emotional release as a motivation; *“[...] she seemed like an interesting person. She was funny, she looked really good and she has nice clothes and a good taste.”* (00:11:54). Annette expresses that her motivations for engaging with Bianca Ingrosso are filling time and escaping from problems; *“I think that’s just because I’m bored. I just want to spend time on something and dream away or whatever you might say.”* (00:28:43). None of the respondents mention relaxing or sexual arousal as motivations for engaging with Bianca Ingrosso.

In sum, all four respondents engage with social media in general to fill time. In terms of engagement with Bianca Ingrosso the motivations mentioned by the respondents in regard to entertainment are aesthetic enjoyment, emotional release, escape from problems and filling time.

None of the respondents express sexual arousal or relaxation as motivations for engagement with Bianca Ingrosso.

6.1.1.4 Remuneration

When asked about what content the respondents are looking for in Bianca Ingrosso's posts, remuneration is not initially mentioned by any of the respondents. However, when prompted to talk about it, Julia mentions that she finds it interesting "[...] when she [Bianca Ingrosso] shares some discount codes, that's nice [...]" and she continues "[...] as I said before she uses the same brands or I use the same brands as her then it's nice if you can get a discount." (00:37:06). Nonetheless, in relation to the theoretical framework, the respondents express that remuneration is not a motivation to engage with Bianca Ingrosso which is summarized by Lara; "It's not like I actively look for it. Or I don't care that much about it." (00:39:32). However, two of the respondents express their positive attitudes when they come across a discount code. Lara says that "[...] I bought a new wristband for my Daniel Wellington watch, I got a discount from her [Bianca Ingrosso] Instagram. I was like I actually need to buy a new wristband and then I went there and bought it just because she had a discount code for 15%." (00:39:00) and Josefina says "Maybe I wouldn't buy the things that she is wearing [...] maybe I have another pair of jeans or a sweater that I want to buy so I can use her code." (00:45:49).

In sum, none of the respondents mention that remuneration is a motivation to engage with Bianca Ingrosso. However, three of the respondents express a positive attitude towards discount codes through their willingness to use them.

6.1.1.5 Self-expression

In terms of self-expression, it is difficult for the respondents to express their thoughts about their own connection to Bianca Ingrosso and the way in which they see their act of following someone as an expression of themselves or who they desire to be. The complexity of the question is exemplified when Julia is trying to make sense of following Bianca Ingrosso in regards to her inner self; "Yeah but it's not that I want to be her. I just think we are not exactly the same people [...] it's nothing like my inner self is striving to be either. [...] And I don't think she symbolizes me, my inside." (00:48:50). Another respondent however expresses a connection between her inner self and engagement with Bianca Ingrosso; "Like I can recognize myself a bit in her. I mean it's something that makes you follow her." (Lara, 00:53:16).

Two of the respondents express that they are aware that following Bianca Ingrosso expresses their social self. Julia explains that people who see that she engages with Bianca Ingrosso “*[...] would be, aha you are the kind of person who follows Bianca. Of course they would identify me in a specific category. [...] Some people that don’t like her would be, aha she is that person who follows her whilst other people could be aha I also follow her [...] then I know a little bit about you.*” (00:49:44). Josefina talks about engaging with Bianca Ingrosso to express herself and says “*[...]I get inspiration from her and maybe that says a little bit about me.*” (00:47:56).

In sum, two respondents express an awareness of self-expression in terms of their social self and their engagement with Bianca Ingrosso and one respondent expresses a clear connection between engagement and inner self. However, the connection between self-expression and engagement appear rather weak in the respondents’ answers.

6.1.2 Engagement

In the interviews, the respondents cite entertainment as the motivation for their initial engagement with Bianca Ingrosso; “*I think it’s nice to follow her because she’s like funny and like a chilled person. And yeah I think that’s just she’s doing nice updates I guess.*” (Annette, 00:04:23) and “*She was funny, she looked really good and she has nice clothes and a good taste.*” (Julia, 00:11:54). Lara struggles to remember exactly why she started engaging with Bianca Ingrosso “*No I don’t really know why I started following her*” (00:08:39) but she adds that her first impression was “*[...] I really liked her and I liked her style [...]*” (00:09:36) which indicates entertainment. Finally, Josefina adds that she started to engage with Bianca Ingrosso since “*[...] she was good looking and beautiful and she dressed well and she was like good at putting on makeup and yeah she was cute.*” (00:09:54).

When it comes to engagement, the respondents express different ways in which they engage with the content that Bianca Ingrosso posts, mainly they are *consuming* by watching, reading and listening. All of the respondents express that inspiration is a motivation for engaging by *consuming*. Julia exemplifies the respondents’ behaviour when she says “*[...] if I’m looking for something specific and I’m like wait I saw something about Bianca what did she do and then I maybe go in there and depending on what I found it makes me feel, hopefully inspired [...]*” (00:45:53). Annette further explains what motivates her to engage by *consuming*; “*[...] she does her hair tutorials.*

Because that's something that I think is very fun and she is good at it. So that I could get new ideas from." (00:26:06). Lara adds that *"I think it's really nice to see travel pictures, then you get tips for nice places to travel to."* (00:31:55). Three of the respondents mention how information motivates their engagement in terms of *consuming*; *"The things that I read that she is writing, it will be maybe when she travels, what she's doing when she is traveling and makeup tips and where she buys her clothes and tips about makeup, clothes and skin care routines."* (Josefina, 00:39:18) and *"If she says something personal about her family it's always interesting to read [...]"* (Julia, 00:39:26). Finally, Lara adds that she engages with Bianca Ingrosso to *"[...] keep up to date with the new trends [...]"* (00:36:36). Entertainment is also mentioned by three respondents as a motivation for *consuming*; *"Because it's [Bianca Ingrosso's video blogs] more fun and it's just sometime you want to watch something without thinking and it's just nice to watch that."* (Annette, 00:06:20) and *"For me she's like a fun person to have on social media. It's fun to follow."* (Julia, 00:32:57). Finally, Lara adds *"Most of the time I only check the picture and think, wow nice."* (00:13:54).

The respondents express differences in willingness to engage by *contributing*. Julia says *"I scroll and I scroll and I scroll. And sometimes I 'like'. Usually I click on something and then I end up seeing something else [...]"* (00:51:01). Josefina adds *"I don't like to write comments or something."* (00:49:47) and she explains *"Because I have nothing to say. I don't care so much. But I comment on a friends Instagram but not people that I don't know."* (00:50:07) however she says that she 'likes' Bianca Ingrosso's pictures. Annette agrees and says *"I never comment, sometimes I 'like' them."* (00:09:33). All four respondents 'like' Bianca Ingrosso's content, which indicates *contributing*. When asked if there is any content in particular that would make them 'like' one of Bianca Ingrosso's post, Julia and Lara expresses how entertainment is a motivation for *contributing*. Julia explains what content she usually 'likes'; *"Like, maybe a nice picture of food or a nice picture of Marbella."* (00:51:59) and Lara expresses a similar but weaker motivation when responding to if there is any content that she usually 'likes'; *"No, not really. If it looks nice... No, I 'like' most things that show up in my feed."* (00:33:20). Annette and Josefina express information as a motivation for *contributing*, when they answer what content would make them 'like' a post; *"That would be if she for example posts something like oh now I'm done with all the talent shows, it's been such a nice journey or something like that."* (Annette, 00:34:43) and *"I 'like' if it's something*

more serious like when she says something good and meaningful or something about a new thing in her job” (Josefina, 00:50:15).

In sum, as shown in the findings, the initial motivation for engagement is entertainment. Further, the respondents are mainly *consuming* content, and are motivated to do so by inspiration, information and entertainment. Likewise, information, inspiration and entertainment are also mentioned as motivations for *contributing*. As for self-expression and remuneration, no clear connections can be made to the different levels of engagement and none of the respondents express that they engage by producing and publishing brand-related content that others consume and contribute to. Thus, in this case, the respondents are not engaging by *creating*.

6.1.3 Outcomes of engagement

According to the theoretical framework in this thesis, brand loyalty is an outcome of engagement. The findings from this case imply some of these connections. In relation to behavioural loyalty, only Lara shows evidence of WOM as an outcome of *consuming* when she talks about Bianca Ingrosso’s posts *“I could save something and send it to a friend if it’s something really nice you see.” (00:43:45).*

Signs of behavioural loyalty through the respondents’ revisit intentions are present but rather weak in this case. Josefina expresses her revisit intentions as an outcome of *consuming* by saying *“[...] now I think that it’s fun to look at her Insta Stories because I think, yeah she doesn’t take herself so seriously and she’s easygoing and that’s fun to look at. So yeah I would say that I would follow her in the future.” (01:12:37).* Likewise, Annette expresses revisit intentions when she talks about following Bianca Ingrosso in the future; *“I think maybe not follow her but maybe go into her account every week maybe or, just because it’s fun [...]” (00:46:28).*

None of the respondents mention any attitudinal loyalty as an outcome of engagement. This could be due to the weak connection between self-expression and engagement which shows that the respondents are not engaging with Bianca Ingrosso to reinforce their social identity.

In sum, the respondents’ low level of engagement with Bianca Ingrosso tends to lead to weak brand loyalty. This could be owing to the finding that *contributing* is less evident and *creating* is not evident, these higher levels of engagement have been found to have a stronger influence on brand

loyalty than *consuming*. Regardless, the respondents express some revisit intentions based on *consuming* entertaining content and one respondent mentions WOM as an outcome of *consuming*.

6.1.4 The antecedents of PSI

This section will explore the respondents' answers in relation to theoretical propositions regarding the antecedents of PSI as defined in the theoretical framework.

6.1.4.1 Perceived Interactivity

When talking about how they perceive Bianca Ingrosso in terms of how she is communicating with her followers, the respondents both elaborate on how active Bianca Ingrosso is but also what their expectations of her interaction are. Three respondents recognize that Bianca Ingrosso is listening and talking to her followers. Julia says “[...] *she [Bianca Ingrosso] tries to interact a lot with her users and followers in different ways.*” (00:17:49). Lara further elaborates that “*It depends a bit on if there are discussions in the commentary fields. Then I think she would reply.*” (00:15:08) and Annette concludes “[...] *she’s [Bianca Ingrosso] doing these stories and she’s like oh I think it’s so nice that you come to me on the street.*” (00:07:34). In contrast to this, Josefina says “[...] *that the followers are more following her [Bianca Ingrosso] and it’s not like an interaction with the followers.*” (00:18:22). However, all the respondents share the same perception on how Bianca Ingrosso reacts to mean comments. Julia summarizes the respondents’ opinions and says “*People are super engaged in her [Bianca Ingrosso] and she gets so many comments, super personal comments.*” (00:16:53) and she further explains that “[...] *she [Bianca Ingrosso] shares this [reaction to mean comments] with her followers and I think she’s kind of trying to explain to them that she’s a person by showing how she feels when she gets these bad comments.*” (00:17:46). These quotes show that the respondents perceive that Bianca Ingrosso is not only listening to her followers but also talking to them.

In sum, three of the respondents perceive Bianca Ingrosso as interacting with her followers, especially when reacting to mean and hateful comments.

6.1.4.2 Openness in communication

In relation to openness in communication the respondents frequently mention honesty, authenticity, genuinely and the type of information that Bianca Ingrosso chooses to share. Lara says “*I still think she is a very open and lovely person. [...] she is kind of open about her private life and very much*

so and I guess she lets people in.” (00:14:03). Josefina shows a similar perception of Bianca Ingrosso and says “She’s not only showing the good and perfect side of everything [...], she’s very open and she shows many sides and that’s good. Because you get a little bit annoyed on the influencer that is just showing the good side.” (00:13:09). Annette adds that she considers Bianca Ingrosso open in her communication since she shares personal posts “[...] if she’s sad or something.” (00:11:08). Finally, Julia says that Bianca Ingrosso “[...] shares a lot of things that I would believe is super private and I would never share with other people or like publicly. Maybe things that you would tell your best friends [...].” (00:24:26). These quotes show how three of the respondents consider openness in communication to relate to being transparent by also showing the not so glamorous parts of life.

Further, two of the respondents elaborate that they consider openness in communication to be important. Julia explains how Bianca Ingrosso’s openness makes it easier for her to relate to her; *“[...] she [Bianca Ingrosso] seems to be very genuine, she seems very honest and open, very personal and very like, it’s easy to relate to her, she’s like a normal person in a way [...].” (00:12:56). If an influencer is not open in her communication, Josefina adds “I will get bored and I will stop following that person.” (00:22:10) and she continues explaining “I followed many people before that was like always happy clappy and didn’t show anything else but their clothes and what they’re doing.” (00:22:18).*

In sum, all of the respondents describe Bianca Ingrosso as being open in her communication due to being honest and sharing both positive and negative sides of her life. Further, two of the respondents elaborate on the importance of openness in communication for the relationship with Bianca Ingrosso and influencers in general.

6.1.4.3 Social attraction

In general, the respondents find it easy to talk about Bianca Ingrosso in terms of how attractive she is to others. In their answers the respondents elaborate on who these others could be and generally separate between two groups, people who like Bianca Ingrosso and people who do not. Julia explains how social attraction had an influence on why she started to follow Bianca Ingrosso when she says *“[...] initially I saw her in Let’s dance and it started to get this boom about her, she was everywhere [...].” (00:10:53). When Josefina talks about how others would describe Bianca Ingrosso she says that they would think she is “[...] maybe a little bit annoying as a person.”*

(00:26:24). Following up on this, all respondents talk about other people having negative opinions about Bianca Ingrosso. Lara explains that *“Most people would think that, well maybe if you’re not that into it, many would think that maybe she [Bianca Ingrosso] got everything handed to her and that she wouldn’t even have become an influencer without her famous family.”* (00:21:28). Annette adds *“[...] a lot of people say that she’s super stupid.”* (00:15:39). These quotes show that the respondents seem to be aware that there are people that do not find Bianca Ingrosso to be socially attractive.

However, the respondents’ answers show that they generally find Bianca Ingrosso to be socially attractive. When explaining what her friends would think of Bianca Ingrosso, Julia says *“They would probably be very curious and be like... But that’s because she’s [Bianca Ingrosso] a public person, so they would be like we know about this person that’s very exciting. How is she actually? They want to get to know her maybe.”* (00:29:18). She also adds that Bianca Ingrosso *“[...] could probably contribute with a lot of fun and craziness. Like add a little spice to the group.”* (00:28:38). What Julia shares also highlights the notion that social attractiveness could be inherit in celebrities and famous people. Josefina also talks about famous people being socially attractive when she describes how people could view her if she was friends with Bianca Ingrosso; *“Because maybe people would say that I want to be famous and that’s why I want to hang out with her maybe.”* (00:28:25). Further Lara adds that Bianca Ingrosso would fit into her circle of friends *“[...] she seems like a lovely person so I don’t really know why she wouldn’t fit in.”* (00:23:21). Annette believes that her friends *“[...] would probably think it was very fun [...]”* (00:18:05) and that *“[...] they would probably be curious about her life [...]”* (00:18:16).

In sum, the respondents seem to identify Bianca Ingrosso as attractive in their circle of friends and therefore she is perceived as being socially attractive. Nonetheless, the respondents recognize that some people also have negative opinions about Bianca Ingrosso which makes her socially unattractive.

6.1.4.4 Attitude Homophily

In the interviews, three of the respondents first express differences between themselves and Bianca Ingrosso, they only describe similarities when prompted. Lara explains that *“We have pretty different lives. And I could probably not put myself in her life. I would probably not like it. To be an influencer.”* (00:20:12) and Josefina adds *“[...] I would say that she [Bianca Ingrosso] has a lot of*

money that I don't have.” (00:24:44) and she adds that “I wouldn't like express myself like she does and she is maybe a little bit more open than I would be.” (00:25:34). Annette further comments “Well we live these super different lives.” (00:12:28). Contrary to this, Julia mentions similarities before differences “We use the same brands, we use the same products, we have a summer place in the same country in Spain, in the same city. She loves going out for dinner a lot. I do that a lot with my family too. She has a really close relationship with her family. I have that too.” (00:26:17).

Further, the other participants express that they to some extent are able to relate to Bianca Ingrosso. Annette says “[...] it's not like she's [Bianca Ingrosso] someone that feels super far away.” (00:13:28) and Lara adds “She's like a normal girl on the inside and in that way you're always a girl too and I mean she, like I said with all her mood swings and how she was like a teenager with eating disorders and everything like that you can say that I recognize myself in when I was younger.” (00:40:40). Finally, Josefina relates to Bianca Ingrosso saying that “[...] her feelings could be my feelings too.” (00:37:19).

In sum, three of the respondents express several differences between Bianca Ingrosso and themselves before mentioning any similarities. However, all respondents are to some extent able to relate to Bianca Ingrosso.

6.1.5 PSI

PSI is defined as an illusionary experience, yet the respondents in this case seem to be fully aware of the realistic mechanics of their relationship with Bianca Ingrosso. In relation to this awareness, Julia expresses how all the respondents feel when she says “[...] she [Bianca Ingrosso] is just an external person that you can relate to and that you can get inspired by and that I get influenced by in different ways. If I talk about our connection, it's very passive not a very active connection but still it's an ongoing connection.” (1:04:59).

Nonetheless, the respondents share inconclusive statements that indicate that there might be feelings of intimacy and an emotional bond with Bianca Ingrosso. Annette expresses what could be an emotional bond in her support for Bianca Ingrosso “Well I think it's sad to see if she writes that she gets all these nasty comments [...]. So that touches me.” (00:22:13). She further shows an indication that there could be feelings of PSI through her desire to know more about Bianca Ingrosso; “I would be much more eager to swipe up because usually when I read posts on blogs I

only read the full thing if it's like more serious post. [...]. It's more maybe like get to know the person." (00:11:46). This quote also shows a possible relationship between engagement and PSI, since the willingness to learn more about the persona directly leads to *consuming*.

Being able to relate more to Bianca Ingrosso could enhance the feeling of intimacy as explained by Julia when she says that Bianca Ingrosso shares private information that *"[...] you would tell your best friends"* (00:24:26). The finding that Julia also experiences the most similarities with Bianca Ingrosso could therefore explain her emotional connection which is expressed when she feels the need to defend Bianca Ingrosso; *"I was like! You can't just like decide that she's annoying just because she's public. So I thought that was a bit unfair."* (01:08:41). Likewise, Josefina comments *"I feel bad for her but I think that when she's [...] writing about something, something bad or something that is affecting her, I feel bad for her and I think that it's strong of her to write about it."* (00:35:43). From these quotes it can be assumed that two respondents experience an emotional bond with Bianca Ingrosso, albeit a rather weak one. It is however notable that in contradiction to the definition of PSI, none of these quotes demonstrate that the respondents have an illusionary experience with Bianca Ingrosso. Lara expresses no feelings of intimacy and emotional bond when explaining how she feels when Bianca Ingrosso shares her emotions; *"I absolutely think that it's interesting to read but I don't get personally affected by it. No not really."* (00:29:11).

In sum, only one respondent expresses an indication of feelings of PSI. Three of the respondents show some feelings of intimacy and emotional bonds, yet no signs of any illusionary experience. Since the respondents acknowledge the presence of the variables of perceived interactivity, openness in communication and social attraction, the rather weak attitude homophily could explain why the respondents do not express an illusionary experience between Bianca Ingrosso and themselves.

6.1.6 Outcomes of PSI

The absence of PSI in this case subsequently leads to the lack of brand loyalty as an outcome of PSI. Julia exemplifies the respondents non-existing brand loyalty intentions in relation to PSI when she says *"But if I'm completely honest I don't think I would really miss it if I would 'defollow' her. And if we talk about being friends again, that's not what I would do with my actual friends. [...] you don't really have a personal connection to her [Bianca Ingrosso], so it's easier to cut it off in a way."* (00:32:57). This quote shows specifically that the absence of PSI can lead to weak revisit

intention. Moreover, Annette expresses stronger revisit intention compared to the other respondents; *“It would be interesting to continue seeing like even if I stopped following her to like watch it maybe once a week or once a month just to see oh she’s doing this today, she’s gonna start with this business, I have no idea.”* (00:43:53). This could be explained by her showing an indication of feelings of PSI.

In sum, since the respondents show little to no sign of PSI, no notable outcomes of PSI are discovered.

6.1.7 Sponsored content

In general, the respondents seem to be able to identify, recognize and express their attitudes toward sponsored content on social media. Three of the respondents address that sponsorships can be more or less obvious. Annette states that; *“[...] it always says paid collaboration with.”* (00:36:27). Julia further explores the topic; *“For me that is when for example an influencer posts some kind of collaboration with a brand or product. Some kind of commercial. It can be direct or indirect I would say.”* (00:52:08). She continues by explaining indirect as *“[...] hidden in their posts that looks like regular posts but they are actually doing some kind of commercial for it but then of course they say that it is sponsored”* (00:52:30) as well as direct which according to Julia is *“[...] more like a picture on a product and they are like this is my favourite product.”* (00:52:47). In relation to the indirect and direct nature of sponsorship Josefina describes that sponsored content can seem staged and says *“I see immediately if the product or the brand is like in the centre of the picture and maybe she’s [Bianca Ingrosso] in the pictures but then she’s like sitting in a way that she don’t usually sit and she’s putting the product up in the camera [...] It’s like staged!”* (00:54:37).

In relation to their attitude towards sponsored content, the respondents are divided. Annette expresses a neutral attitude towards sponsored content; *“I don’t really care about it. And I guess everyone is doing it today so it’s not something that I think about really.”* (00:41:22). Further both Julia and Josefina show a negative attitude towards sponsored content by saying *“I think it always feels a bit forced and that it feels a bit negative [...]”* (Julia, 00:53:20) and *“To be honest I don’t really read the sponsored things.”* (Josefina, 00:51:12). Finally, Lara has a positive attitude towards sponsored content *“[...] I only follow influencers that I think make posts that make sense or how*

you say it. Things that I am interested in. So then I absolutely think it's interesting to see their sponsored posts [...]" (00:46:06).

In sum, the respondents express the importance of disclosing sponsorships to the followers and how sponsored content can appear more or less obvious. Further, the respondents show diverse attitudes toward sponsored content.

6.1.8 Trust

The respondents elaborate on their view of both trustworthiness in general with regards to influencers and how they then connect this to Bianca Ingrosso. In general, all of the respondents describe trustworthiness in relation to influencers as being open and honest by sharing both good and bad sides as summarized by Julia *"For me a trustworthy person is someone that is not just showing one side but is honest of course"* (00:54:14). In relation to Bianca Ingrosso's trustworthiness Lara says *"That's one of the reasons I follow her really [...]. It doesn't feel fake. Because she's so open."* (00:49:18) and continues *"[...] it makes her more credible than if she paints a picture of everything being perfect."*(00:19:03). Josefina agrees; *"I think she is trustworthy. Because maybe she's saying a little bit more than she should say."* (00:59:46). Finally, Annette explains *"[...] it's not that she's [Bianca Ingrosso] trying to hide them [her bad sides] and she's very like honest."* (00:40:50). Julia has a more ambiguous view on Bianca Ingrosso's trustworthiness compared to the other three respondents; *"I think she is trustworthy but I also think not."* (00:55:53). On one hand, Julia finds Bianca Ingrosso trustworthy *"[...] because she's [Bianca Ingrosso] open, she says what she thinks in personal opinions"* (00:55:20) and on the other hand Julia says *"[...] she [Bianca Ingrosso] almost only shows like the positive and like luxurious side of her life."* (00:55:25).

Two respondents also express a connection between trust and the sponsored content posted by Bianca Ingrosso. Josefina expresses that for her to trust an influencer's sponsored content, the influencer has to show that they are using the product; *"[...] if they will get you a tip of a product it's important that they actually show you that they are using the product in like a video or something and not just write about it because then you don't know if [...] the person actually is using it."* (00:56:40). When explaining why Josefina finds content on Bianca Ingrosso's blog more trustworthy she says *"[...] in her blog she's writing a little bit more about the products and then she can make a video on Instagram Story. The pictures on Instagram is not very trustworthy. I*

would say that any picture on Instagram that is in collaboration with something is not so trustworthy.” (00:58:17). Julia feels similar towards the effect sponsored content can have on Bianca Ingrosso’s trustworthiness; “[...] sometimes I think that the things she posts can be very direct, like sponsored things can be very direct. And I think that affects the way I feel about her trustworthiness negatively” (00:56:31).

In sum, all respondents have the same understanding of trustworthiness in relation to influencers as owing to honesty and correct sponsorships. Three respondents clearly express trust towards Bianca Ingrosso, while one respondent has a more ambiguous view on Bianca Ingrosso’s trustworthiness. One respondent says that sponsored content negatively influences her trust in Bianca Ingrosso and one respondent expresses that how Bianca Ingrosso presents sponsored content has an influence on trustworthiness.

6.1.9 Acceptance of sponsorship

The respondents also explain how they feel about the fact that Bianca Ingrosso is posting sponsored content. All the respondents attempt to make sense of when sponsorship is acceptable and when it is unacceptable. Two of the respondents accept sponsorships since it is a part of Bianca Ingrosso’s job. Josefina explains *“I think it’s good. It’s a part of her job and that’s how she makes money.”* (01:00:08) and Annette adds by relating Bianca Ingrosso to influencers in general that she accepts sponsorships since *“It feels like they [influencers] have to do it.”* because it’s a way *“To get money.”* (00:41:22).

Julia mentions that she trusts Bianca Ingrosso to only post sponsored content that fits her lifestyle which is when *“[...] she [Bianca Ingrosso] is actually wearing it and going out in it and showing that’s something she relates to and not only advertises.”* (01:00:53). She further clarifies that sponsorships that are *“[...] more like integrated sponsorship in her [Bianca Ingrosso’s] everyday content [...]”* (01:00:38) feels more trustworthy *“[...] because it fits into her lifestyle [...]”* (01:00:53).

As the only respondent, Lara mentions remuneration as a motivation for accepting sponsorship; *“Like I said I think most of her clothes looks nice so for me it’s not a problem if she posts sponsored stuff that can give you discounts and stuff.”* (00:50:52). But she also talks about the right amount of sponsorships to make it acceptable; *“[...] if it would show up every day maybe I would*

get tired of it, and that I don't feel like it does. It's on a reasonable level, it doesn't feel like she just sells stuff [...]" (Lara, 00:47:14).

In sum, the respondents have varying reasons for what they consider to be acceptable sponsorships. Two of the respondents say that they accept sponsorships since it is a part of Bianca Ingrosso's job and a way to earn money. Further, one respondent expresses that she accepts sponsorships that fit Bianca Ingrosso's lifestyle. Finally, one respondent mentions that she accepts sponsorship if the ratio of sponsored content is not too high and also mentions how remuneration makes her more willing to accept sponsorships.

6.1.10 Outcomes of acceptance of sponsorship

In terms of the outcome of acceptance of sponsorship, the respondents' loyalty towards and engagement with Bianca Ingrosso seems to be more affected when the sponsorship is not accepted. In terms of engagement with Bianca Ingrosso's content, Josefina says in relation to sponsored content that *"[...] it's like three products on a nice table with a little bit flowers and I don't really care about the flowers and the table and the product so I just scroll down."* (00:55:16). This quote shows how her engagement would decrease if she finds the sponsorship unacceptable. In terms of loyalty towards Bianca Ingrosso, the effect of acceptance of sponsorship on brand loyalty is unclear. Only one respondent's answer implies that acceptance of sponsorship could have an effect on respondents' revisit intentions since she mentions that she is annoyed by and finds it boring when there is too much sponsored content; *"If it would show up every day maybe I would get tired [...]"* (Lara, 00:47:09).

In sum, how the respondents react to sponsorships they find unacceptable is the only prominent outcome of acceptance of sponsorships in this case.

6.1.11 General findings

Finally, the general findings in this case related to the theoretical framework show how the relationship between the followers and Bianca Ingrosso can be explored through the different variables independently and in relation to each other. In this case, engagement is the main mediator for brand loyalty and there is little evidence of PSI among the respondents. Since there is little PSI, not much can be said of the relationship between PSI and trust.

In regards to engagement, the initial motivation for following Bianca Ingrosso is expressed by the respondents as entertainment. Further, the respondents mainly engage by *consuming* and the motivations for this are inspiration, information and entertainment. All respondents also engage by *contributing*. They state that their motivations for *contributing* by ‘liking’ content are inspiration, information and entertainment. From the interviews it is not possible to find clear linkages between self-expression, remuneration and the different levels of engagement. In general, loyalty intentions are weak. However, the mentioned outcomes of engagement are revisit intentions and WOM.

The respondents show no feelings of PSI in general, only one respondent show indications that there could be feelings of PSI. The other three respondents show some feelings of intimacy and emotional bonds yet none of the respondents express an illusionary experience when talking about their relationship with Bianca Ingrosso. This could be explained by the weak attitude homophily in this case. Since no respondents show feelings of PSI, brand loyalty outcomes are attributed to other factors.

When talking about sponsored content the respondents express confidence in the ability to identify content that is sponsored. They also describe this content as being more or less obvious depending on how Bianca Ingrosso frames it. The respondents express various attitudes towards sponsored content. A majority of the respondents trust Bianca Ingrosso and one respondent further explains that sponsored content has a negative influence on her trust towards Bianca Ingrosso. Another respondent says that how the sponsored content is presented has an influence on Bianca Ingrosso’s trustworthiness. Two respondents accept Bianca Ingrosso’s sponsorships since it is a part of her job, one respondent says that it is acceptable if the sponsored content fits the regular content and one respondent mentions that remuneration mediates the acceptance. It is also mentioned by one respondent that the amount of sponsorships has a negative effect on acceptance of sponsorship. Finally, there are signs of decreased revisit intentions as an outcome of unacceptable sponsorships.

6.2 Isabella Löwengrip

In the case of Isabella Löwengrip, the respondents interviewed include four females between 25 and 28 years old. The names of the respondents are Svea, Klara, Michaela and Terese. Initially they describe their social media behaviour and view of influencers. They all use social media throughout the day. Terese for instance says that she uses social media platforms “*Several times a day. I go*

through all of them ten to fifteen times a day.” (00:01:48) and she describes the typical situation in which the respondents would use social media as when “[...] watching TV in the evening for example or if I’m on the train or the bus on the way to work for example.” (00:01:25).

The respondents mention different favourite social media platforms. Michaela’s favourite social media platform is Instagram *“Because you can know what all your friends are up to and see what’s happening and you can also get inspiration. You can be there for hours and do anything.” (00:02:31).* Svea’s favourite social media platform is blogs since *“[...] that’s more interesting, to actually read a bit more. And the blogs that I read I guess I have read them for like 5, 6, 7 years.” (00:01:48).* All four respondents follow a variety of accounts. Klara says for instance *“[...] the one that I’m following the most is my friends [...] But then I’m following brands [...] and some other influencer who have some kind of tips I would say, inspiration.” (00:04:28).* Svea explains that she also follows *“Mostly friends, that’s probably 75% companies, I have a few, it’s a few sports brands that I like. And influencers not so many actually, like one or two maybe.” (00:03:12).*

All the respondents share a similar view on influencers being personas that inspires and influences other people through different social media platforms which is exemplified by Klara when she says *“[...] an influencer is like a person who is trying to inspire other people in the way they are using products and lifestyles in a inspirational way” (00:05:47).* In addition to this Michaela has a more commercial perception of what an influencer is when she refers to influencers as sales people *“[...] who want you to buy the products” (00:03:43).*

When talking about Isabella Löwengrip, it becomes clear that the respondents have been following her a long time, for instance Terese mentions that she has followed Isabella Löwengrip *“[...] from the beginning. It was more than ten years ago.” (00:05:31).* It is also worth mentioning that some of the respondents refer to Isabella Löwengrip as her early blog name Blondinbella. Klara for example says that she does not know when she started to follow Isabella Löwengrip but that it *“[...] was like 10 years ago or something, when she was called Blondinbella” (00:08:11).* The respondents preferred social media platforms for following Isabella Löwengrip differ from each other. Three of the respondents mainly read Isabella Löwengrip’s blog. Michaela expresses that the blog is more important to her when she says *“I want to get everything instead of just of get the*

picture.”(00:07:39). Contrary to this, Klara mainly follows Isabella Löwengrip on Instagram and says about the blog *“I’m not the one that’s looking into her blog like every day.”*(00:55:27).

In sum, the respondents are using social media platforms regularly and share a similar understanding of what an influencer is. They have been following Isabella Löwengrip for a long time period and the preferred channel is mainly the blog but they also follow her on Instagram to various degrees.

6.2.1 The antecedents of engagement

This section explores the respondents’ answers in relation to theoretical propositions regarding the antecedents of engagement as defined in the theoretical framework.

6.2.1.1 Inspiration

In the interviews, the respondents describe how they find Isabella Löwengrip inspiring and this inspiration is expressed in different ways. On one hand, three of the respondents find Isabella Löwengrip’s personality inspiring which is expressed by Svea when she describes how Isabella Löwengrip influences her way of thinking; *“I think she [Isabella Löwengrip] has a pretty positive like way of seeing life and she seems to be very pragmatic which I think is nice. So in that way you can get ideas from that also how to think or how to tackle problems you see in your life.”* (00:34:04). Klara also explains why she gets inspired by Isabella Löwengrip’s personality *“I could be inspired in the way for example when she launched her body lotions and hand creams and so on, I was like okay if she can do it then I can do it.”* (00:41:16). Finally, Terese adds *“I think it’s because I really like her in that sense because she has done a big journey. And she has come very far although she’s only two years older than me. So in that sense it’s inspiring as well.”* (00:27:06).

However, all respondents also mention how they find more tangible inspiration when consuming the content that Isabella Löwengrip is posting. For example, Terese says that Isabella Löwengrip *“[...] has a really really nice house which was totally fixed within a year maybe. So there it can be like I would like that chair or I would like that for example.”* (00:22:37). Further, Michaela describes how she bought shoes for herself and her family and claims *“I think I hadn’t done it if I didn’t see it on her website.”* (00:33:02). Nevertheless, Michaela is less inspired than the other respondents; *“I wouldn’t say I would get so inspired every time I visit her blog or visit her Instagram.”* (00:29:37). Klara also adds *“[...] when I’m seeing her hair, I’m more like okay, now*

I'm going to also take care of my hair, do a haircut this week.” (00:44:17). Finally, Svea says “I think she [Isabella Löwengrip] posted now that she was in Madrid and I was also in Madrid last weekend.[...] And then I was like oh, maybe we can go here [recommendation] next time.” (00:34:04).

In sum, all respondents express that inspiration is a motivation for engaging with Isabella Löwengrip. Moreover, all of the respondents mention that Isabella Löwengrip's lifestyle is a source of inspiration and three of the respondents state Isabella Löwengrip's personality as a source of inspiration.

6.2.1.2 Information

The respondents mention information as another motivation for engaging with Isabella Löwengrip. Three of the respondents mention how they find the content that Isabella Löwengrip posts to be informative. Klara explains why she likes to visit Isabella Löwengrip's blog; *“[...] I know that she's working with her beauty brand and I'm very interested in like beauty and so on so then I'm like what products does she have [...].” (00:11:11).* Svea also talks about the importance of information and that she prefers information that is *“[...] more hands on and like some advice.”* and adds that *“Otherwise I wouldn't read [the blog].” (00:32:47).* Svea further explains that she finds text to be more informative than pictures when she says *“I think it's pretty informative [Isabella Löwengrip's blog], she has a lot of text. Like many bloggers have just big pictures and writes a bit. But I would say she's the opposite, she writes more and then she posts pictures.” (00:30:31).* For Michaela it is important to find information about products and she explains *“[...] if you want to buy the product and the information isn't there you get annoyed.[...] Or at least I do.” (00:28:36).*

In contrast to this, Terese says that she does not find that much information on Isabella Löwengrip's blog; *“It's more fun and easy going. She doesn't post a lot on fashion or anything I would say. She's very limited compared to other bloggers.” (00:28:29.22).*

In sum, two of the respondents express that they are motivated to engage with Isabella Löwengrip due to seeking information. Further, one respondent expresses the importance of finding desired information.

6.2.1.3 Entertainment

In general, all respondents talk about entertainment in terms of using social media in general to fill time. In regard to Isabella Löwengrip, two of the respondents express that emotional release is a motivation for them to engage with her. Terese exemplifies this when she explains why she reads Isabella Löwengrip's blog; *"Because it's a few minutes of fun. It's fun to read. Pretty simple. I mean it doesn't have to be very focused. You can just like scroll through the pictures or read the short text she has or something."* (00:52:42). Svea realises when thinking about reading Isabella Löwengrip's blog that *"[...] in one way it must make me feel a little bit good [...]"* (00:35:24).

Further Michaela describes how aesthetic enjoyment is a motivation for engagement with Isabella Löwengrip; *"[...] I want to have travelling, fashion, food and so on. I think that she's more something I visit because it's nice than to like get something from it."* (00:44:52).

In sum, for two of the respondents emotional release is a motivation for engagement with Isabella Löwengrip. In addition, one respondent is motivated by aesthetic enjoyment. None of the respondents express sexual arousal, escaping from problems or relaxation as motivations for engagement with Isabella Löwengrip.

6.2.1.4 Remuneration

In this case, remuneration as a motivation for engagement with Isabella Löwengrip is not frequently mentioned across the interviews with the respondents. Two of the respondents mention that remuneration in the form of discount codes are not common in Isabella Löwengrip's posts. Michaela says *"I haven't recognized it [discount codes]."* (00:33:28) and Klara adds *"I don't think that she's actually working so much with discounts, I'm not sure now but I don't think she is taking that kind of strategy."* (00:44:17). However, Terese recognizes *"[...] she [Isabella Löwengrip] has had some [discount codes] but I think in the last years it has been more like Baby shop and those kind of stores than others. So it hasn't really been relevant to me."* (00:33:35). To these three respondents, remuneration appears not relevant in relation to their motivation to engage with Isabella Löwengrip.

In contrast to the other respondents, Svea remembers after a while that she once used a discount code from Isabella Löwengrip, she explains *"It was from what are they called this, N-A-K-D. This*

Swedish fashion brand. [...] That I have used once from her blog actually. I don't mind, I think it's great. It's a win-win situation." (00:36:57).

In sum, remuneration is not mentioned by any of the respondents as a motivation for engagement, yet one respondent mentions her favourable attitude towards remuneration in relation to Isabella Löwengrip.

6.2.1.5 Self-expression

In this case, the respondents struggled to express their inner feelings and if following Isabella Löwengrip in some way expresses or reinforces who they are.

In connection to their social self, two respondents express that they believe that following Isabella Löwengrip does not have an effect on what people think of them because they perceive Isabella Löwengrip as being a well-known public figure. Klara explains that Isabella Löwengrip *"[...] has been approved from the crowd, it's like okay to follow her even though you are a fan or not, it's more like that's totally fine."* (00:48:10) and she adds *"[...] Blondinbella is a person that everyone can follow and that's fine, that's okay."* (00:47:29). Further Michaela says that Isabella Löwengrip *"[...] is like too mainstream to get connected in a specific way."* (00:35:02).

In sum, two of the respondents believe that following Isabella Löwengrip is so common that it does not affect or reflect their social self. None of the respondents clearly express that Isabella Löwengrip is someone they follow because she expresses their inner self.

6.2.2 Engagement

As was previously explained, the respondents engage with Isabella Löwengrip on different platforms, mainly her blog and Instagram. In accordance with the theoretical framework, the previously described antecedents affect how and why the respondents choose to engage with Isabella Löwengrip. All respondents have been following Isabella Löwengrip for around ten years which makes it difficult for them to elaborate on their motivation for the initial engagement. Terese summarizes this when she says *"It was more than ten years ago. So I actually don't remember how I started or how I found her from the beginning but I think she was like one of the first big bloggers in Sweden. So I think she was pretty much everywhere I would assume, in that time."* (00:05:31).

Consuming is the most common level of engagement that the respondents mention. On Instagram, Michaela exemplifies how the respondents are *consuming* content when she says “*I just look at it. Just scroll down. Maybe read her caption but that’s all*” (00:36:10). All respondents mention inspiration as a motivation for *consuming*. Terese explains “[...] *if I see some nice restaurant or some nice attraction or place to go to I usually save them to remember them when it’s time to go there myself.*” (00:29:31) and Svea remembers “[...] *a lipstick once and she [Isabella Löwengrip] said yeah use this! And then I put a screenshot to remember.*” (00:41:39). Further Michaela comments “*If it’s something like really inspirational then I could do the saving function so I could find it later [...] Or I could like print screen something.*” (00:36:37) and finally, Klara describes “[...] *I also have seen some kind of live stories from her account when she has been on some kind of lectures and having some kind of presentations so in that way I would say that I’m following her.*” (00:10:04).

Terese, Michaela and Svea mention entertainment to be a motivation for *consuming*. Terese says “*I mean it’s [Isabella Löwengrip’s blog] fun to read.*” (00:23:45) and Michaela further explains “*To be honest the content is maybe not that interesting. But I still read it and look at the pictures. But when she’s travelling the pictures are always more appealing then when she’s like just at home.*” (00:24:56). Finally, Svea describes “*I also like pictures of her clothes [...] I think I like them I think she has a pretty good like clothing style so that would be something I look at sometimes.*” (00:28:36).

Svea and Klara mention how information motivates them to engage with Isabella Löwengrip, Svea describes the content that she prefers as “*She has as we spoke about a lot of good informational content and I think I get a lot out of reading her blog.*” (00:54:48) and correspondingly Klara says she is motivated to engage with Isabella Löwengrip “[...] *sometimes when like she’s in Copenhagen then I want to like okay what is she doing, what places is she visiting and so one.*” (00:11:05).

In general, the respondents do not engage by *contributing*, as best described by Svea “*I don’t comment, I don’t think I’ve ever written a comment. I’m one of these 'lurkers' as it’s so nicely called.*” (00:40:21). However, Klara says that although she does not comment on blogs or Instagram, she “[...] *would 'like' the picture [...]*” (00:49:45) on Instagram. A reason for this could

be that the respondents perceive 'liking' as a more inconsequential form of *contributing*, and since it is not possible to 'like' on the blog, which is the preferred platform for most of the respondents in this case, they generally express lower levels of engagement.

In sum, as shown in the findings, the initial motivation for engagement is inconclusive. Further, the respondents are mainly *consuming* content and are motivated to do so by inspiration, information and entertainment. Only one respondent engages by *contributing*. None of the respondents mention *creating* content related to Isabella Löwengrip and none of the respondents clearly mention self-expression or remuneration as motivations for engagement.

6.2.3 Outcomes of engagement

Since all of the respondents are mainly *consuming* Isabella Löwengrip's content, the outcomes mentioned in this part are associated with this level of engagement. In relation to behavioural loyalty Terese describes how WOM is an outcome of her engagement with Isabella Löwengrip; "[...] we talk about if she [Isabella Löwengrip] has done some funny posts for example that she is having a new reality show now. Or who she's dating." (00:52:00).

In terms of behavioural loyalty through revisit intentions, two respondents mention different degrees of willingness to revisit the social media platforms of Isabella Löwengrip due to their engagement. Svea expresses this when showing that she is willing to frequently read Isabella Löwengrip's blog "[...] of the blogs I read it's the blog I check most frequent. And others it's a bit more spontaneously or it could be like oh now I read it for a few months and then I don't read it for year or something" (00:52:25). Terese also expresses revisit intentions but they are weaker as she says that she would keep visit Isabella Löwengrip "[...] at least right now. As I said maybe from time to time. But at the moment yes." since she thinks "[...] it's a few minutes of fun." (00:52:32).

In terms of attitudinal loyalty, one respondent illustrates a connection between engagement and brand prominence and brand self-connection; "I most like her blog, since I followed it for so long I think it's a nice blog" (Svea, 00:54:48). This quote shows how Svea through her engagement developed a connection over time with Isabella Löwengrip.

In sum, the respondents in this case display different degrees of brand loyalty. Two respondents exhibit revisit intentions due to their engagement with Isabella Löwengrip. One respondent also

exhibits signs of attitudinal loyalty as an outcome of engagement with Isabella Löwengrip and one respondent expresses WOM as an outcome of engagement.

6.2.4 The antecedents of PSI

This section will explore the respondents' answers in relation to theoretical propositions regarding PSI and the antecedents of PSI as defined in the theoretical framework.

6.2.4.1 Perceived Interactivity

In relation to the variable perceived interactivity the respondents express how Isabella Löwengrip is listening and talking to her followers. In general, the respondents express that there are low degrees of perceived interactivity. Michaela says that *"It feels like it's a really big distance between her [Isabella Löwengrip] and her readers."* (00:10:48) and Klara adds that it *"[...] is more of a one way communicators to her followers"* (00:12:35).

When the respondents talk about the interaction between Isabella Löwengrip and her followers they mention that Isabella Löwengrip would only reply in relation to her business as Klara puts it in words *"I think that she gets so many questions every day and if there's some question that would like maybe threaten her brand or something then I think she would raise that question [...]."* (00:14:43). Michaela adds to this *"I don't think she listens so much to her follower. I think she does it for her own protection and more to follow her strategy than to listen to her followers."* (00:10:15). Svea further comments *"I mean it's not maybe that she's into the comments and replies there, [...], but I think that she sometimes listens because it would be that someone asks me this or someone had a comment about that and she would bring it up [...]"* (00:11:40). These quotes also highlight that the respondents perceive the interactivity on a larger scale than answering single comments, instead Isabella Löwengrip posts reactions or answers comments in one single post.

In contrast to the other respondents, Terese perceives there to be more interaction between Isabella Löwengrip and her followers; *"[...] she asked for the followers' opinions [...] like should we go with the light blue colour or should we go with the pink one. What do you think about the design? And she's really trying to engage them in the company."* (00:09:32). However, Terese still believes that Isabella Löwengrip mainly *"[...] reads a lot of comments [...]"* but continues *"[...] I think she doesn't always answer them [...]"* (00:09:32), which shows that she also agrees that Isabella Löwengrip is listening more than talking to her followers.

In sum, all four respondents perceive the interactivity to be low, yet they express that Isabella Löwengrip to some extent is listening to her followers.

6.2.4.2 Openness in communication

When talking about this variable the respondents attempt to make sense of how open Isabella Löwengrip is in her communication. Three of the respondents talk about Isabella Löwengrip's communication as filtered and calculated. Michaela points out *"I think that she is like a pro on this. So she knows exactly what she needs to be sharing in order for the information to feel really like intimate."* (00:15:09). The respondents all relate private information to events in Isabella Löwengrip's life as well as openly sharing her strategy. Klara explains how she perceives Isabella Löwengrip to strategize her openness *"I think that this bullying thing is very private but she has turned it into something more commercial because she wants to like she's building her story on this [...]"* (00:18:22). In relation to Isabella Löwengrip's strategy, Svea adds *"I think I have actually listened to a lot of interviews with her and she's very strategical with what she does and I know it but I still like kind of fall for it [...]"* she continues by saying *"I think she's smart so that's why I like her"* (00:08:06).

However, three respondents identify private topics in her information and consider her to be open. Svea for example perceives Isabella Löwengrip to be open in her communication when she says *"I guess maybe she can say that she is a bit insecure in how to be a good mom and she says that she's insecure of how to be a good friend and keep relations. I think that's actually something very open to say about yourself that like hey I'm not so good at social relations."* (00:15:31). Terese further says *"I think she's private but not maybe not into this details that I mentioned before. She's always like updating on her life but not on the people around her so to say."* (00:12:56). Finally, Klara describes the openness in communication of Isabella Löwengrip as *"It feels sometimes she can express her ups and downs [...]"* (00:17:53).

Michaela also acknowledges that Isabella Löwengrip is open in her communication, yet she is sceptical towards the openness since she is aware of the strategy behind it. *"So I think that it's easy to when you read the story you feel like you get the whole story and you are buying it. But maybe it's another truth."* (00:15:06).

Further, three of the respondents elaborate how important openness in communication is for their relationship with Isabella Löwengrip. They compare it to accounts they would follow for other reasons such as purely inspiration where they do not seem to care if the blogger is sharing private information. Svea points out that “[...] if I would be someone who follows like fashion bloggers and stuff maybe I wouldn’t think it’s so important but I think it’s pretty important and it gives it a bit more like a real picture and more honest.” (00:17:20) and Klara adds that “[...] it gets easier to connect with that when you have all this kind of information you know where she lives, you know what she has been working with and you know all this kind of personal thing.” (00:19:44). In general, Michaela explains how she considers openness in communication to be important “[...] if you start feeling that you are following them [influencers] and you are like friends, you want to know more. You want to like understand why they are behaving in a certain way or why they are changing their way of living.” (00:14:03).

In sum, three respondents perceive Isabella Löwengrip to be open in her communication, yet three respondents also recognize that there is a strategy behind the communication and three respondents find openness in communication to be important for their relationship with Isabella Löwengrip.

6.2.4.3 Social attraction

The respondents find it easy to elaborate on the variable social attraction in relation to Isabella Löwengrip when describing how other people think and feel about her. All four respondents describe how other people can be categorized in two groups, as Michaela points out “I think that people either love her [Isabella Löwengrip] or hate her. It’s like nothing in between.” (00:17:59). This view is explained by Terese “I think there are two views as well. Like some that is really inspired by her that she challenged the status quo and that she when she has the kids at home for example she has people who prepare the food, who cleans the house. [...] for one group of people she is really testing them and it’s too far away from the Swedish norm.” (00:16:45). Further Klara says “[...] the ones who like her [Isabella Löwengrip] see her as like successful and like as a cool young woman who has succeeded and then I also think that people are like oh my god I hate her [...]” (00:23:35). Finally, Svea concludes “[...] some people would describe her as this super career driven person who doesn’t care about her feelings or her kids and stuff. [...] but I think most people in my age would have a pretty positive view on her.” (00:19:45).

The respondents' answers show that they have different opinions about Isabella Löwengrip in relation to social attraction among their friends. Three of the respondents find Isabella Löwengrip to be socially attractive among their friends. Klara thinks Isabella Löwengrip could be a part of her group of friends *"I mean because my friends are very driven and she's also very driven and I think in that sense they would be able to connect with each other."* (00:24:58). Both Michaela and Svea describe how other people would feel if Isabella Löwengrip was her friend; *"I think that people maybe be like impressed. Or be like OMG why are you friends?"*(Michaela, 00:19:14) and *"I guess people in my age would probably think it was pretty cool."* (Svea, 00:23:24). In contrast to this, Terese says that Isabella Löwengrip would not fit into her circle of friends *"I don't think that [Isabella Löwengrip's focus] will suit with my friends because we can also spend a lot of time on those kind of things that is really not important but still funny to talk about."* (00:19:35).

In terms of how important it is for the respondents that Isabella Löwengrip is liked by others, Terese summarizes how the respondents feel; *"I think that's [social attraction] important but maybe of course if everyone were negative then maybe of course I assume I would be influenced as well."* (00:18:53). She continues by saying that she has a favourable attitude towards Isabella Löwengrip and that she cares less about what others think *"[...]as long as people are split [...]"* (00:19:09).

In sum, three of the respondents find Isabella Löwengrip to be socially attractive and they do not seem to care if there are people that have negative perceptions of Isabella Löwengrip as long as there are some people, either inside or outside their circle of friends, that have a positive perception of Isabella Löwengrip.

6.2.4.4 Attitude homophily

The variable attitude homophily is expressed when the respondents talk about how they describe Isabella Löwengrip in relation to themselves. All four respondents are able to relate to Isabella Löwengrip; it is however notable that all respondents acknowledge differences before similarities as explained by Terese *"Oh that's a tough question. I'm not an influencer. A big difference. [...], she's a lot more entrepreneurial than I am."* (00:13:29). Also Klara first mentions how different Isabella Löwengrip is compared to herself *"I feel like she's so public and I'm so private. So that is like the biggest difference."*(00:21:09). Michaela agrees and further comments *"Oh far away. So different*

persons.” (00:16:13). Finally, Svea adds *“I think she has much more energy than I do. I would say she’s also more, much more business minded.”* (00:37:59).

Further, the respondents make a distinction between relating to the life Isabella Löwengrip is living and relating to shared values and ideas. In relation to the lives they live Terese exemplifies that Isabella Löwengrip *“[...] has two kids. She has a completely different life in that sense.”* (00:07:18).

When talking about Isabella Löwengrip’s values and ideas three respondents recognize some similarities as Svea points it out *“[...] she’s [Isabella Löwengrip] very like open minded and outgoing. I would say I’m that to. And I guess I also have ambitions for my career and my life.”* (00:18:21). Klara as well shows some attitude homophily when she says *“I think that both of us are very entrepreneurial and [...] she’s aiming high and I’m also doing that in another way maybe.”* (00:21:50). Finally, Terese states *“I would say one is hard working. I really work to get where I want to.”* (00:14:41).

Michaela exhibits the least attitude homophily when she only is able to recognize the similarities between her and Isabella Löwengrip as; *“We are both Swedish, we are both blonde.”* (00:16:54).

In sum, feelings of attitude homophily seems to be weak among the respondents but can vary in degree. When considering similarities all respondents mention differences before describing any similarities. However, three respondents recognize some similarities between them and Isabella Löwengrip.

6.2.5 PSI

In the interviews, the respondents explain and describe their emotional bond to Isabella Löwengrip and how they experience feelings of intimacy. Contrary to the definition of PSI, little evidence is found in support of an illusionary experience in the relationship between the respondents and Isabella Löwengrip.

From how two of the respondents talk about Isabella Löwengrip they express indecisive feelings of intimacy and emotional bonds. Klara implies feelings of intimacy to some extent through how much she knows about Isabella Löwengrip when she explains *“I know for example that she has some kind*

of chef at home who is like cooking food to her and her children and I know that she's, when she's having her kids and I know when all these, when her ex-boyfriend is having the kids [...]" (00:39:50). Further when she says "[...] we have some kind of distance relationship where I'm like looking into what's happening to her life and I know the like overall picture of what's going on but it's not like I know in detail what she wore yesterday [...]" (00:17:01) Klara makes sense of how intimate her relationship with Isabella Löwengrip is. Terese also attempts to make sense of how intimate her relationship with Isabella Löwengrip is when she says "Even though I don't know her it's kind of, I mean it feels like I know her in some sense." (00:24:04).

Two of the respondents exhibit low feelings of intimacy since they perceive Isabella Löwengrip to be; *"[...] she's very like, everything should be so like perfect. And everything feels like it's following a strategy. [...]" (Michaela, 00:06:19) and "My image of her. I guess I have realized how strategic she is.[...] I think it's more the like business side that I like." (Svea, 00:09:25).*

Three of the respondents exhibit an emotional bond with Isabella Löwengrip when they are expressing how they feel when she receives criticism. Svea says *"[...] I felt a bit sorry for her because it's very hard to be that exposed especially with the kids and all that."* (00:26:55) and Michaela adds *"It's like she wrote a post about her ex-husband is going to get the kids and someone was like; You mention your ex-husband really often. That's a mean comment and it's not like helping anyone"* (00:30:47). In relation to this Terese also exhibits indications of an emotional bond with Isabella Löwengrip when she explains *"I feel support because usually when they have open feelings in that sense maybe it's often responding to negative critic and I can understand that it is really tough to be in a spotlight in that sense. And for example Blondinbella has been in it for almost ten years [...]" (00:24:34).*

In sum, the respondents show no feelings of PSI through an illusionary experience. However, two respondents exhibit indications of emotional bonds and two respondents exhibit indications of feelings of intimacy. Since the respondents express that Isabella Löwengrip is socially attractive, the weak attitude homophily and low perceived interactivity could explain why the respondents do not express an illusionary experience.

6.2.6 Outcomes of PSI

In the case of Isabella Löwengrip, since the respondents do not express any feelings of PSI towards Isabella Löwengrip, no outcomes of PSI in form of brand loyalty are shown. The absence of brand loyalty due to a lack of PSI is exemplified by Klara when she talks about continuing to follow Isabella Löwengrip in the future; *“As long as she is running a business I would say. But if for example she would stop working then I wouldn’t bother to follow her life with the children, then it would be boring for me.”* (01:03:53). This quote specifically shows how Elin’s revisit intentions are attributed to other reasons than PSI.

In sum, since the respondents do not express any signs of PSI, no outcomes of PSI are discovered.

6.2.7 Sponsored content

The respondents find it easy to talk about and explain how they feel about sponsored content on social media. In the interviews the respondents claim they have no trouble identifying and recognizing sponsorships. Three of the respondents further elaborate on how noticeable sponsorships are. Michaela points out that *“[...] nowadays you have to like mark everything if you got money for it in certain way.”* (00:04:43). In relation to this Svea explains *“I think it’s a very long time ago bloggers could you know getaway with just writing, oh look at this nice thing and then not mention it’s sponsored.”* (00:44:37). Finally, Terese explains that sponsorships can be more discreet in nature as well when they are not explicitly paid for; *“[...] if they [influencers] for example get something home for free then they are free to write whatever they want to and if they actually choose to write something then I would say it is actually a true personal opinion”* (00:38:43).

All respondents express their attitude toward sponsored content on social media platforms. Three of the respondents voice a positive attitude toward sponsored content. Terese expresses her opinion about sponsored content; *“I mean I think it’s positive and that it works in case it’s a natural fit between the influencer and the brand that is sponsoring the influencer.”* (00:37:34). Klara and Svea relate their positive attitude to the fact that sponsored content are a part of an influencer’s job. Klara explains this *“I mean it’s okay to be sponsored because that’s the way how they are earning money because that’s their job, but then they need to do the good job to like connect the right products for their profile”* (00:53:25) and likewise Svea adds *“I know some people get very upset that they don’t mark some posts that they are sponsored or not. That doesn’t really matter to me at all. I just think*

if they can make some money, why not?” (00:36:57). In contrast to the other respondents, Michaela clearly has a negative attitude towards sponsored content; “[...]it’s boring. I don’t know, there’s so much sponsored content nowadays. It’s not nice.” (Michaela, 00:37:10).

In sum, the respondents address that sponsored content has to be disclosed. It is also mentioned that there are discreet forms of sponsored content. In regard to their attitude toward sponsored content, three respondents express that they are positive towards it and one respondent expresses a negative attitude towards sponsored content.

6.2.8 Trust

When commenting on trust, the respondents describe how they perceive trustworthy behaviour on social media in general and how they relate it to Isabella Löwengrip. Michaela summarizes characteristics that all respondents express make an influencer trustworthy; *“Someone that shows like values and opinions about other things. [...] And then follows the strong opinions in the collaborations. So you can see like a red line between everything they are doing. And someone that is not posting too many collaborations. Then you have to be honest with it.” (00:40:01).* In relation to Isabella Löwengrip, all respondents perceive her to be trustworthy for different reasons. Terese considers Isabella Löwengrip as trustworthy *“[...] because she is not the person who is like ‘oh I met this person yesterday and now we are best friends.’ [...] she is really open in that sense and not the person who is like ‘yeah I love everyone and I love everything’.” (00:42:47).* In addition to this, Svea considers Isabella Löwengrip to be trustworthy because *“[...] she is also pretty transparent about how much money she makes out of sponsorships and how much money she makes out of her blog [...]” (00:47:24).* Klara further explains her trust through a willingness to rely on Isabella Löwengrip when she comments that *“she’s [Isabella Löwengrip] trustworthy to a lot of people in that way that she is giving this kind of tool to be powerful and women we can do it as well and so on.” (00:54:30).* Ultimately, Michaela says *“I think since I followed her [Isabella Löwengrip] for almost ten years [...] I trust her like I buy her products and like her products so it makes it even more trustworthy.”(00:43:58).*

All of the respondents make a connection between sponsored content and trust towards Isabella Löwengrip. Svea explains that she perceives *“[...] her [Isabella Löwengrip] as pretty trustworthy [...]”* because she thinks *“[...] that her cooperations feel a bit genuine, it’s not that she stands with some kind of cookie that she never would eat.” (00:47:24).* Terese relates Isabella Löwengrip’s

trustworthiness in relation to sponsored content to her size *“I think that mainly, like for instance in the size of Isabella, bloggers are often very picky what kind of sponsorship they choose as well. So even though it’s paid I think it’s still their personal opinion.”*(00:38:43). In contrast to this Klara claims *“I mean that’s how they earn money, but in Blondinbella’s case I think that it feels not that authentic at all. She’s running her own business and if she wanted to post something then she could do it for like her own products [...]”* (00:56:26). Likewise, Michaela elaborates on how sponsored content has a negative effect on her trust in Isabella Löwengrip; *“I think that she has like so much money and she has done it for so long so she knows that if she does like a bad collaboration it will affect the trust in her brand and she could like buy something for herself that she would that she would rather have that to be sponsored by something.”* (00:41:07).

In sum, all respondents have the same understanding of trustworthiness as influencers that are true to themselves. Further, all four respondents express trust in Isabella Löwengrip. All respondents connect sponsored content with trust in Isabella Löwengrip, two respondents express that sponsored content has a negative influence on their trust in Isabella Löwengrip and two respondents express that Isabella Löwengrip is trustworthy since she is posting sponsored content she stands for.

6.2.9 Acceptance of sponsorship

When trying to make further sense of the sponsorships, the respondents express what they consider to be acceptable and unacceptable sponsorship. Three of the respondents accept that Isabella Löwengrip posts sponsored content yet they cite different reasons for why. Michaela and Svea accept sponsorship as long as it fits the regular content they engage with. Michaela explains that she thinks that Isabella Löwengrip *“[...] is one of the bloggers that maybe does it more discreet. And that they follow the content more than just being like a blog post about something sponsored.”* (00:43:07). In accordance with this, Svea adds *“[...] with Isabella I think also because she is so big she can also be very critical. With her it never feels like hypocritical because [...] she can be very picky of cooperating with companies that suits her.”* (00:43:26). In conclusion Svea adds that Isabella Löwengrip has sponsorships *“[...] that fits her own brand it feels very coherent with what she does so I don’t mind it at all.”* (00:43:26). Klara however, also relates to the fit but does not accept Isabella Löwengrip’s sponsorships since she does not find them fitting in general; *“[...] it was something [a sponsorship] and then it felt like but this is not you, when it comes to things that she’s posting because she’s got so much money for it then I feel like, this doesn’t feel like authentic.”* (00:38:12).

As the sole respondent, Terese mentions remuneration as an incentive for accepting sponsorships in relation to Isabella Löwengrip; *“I mean if it was a good sponsorship maybe with a 10% coupon on some webpage where I usually buy then of course it’s good instead. So it depends on my interests. [...] I don’t think it harms her in a way.”* (00:46:30).

In sum, different reasons for accepting sponsorship in the case of Isabella Löwengrip are expressed by the respondents. Three respondents mention the natural fit of the sponsored content in relation to the regular content the respondents find on her profile, these have to be aligned in order for the respondents to trust Isabella Löwengrip and accept the sponsorships. One respondent further cites remuneration as an incentive for accepting sponsorships.

6.2.10 Outcomes of acceptance of sponsorship

In the case of Isabella Löwengrip, there is a notable connection between acceptance of sponsorship and engagement in the sense that when the respondents find sponsorships unacceptable their engagement and subsequent revisit intentions decreases. In relation to this Svea says that if Isabella Löwengrip would start posting sponsorships that are unacceptable she *“[...] wouldn’t be as interested in the blog.”* (00:49:36). In relation to this Terese explains how her engagement is decreased when she does not accept sponsorships; *“[...] if I wouldn’t think it’s [sponsored content] good then I would just pass it.”* (00:46:30). In contrast to this, accepted sponsorships does not seem to change loyalty or engagement outcomes since the respondents perceive it as fitting to the general content of Isabella Löwengrip. This is expressed by Michaela who says that acceptable sponsorships *“[...] doesn’t bother me. I don’t recognize that often that it is bothering.”* (00:43:17).

In sum, the respondents’ answers show that sponsorships that are accepted have little or no impact on brand loyalty and engagement. However, unacceptable sponsorships tend to reduce engagement and revisit intentions.

6.2.11 General findings

In conclusion, the findings in this case explore the various connections and relationships that are present in the theoretical framework. Engagement appears to be the main mediator of brand loyalty in this case, nevertheless brand loyalty as an outcome is rather weak. Due to the absence of feelings of PSI among the respondents, the findings regarding the connection between PSI and trust are inconclusive.

In relation to engagement, the initial motivation for following Isabella Löwengrip is difficult for the respondents to remember. Further, the respondents mainly engage with Isabella Löwengrip by *consuming*, the motivations for this are given as inspiration, information and entertainment. In relation to the theoretical framework, remuneration and self-expression are not clearly mentioned by any respondents as motivations for engagement. The most prominent outcome of engagement with Isabella Löwengrip is behavioural loyalty through revisit intentions and WOM.

In this case, the respondents do not express feelings of PSI through any illusionary experience with Isabella Löwengrip. This could be due to the fact that the respondents exhibit low degrees of attitude homophily, a general reservation toward openness in communication and low perceived interactivity. However, feelings of intimacy and emotional bonds are mentioned by some of the respondents. Considering the lack of PSI, no notable outcomes of PSI are uncovered.

In relation to sponsored content, the majority of the respondents express a positive attitude towards sponsored content on social media. Further, all respondents reveal that they express trust in Isabella Löwengrip. Some respondents say that sponsored content has a negative influence on their trust in Isabella Löwengrip. The respondents' acceptance of sponsorship is dependent mainly on the natural fit between the regular content and the sponsored content. It is also mentioned that remuneration as an incentive can lead to acceptance of sponsorship. Finally, it is found that decreased engagement and revisit intentions are notable outcomes of unaccepted sponsorships in this case.

6.3 Matilda Djerf

For this case, the respondents are four females between 24 and 26 years old. The respondents' names are Viktoria, Maja, Malin and Carina. All four respondents describe how they use different social media platforms throughout the whole day. Carina for instance describes her social media usage as “[...] *a really bad habit* [...].” (00:55:26) and Viktoria says that she is “[...] *kind of obsessed with Instagram*” (00:00:14) and that leads her to “*check it a couple of times a day.*” (00:00:17).

Overall the respondents' favourite social media platform is Instagram, Maja points out “*Yes it's my favourite, I love Instagram!*” (00:03:06). In terms of who the respondents follow on social media it varies from Viktoria who follows “[...] *almost 900 people on Instagram* [...], *the majority is*

fashion and lifestyle profiles but I also follow my friends but I think that is the small part of it.” (00:05:20) to Malin who follows “*[...] some art accounts and some, well, design accounts but eh not that much bloggers.*” (00:03:44). All the respondents have an understanding of what an influencer is. Viktoria summarizes this when she says “*I think their purpose of having their accounts is to inspire others and to gain of course a lot of followers so they can earn money [...]*” (00:08:44).

In regards to Matilda Djerf, all respondents had difficulties to remember exactly when and why they started to follow her. Maja for example says “*Maybe two years ago or something. Yeah it was a long time ago. Because I remember she [Matilda Djerf] didn't have that many followers then.*” (00:08:11). When trying to remember how she found Matilda Djerf, Maja explains “*I think my mom sent me a picture of Matilda in that chat group. One like oh my god look at this cute bikini and then I started following her too.*” (00:07:52). The other three respondents all think that they discovered Matilda Djerf while browsing through Instagram as Viktoria puts it in words “*[...] I think I started to follow her because I saw somebody ‘liked’ her picture and I thought that her hair is really nice.*” (00:11:25).

All four respondents’ favourite social media platform for following Matilda Djerf is Instagram but they also read the blog and watch her YouTube videos as expressed by Viktoria “*I follow her mainly on Instagram. Then I also read her blog quite frequently [...]*” (00:15:51) and she adds “*[...] I also watch some videos so I would say YouTube as well [...]*” (00:16:23).

In sum, all the respondents are active users of social media, Instagram most prominently. They all have a shared understanding of an influencers as a person that inspires others and is able to earn money from it. For engaging with Matilda Djerf, Instagram is also the preferred social media platform.

6.3.1 The antecedents of engagement

This section explores the respondents’ answers in relation to theoretical propositions regarding the antecedents of engagement as defined in the theoretical framework.

6.3.1.1 Inspiration

During the interviews inspiration is the antecedent most frequently mentioned by the respondents. It is clear that inspiration is a strong motivation for engaging with Matilda Djerf as Viktoria points out *“On Instagram I more follow her because the pictures themselves gives me inspiration”* (00:16:01) and Carina further comments that *“I’m only following or mostly following her because of inspiration and not really about the person who’s behind it.”* (00:33:31).

Matilda Djerf’s clothing style seems to be a source of inspiration for all respondents. Malin for example, says *“She has like more of a chic style and she always has a lot of colours. So yeah that makes me want to wear more colours.”* (00:28:28). For Maja it is not only the look of Matilda Djerf’s clothes that she gets new ideas from but also from the brands she wears *“I know of like brands I’ve never heard of before and now I know of the brands and I like check them out sometimes or I’m aware of the brands and would consider to buy something from there. Only because I’ve heard her talk about it.”* (00:39:38). Maja also says about Matilda Djerf’s clothing style *“If I see her wearing something that I maybe didn’t like before and I see her wear it I’m like ok wait then it’s good because I think she has great taste then those pants are nice.”* (00:36:48). Further, Viktoria mentions that she is also inspired by Matilda Djerf’s clothing style; *“[...] she has done her own collection and then I thought it was a dress when I thought that was really pretty. [...] And then I was like that would look really cute in the summer.”*. Finally, Carina cites inspiration from *“The fashion. But that’s mostly her clothing style.”* (00:35:39) as the content that she is most interested in.

In sum, all of the respondents are motivated by inspiration when they engage with Matilda Djerf. It is mentioned that Matilda Djerf’s clothing style is the main source of inspiration.

6.3.1.2 Information

Information is another motivation for engaging with Matilda Djerf according to three respondents, which is explained by Malin *“I think it’s good if she writes down or maybe comments her collaboration or gives more information about the product she is selling or the clothes. So yeah it’s very important if she wants to have me as a follower.”* (00:34:41). Maja supports how important information is to her when she says *“I love like when people do like beauty tutorials and when they talk about products and if they talk about clothing or hotels. I love to get like reviews. I want some like information.”* (00:01:14). There is also a notable link between information and inspiration

which is expressed by Viktoria when she says *“I hate when, especially influencers who are into fashion for example, put up outfits and then they don’t tag where they have bought the things because I think their job is to inspire others and for the followers to be able to buy the same things or to find something similar”* and then adds in relation to Matilda Djerf that *“[...] she gets tons of questions about her hair and then I think it would be really stupid of her to not address that.”* (00:42:34). In contrast to the other respondents, Carina appears less motivated by information; *“I think she lives more about just her pictures than about writing stuff.”* (00:36:28) she continues *“I don’t think she’s an influencer where I would be like, oh I remember to have seen something and then look her up and check her.”*(00:37:15).

In sum, three of the respondents mention information in the form of advice and product information as a motivation for engaging with Matilda Djerf.

6.3.1.3 Entertainment

All the respondents share that they are motivated by entertainment to use social media in general in a sense to fill time. How the respondents feel regarding this is expressed by Viktoria when she explains how often she uses social media; *“[...] all the time when I’m bored, when I’m maybe just studying I take a break and check the social media.”* (00:01:35).

Two respondents express that filling time is also a motivation to engage with Matilda Djerf. Maja describes when and why she engages with Matilda Djerf; *“I was tired but I didn’t want to sleep yet and I just wanted to lay down and then I didn’t, I didn’t feel like doing something on my phone because I was too tired to see something and then I went in on YouTube and then I love to watch beauty tutorials and then I remembered that I saw somewhere that she had like a ‘get ready with me’ video.”* (00:38:23). Malin supports this when she explains why she recently engaged with Matilda Djerf on Instagram; *“She had a live video on her Insta stories. So I had nothing to do so I saw the video.”* (00:12:24).

Apart from filling time, three of the respondents also elaborate on how aesthetic enjoyment motivates them to engage with Matilda Djerf. Maja says *“I think she takes good pictures, I just like her style. I like the feeling you get from her posts.”* (00:26:16) and Carina further comments that she started following Matilda *“[...] because she has some really nice hair.”* (00:10:30). Viktoria also supports this connection giving examples of content that would make her engage with Matilda

Djerf; *“I think that’s why I started to follow her, I really like her pictures. They have a little bit of a vintage kind of feel so I feel like she really has a special touch of her pictures.”* (00:12:09).

In sum, for all the respondents, entertainment serves as a motivation for engagement with Matilda Djerf. Two respondents engage with Matilda Djerf to fill time and three respondents in order to experience aesthetic enjoyment. None of the respondents mention escaping from problems, relaxation or sexual arousal as motivations for engagement.

6.3.1.4 Remuneration

In terms of remuneration the respondents mention discount codes and competitions as examples. Further, the respondents elaborate less about remuneration than the other antecedents for engagement and they give various answers as to how and why remuneration motivates them to engage with Matilda Djerf.

Both Maja and Viktoria express how remuneration can be a motivation for engaging with influencers in general when they are shopping online. Viktoria explains *“[...] usually if I’m on Gina Tricot and want to buy something online, then I search for the influencers to find discount codes. Got to be smart.”* (00:45:17). This is supported by Maja when she says *“[...] now I learned that you should only buy when you really need stuff. So then that’s why when I’m like, now I need this and then I’m checking the codes up.”* (00:41:22).

Comparatively, Malin expresses that remuneration can be an unexpected extra when she engages with Matilda Djerf. She describes how remuneration is present when she engages with Matilda Djerf to find inspiration *“I go to her page and see if I can find something. Or if she promotes what do you call it clothing brands. And then I check it up and see if I can find something. Oh! And she has discount codes!”* (00:09:54).

In sum, remuneration as a motivation for engagement is expressed differently among the respondents. Remuneration is mentioned as a motivation for engagement with influencers in general in relation to online shopping, and as a general benefit of engagement specifically in relation to finding inspiration on Matilda Djerf’s profile.

6.3.1.5 Self-expression

In relation to self-expression the respondents attempt to make sense of the relationship between themselves and Matilda Djerf and if it reinforces or reflects the person they are or who they want to be. Viktoria and Maja explain how following Matilda Djerf expresses parts of their inner self. Viktoria says “[...] sometimes I plan too much and worry too much about my future and that I should learn from people that are more naive and free kind of that she [Matilda Djerf] is.” (00:46:19) then she continues “[...]I think maybe she’s representing that part of me that should be a little bit more carefree.” (00:46:54). Further, Maja expresses “She symbolizes what I wished I looked like.” (00:42:50).

Three respondents relate to their social self when they mention that they are aware of other people's perception of who they engage with on social media. This further influences how they engage with Matilda Djerf; “I don't have a problem if people know that I follow her and think she’s cute or anything, because I really do.” (Maja, 00:47:21). Maja continues by explaining how she engages with another influencer; “I check her [other influencer] Instagram every day but I don't follow her because that one I feel like you have to defend because there's like divided if you love or hate that person” (00:47:34). These quotes show how engagement can change depending on how Maja wants to express herself. Viktoria makes a further comment regarding how following Matilda Djerf expresses her social self when she says “If they see I follow Matilda they think that’s maybe interesting.” (00:48:15). A connection between the social self is also expressed by Malin when she says “She has a good feed so some people would actually start following her because of me.” (00:36:45).

In sum, two of the respondents express a connection between their inner self and their engagement with Matilda Djerf. Additionally, three respondents exhibit an awareness of how engaging with Matilda Djerf reflects their social self. Nonetheless, self-expression is not shown to have a strong influence on the respondents’ motivation to engage with Matilda Djerf.

6.3.2 Engagement

“[...] oh my god look at this cute bikini and then I started following her [...]” (00:07:26) was the reaction of Maja when her mom sent her a picture of Matilda Djerf and the first impression she had of Matilda Djerf was “[...] she’s cute and has a beautiful face and I love her hair. And her skin colour is amazing. and I love her style. Everything.” (00:08:54.). Therefore, entertainment in the

form of aesthetic enjoyment was the initial motivation for Maja to start engaging with Matilda Djerf. For the other three respondents, inspiration was the initial motivation to engage with Matilda Djerf. Both Carina and Viktoria relate to Matilda Djerf's hair; "[...] *I remember why I follow her and that's because she has some really nice hair*" (Carina, 00:10:30) and "*I thought she has really nice hair and that's the reason why I started to go into her profile.*" (Viktoria, 00:12:09). Malin further comments that her reason for following Matilda Djerf was inspiration as well; "*I saw some pictures that I liked. She had nice shoes and nice styles.*" (00:07:36).

In terms of engagement the respondents express how they engage with Matilda Djerf across her social media platforms. In general, the respondents show a low level of engagement, typically *consuming* content on Matilda Djerf's social media platforms by watching, reading or listening. All of the respondents argue that inspiration is a motivation for *consuming*. Maja expresses this behaviour when she says "*I can save her posts if there's something that I want to buy. Like that was a good, or if there's something like this was a nice outfit she put together I want to look like that or if she has an inspirational photo.*" (00:46:24) and Viktoria adds "*I took a lot of screenshots on her hair because I thought that looks nice and I brought that to my hairdresser. And then I have a folder or I use Pinterest for example on my computer and save a lot of inspirational pictures.*" (00:50:30).

Three respondents mention how information motivates their engagement in terms of *consuming*; "*Sometimes if I want to, browse and shop I go to her page and see if I can find something. Or if she promotes what do you call it clothing brands. And then I check it up and see if I can find something.*" (Malin, 00:10:19) and Viktoria says "[...] *I go more to the blog to maybe see if she posts collages or maybe if she does a hair tutorial or something.*" (00:16:41). Likewise, the connection between information and engagement is evident when Maja describes her behaviour "[...] *when I see her [Matilda Djerf] pictures I like always click so you can see what she has tagged. And so I guess that is important because I always want to see the brands that she is using.*" (00:34:48).

Entertainment is mentioned by all respondents as a motivation for *consuming*. Maja describes "*I was tired but I didn't want to sleep yet [...] and then I went in on YouTube [...]*" (00:36:49) and Viktoria further adds "*I think the content that makes me want to visit her profile is kind of the*

majority of her feed I would say. Like pictures of her, pictures of pretty places she goes to.” (00:48:36). In relation to this Malin, as described previously engages with Matilda to fill time when she says “[...] *I had nothing to do so I saw the video [live video of Matilda Djerf].*” (00:12:24). Finally, Carina says that she is engaging with Matilda Djerf in part since she thinks “*she’s really pretty and I think she has a really nice style*” (00:24:21).

When asked about remuneration as a motivation for engaging with Matilda Djerf, only Maja and Viktoria would seek out discount codes when engaging with influencers in general; Viktoria explains “[...] *usually if I’m on Gina Tricot and want to buy something online, then I search for the influencers to find discount codes. Got to be smart.*” (00:45:17). This is supported by Maja when she says “[...] *that’s why when I’m like, now I need this and then I’m checking the codes up.*” (00:41:22).

None of the respondents express that they comment on any posts of Matilda Djerf, but some of the respondents ‘like’ pictures of her and share content with friends, which indicates *contributing*. A higher level of engagement in the form of *contributing* is mentioned by Carina in the form of sharing inspirational outfits of Matilda Djerf with her friends; “[...] *if she was wearing anything I thought was really nice I could tag my friends in it.*” (00:42:39). Carina’s engagement exemplifies a user-to-user interaction through a branded conversation. Also Malin engages in a branded conversation; “[...] *I have shared with my colleagues if I see something nice or I see something that I think my colleagues that likes fashion that she would like to have then I would maybe share her [Matilda Djerf’s] posts [...].*” (00:39:01). Both Carina and Malin, show a connection between inspiration and *contributing*. Likewise, Viktoria is never *contributing* in the form of commenting but she ‘likes’ content Matilda Djerf posts; “*I never comment because I don’t really feel the need because I don’t have any like direct questions or things. But I try to ‘like’ pictures.*” (00:51:29). Additionally, Carina and Malin engage by ‘liking’ and express how entertainment through aesthetic enjoyment influences their engagement in the form of *contributing*; “*I have just ‘liked’ them, I guess if I find something cute or nice.*” (Malin, 00:39:01) and “*If I think the picture is nice I would like it.*” (Carina, 00:42:05).

Additionally, the respondents show an awareness of how engaging with Matilda Djerf could be related to self-expression, yet the findings show rather weak connections between self-expression and the motivation to engage.

In sum, for three respondents the initial motivation for starting to follow Matilda Djerf was inspiration. Further, one respondent mentions entertainment as the initial motivation. All of the respondents are *consuming* and most of the time they act as 'lurkers' by only engaging passively. Some of the respondents engage by *contributing* and none of the respondents clearly engage by *creating*. The motivations for *consuming* that are most mentioned by the respondents are inspiration, information and to some extent entertainment. Further remuneration as a motivation for *consuming* is less prominent since two respondents mention in connection to influencers in general. The only motivations mentioned by the respondents for *contributing* are inspiration and entertainment.

6.3.3 Outcomes of engagement

There is evidence for a connection between *consuming* and WOM when Malin says “*Sometimes I just share a picture with my phone and then I like show it to my friends. Like look at that top.*” (00:48:02). Further, connections between consuming and WOM are demonstrated by Carina when she after *consuming* content referred Matilda Djerf to friends who were looking for inspiration on how to cut their hair; “[...] *Then I’ve been like, oh like her [Matilda Djerf]? Yeah! That’s the inspiration.*” (00:54:36). Likewise, Viktoria exemplifies how engagement leads to WOM; “*She [Matilda Djerf] has my dream hair, that’s why I cut bangs!*” (00:28:45) then she continues explaining that she “[...] *took a lot of screenshots on her hair because I thought that looks nice and I brought that to my hairdresser.*” (00:49:40).

The respondents express revisit intentions in various degrees, but generally their willingness to revisit Matilda Djerf seems to only cover the near future. For the rather weak revisit intentions, Viktoria provides an answer that represents the opinions of all respondents; “[...] *if she can keep up with this content that she’s doing then I think I would follow her but I’m a little bit unsure if she will be able to manage to do that actually.*” (01:08:37).

Malin is *consuming* Matilda Djerf's content because she's inspired by her style as described in the previous section. She expresses a connection between engagement and revisit intention when she says *"I'm more curious about her than other influencers I guess. Because of her style."* (00:47:21).

The answers of the respondents do not show any evidence for attitudinal loyalty as an outcome of engagement. This can be explained since none of the respondents showed clear connections between self-expression and engagement. If the respondents are not motivated to engage due to self-expressive reasons, then engagement will not reinforce their social identity and create attitudinal loyalty to Matilda Djerf.

In sum, the respondents express relatively low levels of brand loyalty which seems to be connected to their motivations for engagement. Since *contributing* was less evident and *creating* not evident in the respondents' answers, connections between engagement and behavioural loyalty are rare. However, in the right context such as giving style advice, three respondents express WOM when referring Matilda Djerf to other people as a source of inspiration.

6.3.4 The antecedents of PSI

This section will explore the respondents' answers in relation to theoretical propositions regarding the antecedents of PSI as defined in the theoretical framework.

6.3.4.1 Perceived interactivity

In terms of perceived interactivity, the respondents find it easy to describe whether Matilda Djerf is talking and listening to her followers. Two respondents mention the way in which Matilda Djerf talks to her followers; *"She's talking like ooh angels, baby I love you you're my friends ooh. Like that. (Laughs). She's like we're one big family, I love you"* (Maja, 00:11:38) and *"[...]she's so happy that she's doing this and it's all thanks to her followers and she really appreciates everybody who follows her [...]"* (Viktoria, 00:19:08).

In terms of the extent of the perceived interactivity it differs between the respondents. Viktoria, Malin and Maja recognize that Matilda Djerf is talking and listening to her followers. Viktoria says *"[...] when people in Instagram live comment, she responded very good to people commenting to her like thank you that's so cute of you"* (00:19:08). Malin agrees and says *"She had a live video on her Insta stories. [...] she was answering some questions"* (00:12:46). Also Maja describes how

Matilda Djerf listens and talks to her followers *“I see that she writes, I love you guys you’re so sweet. Thank you for all your comments.”* (00:12:21). However, Maja does not *“[...] feel like she’s talking to me.”* (00:11:59) and further explains *“I asked about a pair of, a jeans that she had on a picture and I thought they were really nice and I wanted to know what brand it was. But she didn’t answer.”* (00:12:53). In contrast, Carina explains that she has not observed how Matilda Djerf interacts with her followers and expresses that she does not believe Matilda Djerf would answer her if she had a question *“Because I guess she will get a lot of questions”* and continues by saying *“Matilda is more, I don’t know, like famous or acting as a famous person.”* (00:17:02).

The respondents consider interactivity to be important; *“[...] it’s good for her if she stands out more and tries to talk to her followers or answer some questions [...]. They feel like they can connect to her I guess.”* (Malin, 00:13:38) and *“I think most of the bloggers who are doing really well is doing really well because they are personal too and I guess a way to be personal is by how she [Matilda Djerf] reacts or how she acts in front of her followers.”* (Carina, 00:16:19) and *“[...] even if you don’t answer every single comment I think you should always write one big comment to like know that you get some response”* (Viktoria, 00:22:17).

In sum, three of the respondents perceive Matilda Djerf to be listening and talking to her followers, especially that she addresses questions from her followers. One respondent was not able to reflect on Matilda Djerf’s communication. Overall, the respondents consider interactivity to be important.

6.3.4.2 Openness in communication

Across the interviews the respondents elaborate on the meaning of openness in communication in general and how open they perceive the communication from Matilda Djerf to be. Viktoria describes how she perceives Matilda Djerf’s openness in communication *“I think she’s kind of personal but not too much. I feel like you still get to know her. It feels kind of you know a little bit of her life. For example, I know that she has a boyfriend that works with her. And I know that she lived in California before.”* but she also acknowledges that Matilda Djerf is *“[...] revealing somethings about herself but not too much.”* (00:28:20). Carina agrees and explains *“[...] she is not using her YouTube channel to follow her life. She is using her YouTube to get snapshots of her life. [...] I don’t think she’s doing a reality show.”* (00:22:58). In regard to Matilda Djerf’s openness in communication Malin talks about how Matilda Djerf openly answered her followers’ questions *“[...] some questions were kind of inappropriate. She didn’t like ignore them. She understands*

them and she asked the person who wrote the question what they mean and so on. I think she's like trying to be authentic I guess." (00:15:16). Further, Carina comments that she in general thinks of Matilda Djerf as *"Like a real girl not like, but she seems really nice and open [...]"* (00:12:58).

Two of the respondents attempt to make sense of what information they consider to be private; *"I wouldn't consider it private if she writes about it. Because the things you don't write about then those things are private. Because I think private is what you choose to keep to yourself [...]"* (Maja, 00:16:09) and *"[...] I think that you can be personal and share a lot of information about yourself without being private or still being private. You can talk about things but not reveal too much about yourself."* (Viktoria, 00:26:28). However, Maja talks about Matilda Djerf being brave when sharing certain information *"[...] on this vlog I saw yesterday with her tattoos [...]. I thought it was very brave to do that."* then Maja continues *"[...] when she actually tells how and why she did it [got tattoos]. I think it's a huge thing or for me it would be so I think she's brave."* (00:29:06).

Some respondents elaborate on the importance of openness in communication in the relationship with an influencer. In relation to Matilda Djerf, Viktoria says *"[...] you want to know something that gives you a better picture of her."* (00:28:20) and also explains *"[...] I think it's important to tell a little bit about yourself. [...] you want to get to know them and feel like you are kind of a part of it a little bit [...]"* (00:26:28). Malin also emphasizes the importance of openness in communication *"I would like to know a little more about their lives or how they are as a person."* (00:17:46).

In sum, the respondents give contradicting answers as to how open they believe Matilda Djerf to be. Two respondents perceived the communication to be more open than the other two respondents. However, all respondents expressed a positive attitude towards the variable openness in communication.

6.3.4.3 Social attraction

The respondents attempt to make sense of how socially attractive Matilda Djerf is by reflecting on what others would think of her and how she would fit in their circle of friends. Malin describes how social attraction had an influence on her first engagement with Matilda Djerf when she describes her popularity; *"I just found her Instagram and I think it's because she has a lot of followers or she's just popular"* (00:23:52). Viktoria also relates to Matilda Djerf as socially attractive in terms

of fame and popularity when she says *“I noticed that a lot of the bigger like more established influencers they started to comment a lot on her pictures. [...] So it feels like they think she is cool and she is on the rise so they want to be kind of like influencer friends with her.”* (00:32:08). However, two of the respondents also mention that they are not certain how others would describe Matilda Djerf since she is relatively unknown; *“I don't know many friends that know of her”* (Maja, 00:43:32) and *“I actually feel that a lot of people that I know don't know who she is. So I don't really know how they would describe her.”* (Viktoria, 00:32:08).

When asked to describe how Matilda Djerf would fit in to their circle of friends one respondent says *“She just reminds me of some of my home friends I guess.”* (Carina, 00:13:46). Viktoria further comments that *“I think she would be nice and funny. And you would think that I'm nice because I'm bringing one more funny friend”* (00:34:55) and Malin adds that Matilda Djerf would fit into her circle of friends because *“[...] we don't judge people for what they do. It wouldn't matter if she's a blogger [...] If she's a nice girl or funny or intelligent then I think she would fit in quite well [...]”* (00:23:00). In contrast to the other respondents Maja also recognizes less socially attractive features in Matilda Djerf's personality and says *“[...] she seems also kind of boring, because she's like, I don't say that you have to drink to have fun. But she's like I don't drink, I love to be with my family and I love to be by the ocean”* but Maja adds that *“I also like to be by the ocean but it's not like the only thing I want to do I want to do other stuff too”* and enthusiastically concludes that she would find an interpersonal relationship with Matilda Djerf desirable *“Yeah, she can be my friend if she wants to. And I can be her friend.”* (00:23:33).

In terms of how important it is for the respondents that Matilda Djerf is liked by others, they state that it is not so important for them but they still show that being associated with Matilda Djerf is not negative. Maja summarizes this *“I don't have a problem if people know that I follow her and think she's cute or anything because I really do. It's not like I have to defend her.”* (00:47:31).

In sum, all respondents agree that Matilda Djerf would fit into their circle of friends because they perceive her as being socially attractive. Some respondents relate her fame and popularity to social attraction and they also add that it is not important to them if other people like her or not.

6.3.4.4 Attitude homophily

The respondents talk about attitude homophily when they describe Matilda Djerf in relation to themselves. In general, the first thing that respondents mention is differences when asked to compare themselves to Matilda Djerf. Maja starts by saying *“She’s younger than me, she has better hair than me. She wants to do other things with her life than me. But yeah, so I would say that we’re like kind of different.”* (00:19:55). Viktoria also starts by describing differences *“So I would say she has better hair than me. No I don’t know. I maybe feel that I’m a lot more goal oriented then she is.”* (00:29:35) and Malin points out similar things *“She has a great tan, good hair colour. She has money. She’s younger. And she has a great style.”* (00:20:05). Finally, Carina also agrees with the other respondents *“[...] she’s living a lifestyle that I can’t even relate to. Because I’m studying. I’m sitting in the library most of my time.”* (00:13:46).

However, some respondents also see some similarities between them and Matilda Djerf. Viktoria says *“That she also likes to create that kind of content with both fashion and beauty and photographs.”* (00:31:19) while Maja also recognizes one similarity *“[...] the only one I think of is that she talks a lot about self-love and that I think is important and good that she talks about.”* (00:21:29). Finally, Malin relates to Matilda Djerf’s style as being similar to hers *“I think I have some of the clothes she’s wearing. I think I have some them in my closet. I try to combine the clothes I have and see if I can find maybe a top that looks similar [...].”* (00:20:33).

Carina provides an answer that symbolizes the respondents’ feelings about attitude homophily not being an important factor of their inspirational relationship with Matilda Djerf; *“I think with some of them I follow, it’s really important that I have similarities. But I actually think that it’s more important [...] if it’s more like I wanted to see myself in it, because I know I would never get that lifestyle like some of the big big bloggers but somehow I still, it could be really nice to try it out to travel the whole world for a year.”* (00:25:45).

In sum, the respondents find it more easy to describe themselves and Matilda Djerf in terms of differences which is an indication that there is a low degree of attitude homophily. Some respondents are however able to point out similarities.

6.3.5 PSI

During the interviews the respondents describe the nature of their relationship with Matilda Djerf. From the respondents' answers it is evident that feelings of intimacy and emotional bonds are rare and vaguely expressed through contradictory statements. To a certain degree all respondents are aware of the realistic nature of the relationship with Matilda Djerf and none of them clearly expresses that it is an illusionary experience. This is summarized by Maja *"Well it's only a one way connection, she doesn't know I exist. But there is almost no connection since I don't like or I don't show her that I exist so I wouldn't say that we have a relationship, it's only me having a relationship with her. She doesn't have one with me."* (01:00:34). However, to certain extents the respondents mention both, an emotional bond and feelings of intimacy which are characteristics of PSI. Maja expresses indications of an emotional bond to Matilda Djerf when she says *"[...] me and my mom love her."* and she adds *"I think she's brave and think [...] she has like a good, I mean good values. So I feel like you go girl."* (00:22:11). Viktoria also expresses indications of an emotional bond when she describes how she feels when something good happens to Matilda Djerf; *"And then I was like that's good for her. So I was actually happy for her. But it's not like if something would happen to her I would be super sad or anything."* (00:38:28). These quotes show how there appears to be some emotional bonds with two of the respondents, but at the same time they express a realistic view of their relationship with Matilda Djerf which is contradictory to the definition of PSI as an illusionary experience. Further, Carina and Malin articulate their rather weak emotional bond and lack of feelings of intimacy; *"[...] for me she's just an inspiration than someone I follow a life with. I have no idea where she lives or her family or anything."* (Carina, 00:53:41) and *"[...] maybe I would just feel for her [...]. But that's how I am in general. If my neighbour cried I would cry too."* (Malin, 00:26:15). Viktoria expresses the desire to not have too much intimacy with Matilda Djerf; *"Because I don't want to know the most personnel stuff either. Because I don't need that. But you want to know something that gives you a better picture of her."* (00:28:20).

Maja is the only respondent that clearly expresses that she would like to meet Matilda Djerf which could be an indication of PSI; *"I just want to see her in reality."* (00:28:22). The other respondents are more reserved towards meeting Matilda Djerf which is exemplified by Viktoria when she says *"Some influencers have like oh come and take a coffee with me at this place or whatever; I would never do that because I'm not that interested in her as a person."* (00:39:15).

In sum, only one respondent expresses any feelings of PSI in relation to Matilda Djerf and in general the respondents express rather weak emotional bonds and feelings of intimacy. When considering the antecedents of PSI, how the respondents perceive social attraction and attitude homophily could explain the differences in feelings of PSI. That Maja expresses indications of PSI compared to the other respondents could be attributed to a higher degree of perceived social attraction since Maja is the respondent that most clearly and enthusiastically finds Matilda Djerf to be attractive to others and therefore would find it desirable to have an interpersonal relationship with her. The absence of an illusory experience between the respondents and Matilda Djerf could be explained by the weak attitude homophily. This is seen in how the respondents mainly mention differences between them and Matilda Djerf and scarcely recognize any similarities between them.

6.3.6 Outcomes of PSI

As anticipated, the brand loyalty intentions are generally attributed to other reasons, since there is scarce evidence of PSI in this case. Only Maja showed a possible connection between PSI and brand loyalty in terms of attitudinal loyalty, specifically feelings of intimacy and brand prominence, when she described the importance of Matilda Djerf in comparison to other influencers “*[...] with Matilda I know like personal information and so I would say she's like the only influencer I know who it is.*” (01:01:30).

Carina exemplifies the other respondents rather weak brand loyalty intentions in relation to PSI; “*I don't think I can relate to her but I still think she has really nice style and I think she's really inspiring because she's pretty and then again like I said before. If she cut her hair, I would probably not follow her.*” (00:52:09). This quote shows how the revisit intentions are not influenced by PSI through feelings of intimacy.

In sum, since there is little to none indication of PSI in this case, the outcomes of PSI are less notable.

6.3.7 Sponsored content

In terms of the variable sponsored content, all respondents have no difficulties talking about sponsored content and how they feel about it. Three of the respondent describe that sponsored can be more or less obvious; “*[...] I understand that it's a collaboration since it says in collaboration with Dubai but it's not like I would understand if it's like a picture of a girl standing on a beach. I'm*

not like oh my god that must be sponsored by the country.” (Maja, 01:01:30) and “Because sometimes I can feel she maybe wouldn’t have chosen that top if she would have chosen it herself. So there I think it could be sponsored sometimes.” (Viktoria, 00:54:49). Carina further comments “[...]I think they’re some that just write sponsored and then the caption [...]” she continues “[...] then there are people that really do it nicely somehow. Somehow they’re just better at seeing it like it’s not something they had to do, but it’s something that they really want to do. So it makes sense, instead of just posting the two pictures and just buy this.” (00:47:03).

In terms of their attitudes towards sponsored content, Carina and Viktoria express a neutral attitude toward sponsored content; *“I hate it! Or no...It’s actually a really nice subject. I get why you’re doing it and if you’re really good to show it or not show that it is sponsored. But if it makes sense for the influencer you are, I think it’s fine. It really doesn’t matter.” (Carina, 00:44:11) and “[...] I understand that that is sponsored content and I don’t really care about it.” (Viktoria, 01:00:53).*

A positive attitude towards sponsored content is exhibited by Maja when she says *“I like it [sponsored content] because then I get to see new brands.” (00:56:48). Similarly, Malin expresses a positive attitude towards sponsored content “I think it’s good if she writes down or maybe comments her collaboration or gives more information about the product she is selling or the clothes.” (00:32:02).*

In sum, the respondents express the importance of disclosing sponsorships to the followers and they also describe the importance of how the sponsorship is disclosed. Further, two of the respondents show a neutral attitude toward sponsored content, while two respondents express a positive attitude towards sponsored content.

6.3.8 Trust

Regarding trust, the respondents elaborate on what makes an influencer trustworthy and how trustworthy they perceive Matilda Djerf to be. All the respondents relate a trustworthy influencer to a sense of knowing what to expect from the influencer. Viktoria exemplifies this by describing a trustworthy influencer as *“Somebody that keeps their promises. And doesn’t say one thing one day and another thing the other day.” (00:56:37). Maja adds that “A trustworthy influencer is someone that isn’t too broad that sticks to your subject. And also for me a trustworthy influencer would also be someone who is like honest with what they know and what they don’t know.” (00:52:52) and*

Carina agrees that a trustworthy influencer is *“A person who is loyal to the followers but also to the persona they have created.”* (00:48:12). Finally, Malin adds that a trustworthy influencer needs *“To be just honest about what they are promoting and where they find their clothes.”* (00:42:46).

The respondents elaborate on the connection between trustworthiness and sponsored content. Viktoria specifies *“[...] you should know maybe that they are real and they are not like promoting something that they just get paid for but they are saying that they are not.”* (00:57:29) and also says *“I think it depends a lot on how it is executed. Like if it is badly done [...] then you kind of lose trust with influencers because then you understand okay they are just doing this because they earn money on it.”* (00:52:44). For Maja trustworthiness is also related to sponsored content through her willingness to rely on Matilda Djerf; *“[...] I think she’s like trustworthy with maybe like she’s doing a lot with Nelly [Swedish fashion brand]. I like that because she’s doing a lot with one company instead of some people just do that and that with some company.”* (00:54:01). Further, Malin connects trust to how Matilda Djerf is promoting and using different products; *“I think she’s [Matilda Djerf] trustworthy. [...] she’s real about it because I see it in her bathroom. So she must use the product like a lot. But if I see other products that are for example new then I would be like nah that’s just for the money.”* (00:41:40). Finally, Carina connects Matilda Djerf’s involvement in sponsorships to trust *“[...] Matilda is someone who could do designs for a company and stuff. Then she’s not just a person who wears the clothes but actually a person who is designing the clothes and I think that would make her more trustworthy somehow.”* (00:48:12).

In sum, all respondents express that their trust in Matilda Djerf is related to their expectations of her behaviour. The respondents also express that they are willing to rely on Matilda Djerf for recommendations and that there is a sense of vulnerability if the trust is broken, for example if she is promoting products that she is not using herself.

6.3.9 Acceptance of sponsorship

The respondents elaborate and try to make sense of when they accept sponsorships and when they find it unacceptable. All respondents generally accept that Matilda Djerf posts sponsored content since they are aware that it is her job and how she earns money. Malin summarizes the opinion of the respondents; *“I mean good for her I guess. She makes money out of it. Yeah that doesn’t bother me or anything.”* (00:45:35).

Further, all the respondents mention that the sponsorships have to fit Matilda Djerf in order for them to accept it, as stated by Maja “[...] it also has to be in line with her brand and herself” (00:56:48). Carina further explains “For a girl like Matilda if she’s doing a collaboration with any fashion company it would make sense but if she’s doing a collaboration with I don’t know a car company I would probably think that’s a bit weird. Because she’s more fashionista.” (00:45:26). Malin adds “I think I saw a post where she was talking about her skin care and I think she has promoted some of them. But the thing with her is that when she posts about skin care I think she’s very real about it because she has great skin.” (00:45:26). Viktoria states that she feels that some sponsored content sometimes is not acceptable; “[...] then she did with Natural Cycles [...] and that felt a little bit odd I feel like in her content. I mean it’s a good thing but I felt like it was maybe a little bit, I don’t know. It felt like maybe she got paid a lot to do that.” (00:54:49).

These quotes also show a connection to trust, since the respondents in general are willing to rely on Matilda Djerf and they expect her to behave in certain ways. One of these ways to behave is shown in the expected fit between sponsored content and Matilda Djerf’s lifestyle. Therefore, the respondents’ general acceptance of Matilda Djerf’s sponsorships could be explained by their trust in her to choose sponsorships that fit her lifestyle as expressed by Viktoria “I feel like she is really like representing like her style because you can see as I said before like some people they change style like after the trends come and go and it feels like she is trustworthy in her style” (00:58:30).

In sum, the respondents accept that Matilda Djerf is posting sponsored content since it is her job and how she earns money. However, all respondents agree that their acceptance of sponsorship depends on the fit between the sponsored brand or product and Matilda Djerf’s lifestyle. It is also mentioned that there is trust in Matilda Djerf’s ability to decide on sponsorships that fit her regular content.

6.3.10 Outcomes of acceptance of sponsorships

According to the theoretical framework, the outcomes of acceptance of sponsorships are brand loyalty and engagement. In this case two respondents express these effects. Maja expresses how her engagement was negatively affected by a sponsorship she did not accept; “I didn’t even watch it. But I can imagine that like, someone told her like say this and this and this. And she was like okay!” (00:32:26) she also says that “I never read her blog because it’s only like, what do you say collaborations with companies [...] it’s only that kind of posts and that is so boring” (00:10:34). In

regard to behavioural loyalty, Viktoria explains how her revisit intention would be negatively influenced by sponsorships that she does not accept; “[...]if she [Matilda Djerf] would post just because she is sponsored and it would be things that are not in line with her content anymore then I would maybe unfollow her because I follow her for her content and inspiration that it gives me.” (01:02:26).

In sum, the only notable outcomes of acceptance of sponsorships in this case are related to decreased revisit intentions and engagement when the respondents find the sponsorships unacceptable.

6.3.11 General findings

In general, the findings in this case describe the relationship between the respondents and Matilda Djerf in terms of their motivation to engage, their feelings of PSI and their attitude towards trust and sponsored content. Engagement is the main mediator for brand loyalty in this case. There is little evidence of PSI among the respondents. Since there is little PSI, not much can be said of the relationship between PSI and trust.

In regards to engagement, the respondents cite inspiration as the initial motivation for following Matilda Djerf. Further, the respondents mostly engage by *consuming*, the motivations for consuming is found to be inspiration, information and to some extent entertainment. A few respondents also engage by *contributing*, the motivations for this is inspiration and entertainment. In general, remuneration is less prominent as a motivational factor and the respondents’ answers show a rather weak connection between self-expression and engagement. Brand loyalty intentions are generally limited. However, one notable outcome of engagement expressed by the respondents in this case is WOM.

Feelings of PSI are rare among the respondents, only one respondent expresses indications of feelings of PSI to a low degree. For this respondent, this could be explained through higher perceived social attraction. The other respondents show no evidence of illusory experiences, low feelings of intimacy and weak emotional bonds. This could be explained by a generally low degree of attitude homophily among the respondents. Since there is almost no PSI the linkages to brand loyalty from PSI are less notable.

In terms of sponsored content, the respondents describe the importance of openly disclosing sponsorships. In relation to attitude toward sponsored content, the respondents are divided, some show a positive attitude towards sponsored content and some are neutral. For trust, it is important that Matilda Djerf behaves as expected in relation to sponsored content. The acceptance of sponsorship depends on how the sponsored content fits with the regular content that Matilda Djerf posts and this in turn is connected to the trust the respondents have in Matilda Djerf to choose fitting sponsorship partners. There are signs of outcomes such as lower engagement and decreased revisit intentions due to unacceptable sponsorships.

6.4 Cross-case analysis

This section serves to analyse similarities and differences across the three cases in relation to the variables of the theoretical framework. The aim is to develop an understanding for how the findings from the cases together relate to the theoretical propositions and further how the findings can be accumulated towards analytical generalization. The previous section presented and analysed the findings within each case in relation to the variables of the theoretical framework. Some findings distinguish the cases from each other and other findings are evident across all three cases. Further, it is relevant to specify that the cross-case analysis is not seeking to compare the different influencers to each other, rather it strives to condense and compare the respondents' answers regarding the variables in the theoretical framework. An example of the coding process that served as a base for the cross-case analysis can be found in Appendix 4.

This analysis first deals with engagement and the coupled antecedents of engagement. Then it attends to the antecedents of PSI and subsequently PSI. Additionally, it handles the findings regarding trust and sponsored content and finally the analysis concludes by exploring the connections between the main variables of the theoretical framework.

6.4.1 Engagement

Across all three cases the respondents mention different motivations for why they began following the influencer. In the case of Bianca Ingrosso, the respondents' motivation for starting to engage with the influencer is entertainment. For Isabella Löwengrip, the respondents express inconclusive initial motivations why they began following the influencer. In the case of Matilda Djerf, the most prominent motivation for the respondent's initial engagement with the influencer is inspiration.

However, the three cases exhibit similarities in regard to how the respondents engage with the influencers on a regular basis. Across all three cases the most common level of engagement is *consuming*. Further, the respondents mention that they sometimes engage by *contributing* but no evidence is found for *creating*. Overall, the same motivations are mentioned for *consuming* as for *contributing*. Across all three cases the respondents mention inspiration, information and entertainment to be their main motivations to engage with the influencer.

In terms of inspiration the respondents are mainly talking about style advice. In addition to that, in the case of Isabella Löwengrip the respondents are also mentioning the influencer's personality as being inspirational.

In terms of information, it becomes clear in the case of Bianca Ingrosso and Matilda Djerf that information can also serve as a prerequisite for inspiration. It is mentioned that information is seen as a requirement for inspiration, some respondents argue that for them to fulfil the inspiration, they need information such as the names of the brands that the influencer is wearing, the restaurants the influencer is visiting or the places the influencer travels to. A common form of information that is acknowledged in the cases of Bianca Ingrosso and Matilda Djerf are tutorials, where the influencer shows how they use products.

Across all three cases the respondents mention different types of entertainment as a motivation to engage with the influencer. Aesthetic enjoyment as a motivation for engagement is mentioned by respondents across all three cases. In the case of Bianca Ingrosso and Isabella Löwengrip the respondents further express emotional release to be a motivation for engagement with the influencer. Overall, respondents across all three cases are using social media for entertainment in order to fill time. This motivation is more prominent in the cases of Bianca Ingrosso and Matilda Djerf. Finally, in the case of Bianca Ingrosso it is mentioned that escaping from problems is another motivation for engaging with her.

In none of the cases remuneration is mentioned as a motivation to engage with the influencer. However, in the case of Matilda Djerf the respondents acknowledge remuneration as a motivation to engage with influencers in general when talking about their online shopping behaviour.

In terms of self-expression, in none of the three cases the respondents express a clear connection between self-expression and their engagement with the influencer. However, in the case of Bianca Ingrosso and Matilda Djerf a few respondents acknowledge that following the influencer could reflect their social self, owing to the notion that they express awareness of other people's perception of the influencer. In contrast to this, the respondents in the case of Isabella Löwengrip do not express that connection since they believe it is common to follow Isabella Löwengrip.

Comparable to the findings regarding the motivations for engagement, the outcome of engagement is similar across all cases. In general, the findings reveal rather weak brand loyalty. However, respondents in all three cases exhibit some behavioural loyalty through revisit intentions and WOM. The latter being the most notable outcome. The case of Isabella Löwengrip is the only one to exhibit any attitudinal loyalty, albeit weak as well. According to theoretical propositions, higher levels of engagement tend to lead to increased brand loyalty. In this sense, the low level of engagement in form of *consuming* expressed by the respondents could explain their weak brand loyalty intentions.

6.4.2 The antecedents of PSI

When talking about the influencer's perceived interactivity, the respondents in the case of Bianca Ingrosso and Matilda Djerf perceive the influencer to interact by listening and talking to the followers. In the case of Bianca Ingrosso this is mainly related to her reacting to mean and hateful comments while in the case of Matilda Djerf this is attributed to her answering comments of her followers. In contrast to the other two cases, Isabella Löwengrip is perceived to be less interactive since the respondents acknowledge that she is mainly listening to her followers.

When comparing the cases, it becomes evident that they differ from each other in terms of how the respondents perceive the influencer's openness in communication. In contrast to the other two cases, the case of Bianca Ingrosso shows that all respondents describe the influencer as being open in her communication since she shares both positive and negative sides of her life. In the case of Isabella Löwengrip the respondents describe the influencer as being open in her communication but at the same time they acknowledge a strategy behind her communication. Finally, the respondents in the case of Matilda Djerf are divided whether the influencer is open in her communication.

Across all cases the respondents find the influencer to be socially attractive. Further, it is widely recognized throughout the cases that there are ‘others’ that do not find the influencer attractive. However, this seems to have little impact on the respondents’ perceptions of the influencer. In the cases of Bianca Ingrosso and Matilda Djerf, the respondents reveal a possible relationship between fame and social attraction in the sense that famous individuals are inherently socially attractive regardless of socially attractive attitudes or values.

Across all cases it becomes clear that the respondents see more differences than similarities between them and the influencer. However, the respondents across all three cases mention a limited number of similarities.

6.4.3 PSI

Across all three cases, almost all respondents show no feelings of PSI due to no signs of an illusionary experience with the influencer, which is what defines PSI. Instead the respondents seem very realistic about the relationship between themselves and the influencer. They exhibit an awareness of the boundaries between the two parties which is expressed through clearly separating between friends and the influencer. However, in the cases of Bianca Ingrosso and Matilda Djerf there is one respondent in each case that expresses an indication of feelings of PSI. This indication is exhibited through stronger emotional bonds and feelings of intimacy in comparison with the other respondents, which in the case of Matilda Djerf could be due to higher perceived social attraction and in the case of Bianca Ingrosso this could relate to a stronger attitude homophily. Overall, some of the other respondents in all three cases likewise mention indications of feelings of intimacy and emotional bonds but to a lesser extent. These findings in no way represents that the respondents are experiencing PSI, nonetheless they add understanding as to how the respondents make sense of illusionary experiences and why there is no PSI in any of the three cases. The emotional bonds and the feelings of intimacy that the respondents exhibit are seemingly not sufficient to lead to an illusionary experience. Finally, since there is no evidence of PSI across the cases, the outcomes of the relationship the respondents have with the influencer are in general attributed to other reasons.

6.4.4 Trust and sponsored content

Across all three cases the respondents emphasize the importance of how sponsorship is disclosed by the influencers. The attitudes towards sponsored content differs across the three cases. In the case of Bianca Ingrosso the respondents are divided in their attitude towards sponsored content. Two

respondents express a negative attitude, one a positive and one a neutral attitude. In the case of Isabella Löwengrip the respondents mainly have a positive attitude towards sponsored content while in the case of Matilda Djerf the respondents are split. Two respondents express a neutral attitude towards sponsored content and two express a positive attitude towards sponsored content.

When talking about trust in relation to influencers, the respondents across all three cases share a similar understanding of a trustworthy influencer as being open and transparent. In each case the respondents express that they in general trust the influencer. However, in the case of Bianca Ingrosso and Isabella Löwengrip some respondents mention how sponsored content can have a negative effect on their trust towards the influencer and further that the way how the influencer presents the sponsored content can negatively influence the respondents' trust in the influencer. In contrary to this, in the case of Matilda Djerf none of the respondents express any negative effect of sponsored content on trust towards Matilda Djerf. Moreover, the respondents express that they trust in Matilda Djerf's sponsored content and are willing to rely on her recommendations.

In the cases of Bianca Ingrosso and Matilda Djerf, the respondents acknowledge that it is the influencer's job to post sponsored content and therefore they accept the sponsorship. Across all three cases it becomes clear that the respondents are more willing to accept sponsorship and trust the influencer when the sponsored product or brand fits the influencer's lifestyle. Further, it is mentioned that sponsorships are accepted as long as the sponsorship does not take over the majority of the influencer's content. In the case of Bianca Ingrosso and Isabella Löwengrip it is also found that the respondents are more willing to accept sponsorship when they receive something in exchange, for example in the form of discount codes. Finally, in comparison to the other cases, in the case of Matilda Djerf the respondents clearly expressed trust in the ability of Matilda Djerf to decide on sponsorship that is in line with her content and lifestyle.

Across all three cases, none of the respondents express any brand loyalty that stems from their acceptance of sponsorship. However, the answers of the respondents across all three cases show that sponsorships that are unaccepted can have a negative impact on engagement with the influencer and consequently could diminish revisit intentions.

6.4.5 In sum

Overall, the findings from the cross-case analysis supply support for the theoretical framework, yet there are some unanticipated findings.

First, it is found that the influence sponsored content has an on trust towards the influencer, depends on the fit between the sponsored content and the influencer. Additionally, trust towards the influencer could decrease if the influencer is not transparent about sponsorships. Finally, the attitude towards sponsored content varies across all three cases and therefore no conclusion regarding a general attitude towards sponsored content can be made.

Second, the respondents express trust in the influencer's ability to choose the right sponsorships and therefore show acceptance of sponsorships. Further the respondents show trust in the influencer to not present sponsored products and brands they do not like or use themselves, which further influences the respondent's acceptance of sponsorship.

Third, no evidence is found to support that acceptance of sponsorship has a direct effect on brand loyalty. However, there are signs of an indirect negative effect when sponsorships are not accepted. Likewise, unaccepted sponsorships are found to influence engagement negatively. This decreased engagement also has a negative effect on revisit intentions.

Fourth, there are little signs of feelings of PSI in all three cases. The relationship between the respondents and the influencers are revealed to be very realistic and no support for an illusionary experience is found. However, there is evidence for the antecedents of PSI. In all three cases, there are findings that show perceived interactivity, openness in communication, attitude homophily and social attraction to various degrees. Since there is no PSI, it is not possible to delve into the antecedents' influence on PSI other than the notion that attitude homophily is the only antecedent that is expressed as low across all cases, which could indicate that it has a greater influence on creating PSI than the other antecedents.

Fifth, it is found that the respondents' motivation for engagement with the influencers are information, inspiration and entertainment. The level of engagement most prominent in the findings is *consuming* and to some extent *contributing*. Further, no general conclusion about the

respondents' initial motivation for engaging with the influencers can be made. It is found that some respondents were initially motivated by entertainment and some by inspiration. In regards to remuneration and self-expression as a motivation for engagement, no clear evidence was found in the researched cases.

In general, it is found that the respondents' brand loyalty towards the influencers are rather weak. Since no PSI is found, the brand loyalty shown in the three cases is attributed to engagement as the main mediator in the relationship between the respondents and the influencers. The respondents' engagement mainly leads to behavioural loyalty. Since there is no PSI and rather weak brand loyalty, it could be further discussed if PSI has a greater influence on brand loyalty in comparison to engagement or if the weak brand loyalty could simply be explained by the low level of engagement.

7. Discussion

The purpose of this section is to discuss the previously presented findings in relation to the theoretical framework. The findings are discussed according to anticipated or unanticipated results and further how these can be explained as well as provide avenues for future research. Further, this section will present both theoretical and managerial implications based on the findings.

Findings from the conducted case studies have been presented, analysed and condensed. In general, the findings fit the theoretical framework but some contradictory findings are discovered. In the following section several remarkable findings will be discussed and related to relevant theoretical propositions.

7.1 Reflections on PSI

According to theoretical propositions as well as the preliminary study in Chapter 2 it is suggested that PSI could be present in the chosen cases. Therefore, it is unanticipated that the respondents across all three cases do not express any clear feelings of PSI towards the influencer. As described in Chapter 2, Thomson's (2006) concept of human brands could be applied to influencers. Further human brands share similarities with media characters as described by Ballantine and Martin (2005), who suggest that interactions with such personas can lead to PSI. In addition to this, Men and Tsai (2013) describe the possibility for PSI as higher in social media settings. These theoretical propositions all suggest that PSI could be present in the previously described cases which does not reflect the findings. One reason for the lack of PSI in all three cases has already been examined when describing how the respondents in general experience weak attitude homophily, which would be in line with previous research that found attitude homophily to be the best predictor of PSI (Turner, 1993; Lee & Watkins, 2016). However, the fact that no PSI is found among the respondents is not synonymous with the absence of PSI. A rival explanation for this could be found in the research design. Since PSI was difficult for the respondents to express, a different approach to the research study could yield different results. First, it is possible that due to the complexity of PSI the respondents were not able to articulate PSI through the qualitative research approach. A mixed method approach could assist in determining if there exist any feelings of PSI. This could include a quantitative study such as the ones conducted in previous research on PSI, since these studies were able to identify PSI (Labrecque, 2014; Lee and Watkins, 2016). Second, a qualitative research approach might still be feasible and the error in this case might lie in the interview guide or

the interview technique. The questions used for this interview guide were based on questions for quantitative research on PSI, e.g. Labrecque (2014). This could have led to questions that were too direct or guiding, since questions used for surveys are usually more closed. The questions used for the interview guide were adapted to fit qualitative interviews, yet maybe further adaptation is needed.

Although the respondents show signs of feelings of intimacy and emotional bonds towards the influencers across all three cases, none of the respondents express any illusionary experience with the influencer. In relation to the illusionary experience the respondents express an awareness of the realistic nature of the relationship between them and the influencer. The respondents acknowledge this relationship as being more commercial and transactional than an illusionary experience. In relation to this, Uzunoglu and Kip (2014) identify the commercialization of bloggers as a possible threat to relationships between influencers and their followers. This in turn leads to the suggestion that the commercial nature of the influencer, specifically the ones used for this study, could disrupt PSI. The respondents' awareness of the fact that being an influencer is a job, could make it more difficult for the respondents to experience an illusionary experience. The explanation for this could be found in the study conducted by Liljander, Gummerus and Söderlund (2015) who suggest that readers lose interests in blogs that are open about their sponsorship and thus can be considered commercial. Further, interest in a blog can be seen as a prerequisite for having an illusionary experience and thus it appears less likely that an illusionary experience will take place in a relationship that is perceived as commercial, such as the studied cases in this thesis.

Additionally, in contradiction to theoretical propositions that suggest PSI is developed over time by frequent interactions (e.g. Eyal and Rubin, 2003), the respondents in the case of Isabella Löwengrip did not exhibit any PSI even though they interacted with the influencer regularly during the last ten years. Some researchers however argue that PSI can also develop through single interactions (Labrecque, 2014; Hartmann and Goldmhoorn, 2011). Thus, the finding in the case of Isabella Löwengrip seems to add understanding and support for the notion that PSI is not necessarily related to the longitude of the relationship.

7.2 Reflections on trust

Across all three cases the respondents express a cross-situational trust in the influencer, separate from the connection to sponsored content and PSI. This might be considered an unanticipated finding in the sense that trust is related to sponsored content and PSI in the theoretical framework. Labrecque (2014) suggests PSI can build trust, yet since there is no clear evidence of PSI in the conducted study, the general trustworthiness that the respondents exhibit could be attributed to other reasons. Across the cases the respondents mention that being trustworthy relates to being transparent by openly communicating. The explanation for the connection between openness in communication and trust could be found in alternative conceptualizations of trust. Drawing on concepts from relationship marketing, several antecedents of trust are identified by Morgan and Hunt (1994). One of the identified antecedents is communication, which Morgan and Hunt (1994) further explain as the alignment of perceptions and sharing of meaningful information between two parties. Across the three cases this relates to the influencers expressing both positive and negative sides of their lives. Thus, the notions of Morgan and Hunt (1994) support the finding that openness in communication is closely related to trust towards the influencer. In order to gain a better understanding of trust building mechanisms, any similar future research should take into consideration the direct effect openness in communication can have on trust, particularly in cases where there is no PSI.

7.3 Reflections on engagement

The respondents' generally low engagement level presents a noteworthy finding across all three cases. Due to the screening and sample selection, it was anticipated that the respondents would engage to a greater extent. According to Muntinga, Moorman and Smit (2011) the motivations for *consuming* are entertainment, information and remuneration, where information also includes inspiration as a sub-motivation. This matches the findings of the interviews, which show that the respondents are motivated by information, entertainment and inspiration. Further, Muntinga, Moorman and Smit (2011) state that other motivations than the ones expressed by the respondents lead to higher levels of engagement, namely personal identity, integration and social interaction and empowerment. Even though these motivations were not part of the theoretical framework, the open ended questions in the interview would have allowed the respondents to express these motivations, yet they are not mentioned by the respondents. The fact that the respondents are not driven by these motivations could explain why the respondents did not engage on higher levels of engagement

across the cases in this study. However, the reason could also be that *consuming* is the most common form of online engagement, and that most individuals are so called ‘lurkers’ that only engage passively (Sun, Rau and Ma, 2014). It could be further discussed how these so called ‘lurkers’ participate in the online environment and how this low level of engagement still affects the overall experience in online communities. A possible direction for future research would be to seek greater understanding of ‘lurking’ behaviour. In relation to this, Lee, Chen and Jiang (2006) suggest that ‘lurkers’ can in some sense be considered more active participants by acting as an audience for the individuals engaging on higher levels. Sun, Rau and Ma (2014) further suggest different ‘de-lurking’ strategies that have the possibility to motivate lurkers to engage on higher levels. Future research could thus adopt an experimental design to investigate if influencers who adopt the suggested motivations from Sun, Rau and Ma (2014), could encourage ‘lurkers’ to reach higher levels of engagement and thus exhibit stronger brand loyalty.

In addition to the different levels of engagement, across all three cases the respondents express differences in usage intensity, e.g. how often they engage by *consuming* or *contributing*. Therefore, it could be discussed if considering usage intensity could add further understanding to engagement. Such a relationship is shown in the research conducted by Jahn and Kunz (2012). They in part study the relation between usage intensity and engagement and conclude that intensity has an effect on both engagement and brand loyalty. In this thesis, these insights could explain the rather weak loyalty as due to low engagement and possibly also low intensity. Since the usage intensity is not included in the definition of engagement in the theoretical framework, the findings do not reflect any possible connections between usage intensity and the other variables of the theoretical framework. Thus, for future research purposes the definition of engagement could be changed in order to encompass usage intensity and the effect it has on brand loyalty as well.

Another notable finding of the interviews is a link between information and inspiration. The respondents express that in order to be able to get inspiration from the content of the influencer they also have to receive some information from the influencer’s content. Further, during the data processing it was difficult to make a clear distinction between information and inspiration as a motivation for engagement. An interrelationship between information and inspiration is supported by Muntinga, Moorman and Smit (2011) who define inspiration as a sub-motivation of information. This could explain the possible interdependency of the two variables found during the interviews.

There are several other notable directions future research could take based on the findings from this study. In relation to engagement, it would be interesting to explore the meaning behind different forms of *contributing* and if all contribution has the same motivations. The findings in this study indicate that the respondents are more inclined to ‘like’ than to post comments which indicates that there could be different motivations for the same engagement level, in this case *contributing*. To better understand this, research could study the different mechanics on different platforms and what they mean to users of these platforms as well as how they relate to the different levels of engagement, *consuming*, *contributing* and *creating*.

Future studies on the relationship between influencers and followers could also benefit from the development of a typology of influencers and followers, similar to the research conducted by Wallace et al. (2014b). A possible research topic could thus be to explore different types of influencers and followers in order to make it possible to further specify and relate specific engagement behaviours and motivations to different types of influencers and followers.

7.4 Reflections on brand loyalty

Further, little evidence of attitudinal loyalty was uncovered during the interviews across all three cases. This finding is unanticipated since the theoretical framework suggests that engagement leads to both behavioural and attitudinal loyalty. Van Doorn et al. (2010) suggest that consumer engagement could lead to emotional connections with brands. Yet, few respondents exhibited strong attitudinal loyalty in any of the three cases. This could be explained by Van Doorn et al. (2010) who cite that the reason the emotional connections take shape is that individuals engage to reinforce or reflect their social identity. This is similar to self-expression as a motivation for engagement described by Wallace et al. (2014a). Thus, one explanation for the weak attitudinal loyalty could be that the respondents rarely exhibit self-expression as a motivation for their engagement. A rival explanation for the weak attitudinal loyalty could be the lack of PSI that is also found to have an effect on attitudinal loyalty as illustrated in the theoretical framework. However, due to the scarcity of PSI, little can be concluded of the possibilities of the relationship between these variables.

7.5 Managerial implications

The previous section discussed the findings of this study and offered theoretical implications. This following section will offer managerial recommendations and implications based on the findings. It should be noted that the findings by themselves should not be held as absolute facts with remarks to validity and reliability as described in Chapter 5. In order to reach greater validity, the findings in this study would need to be tested through surveys or further case studies in order to achieve generalizability. However, in the following section managerial implications will be presented that could provide strategic guidance in relation to creating and sustaining relationships between followers and influencers based on the findings of this study.

Since followers seem to seek inspiration, information and entertainment on the influencers' social media platforms it is suggested that influencers create content that is inspirational, informative or entertaining and that they create a balanced mix of these types of content that reflects the interests and lifestyle of the influencer.

In relation to sponsorships it is suggested that the influencers post sponsored content that is in line with their lifestyle and interests since the findings show that followers do not accept sponsored content that is perceived as not fitting the influencer, which further has a negative effect on engagement. A natural fit between the sponsorship and the influencer would further increase trust in the influencer. Equally, for managers it is important to choose a fitting influencer to collaborate with. The negative outcome of partnering with an unfitting influencer is that followers do not seem to engage with posts that feature sponsorships they do not accept. The findings in this thesis also give some indication as to how managers can evaluate the content an influencer posts and thus assist in finding an influencer that has a natural fit with the sponsored product or brand.

Openness in communication is frequently mentioned in this study and serves as an antecedent of PSI, but it is also shown to have a connection to trust and thus acceptance of sponsorship. Therefore, influencers striving to gain acceptance of sponsorship could benefit from being open in their communication. It is mentioned in the study that followers perceive openness as sharing both positive and negative sides of life as well as being transparent about sponsorships. As a suggestion, influencers could show the process behind sponsorships and offer a more transparent disclosure than simply stating that a post is sponsored. For example, allowing the follower a 'behind the

scenes' view of the sponsorship could benefit both acceptance of sponsorship and trust towards the influencer. This also includes that influencers should always disclose sponsorships openly, since hidden disclosures are found to have a negative effect on trust toward the influencer and acceptance of sponsorship.

8. Conclusion

In general, influencers have gained considerable attention in recent literature and media. They are considered digital opinion leaders and act as conduits that have the power to relay brand-related information directly to their followers. In relation to this, the relationship between influencers and followers has become one of the most important strategic tools for brands (Brandnew, 2018). Understandings of this relationship suggest that followers trust in influencers and seek guidance and inspiration from them (Uzunoğlu and Kip, 2014). The relationship between followers and influencers has both functional and emotional aspects that have the possibility to result in loyalty towards influencers. Therefore, the aim of this thesis is to study the nature of the relationship from the perspective of the followers. This in part answers Uzunoğlu and Kip's (2014) call for further research on this topic.

In order to explore the relationship between influencers and followers, a multiple case study was conducted on followers of three different Swedish influencers; Bianca Ingrosso, Matilda Djerf and Isabella Löwengrip. The three cases were deemed fitting for the study since they through a preliminary netnography exhibited interesting findings that relate to relevant theories for this research. To gain greater validity and reliability, all three case influencers were Swedish females within the lifestyle category. For each case four semi-structured interviews with Swedish female followers of the influencers were conducted.

A theoretical framework, based on previous research findings is used to explore the relationship between followers and influencers. The theoretical framework illustrates how PSI and engagement mediates attitudinal and behavioural loyalty. Further, the theoretical framework covers antecedents of both engagement and PSI. The antecedents of engagement are inspiration, information, entertainment, remuneration and self-expression. The antecedents of PSI are perceived interactivity, openness in communication, social attraction and attitude homophily. The theoretical framework further illustrates how sponsored content has an influence on trust which then influences acceptance of sponsorship. Further, acceptance of sponsorship has an influence on engagement as well as attitudinal and behavioural brand loyalty. Finally, the theoretical framework covers how trust, PSI and engagement are interrelated.

The multiple case study was conducted with an abductive approach to study the relationship between influencers and followers. A qualitative research approach was chosen in order to gain a deeper understanding of the relationship. This study also draws upon notions of pre-understanding from hermeneutics, which in this case relates to the use of the researchers' prior knowledge and understandings of social factors and consumption to understand consumer behavior. In line with this, the study is based on theoretical propositions relayed through a theoretical framework consisting of different variables that have an influence on the relationship between followers and influencers.

Each case is analysed according to the variables of the theoretical framework and how each variable was exhibited in each case. Overall, the findings from each case show similar results. The study shows that the influence sponsored content has on trust depends on the fit between the sponsored content and the influencer. The sponsorship is likely to have a negative effect on trust towards the influencer if the influencer is not transparent about sponsorships. Additionally, acceptance of sponsorship is dependent on expressed trust in the influencer's ability to choose the right sponsorships. Further, no direct effect on brand loyalty is due to acceptance of sponsorships, yet an indirect negative effect is found through decreased engagement caused by unaccepted sponsorships.

There is, across all three cases, no findings that clearly show PSI. However, there is evidence of the antecedents of PSI. Attitude homophily is the least present antecedent. Since no PSI is found, the antecedents' effect on PSI is inconclusive.

Across all three cases the findings exhibit that *consuming* is the most common level of engagement. Further, the main motivations for engaging with the influencer are information, inspiration and entertainment. The initial motivation for following the influencer differs across the cases. Followers of Bianca Ingrosso, mention entertainment as the initial motivation for following. Followers of Matilda Djerf cite inspiration as their initial motivation for following, and followers of Isabella Löwengrip state that they do not recollect the initial motivation. Across all three cases, remuneration and self-expression are not found to serve as motivations for engagement by themselves. In general, brand loyalty across all three cases is rather weak and engagement is found to be the main mediator in the relationship between the followers and influencers. The form of brand loyalty that characterizes the relationship is according to the findings behavioural loyalty.

Findings in the multiple case study of this thesis offer recommendations relating to maintaining and sustaining relationships between followers and influencers. Overall, the theoretical framework is applicable to future studies wishing to research similar relationships. However, it is recommended for future research to also consider the effect of openness in communication since it has a direct effect on trust toward the influencer. Research should as well look into other research designs that might be better suited for PSI. Additionally, future research should look into how the commercial nature of influencers has an influence on the creation of illusionary experiences. There is also a reason for exploring ‘lurking’ behaviour further and how ‘lurkers’ can be motivated to engage on higher levels. Although, the findings show that most people engage by *consuming*, this study neglects to take into consideration usage intensity. Thus future studies should adopt usage intensity to the levels of engagement to gain a deeper understanding of followers’ engagement behaviours. The levels of engagement can further be researched by themselves since the findings indicate that there might be different motivations for the same level of engagement.

Consequently, influencers should select sponsorships that fit their lifestyle and be transparent about sponsorships and the process leading up to sponsored content. Likewise, managers should carefully select influencers for sponsorships that fit the brand since unaccepted sponsorship are not viewed by followers. A final remark is that the findings in this study offer an understanding of the relationship between influencers and followers which can be used by influencers to better understand the brand loyalty of followers and by managers to evaluate influencers for possible sponsorships.

9. References

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10. Appendices

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Appendix 1: Interview guide

Part 1: General inquiries

Biographical questions:

Name:

Age:

Profession:

Gender:

Social Media behaviour:

- ☐ Describe the last time you used social media? (*Follow up: When do you usually use social media?*)
- ☐ How often are you using social media?
- ☐ Which social media platforms do you use? (*Follow up: rank according to usage or favorability, which have you tried?*)

Influencers:

- ☐ Who do you follow on social media? (*Follow up: ratio influencers/friends/companies*)
- ☐ How would you describe an influencer?
- ☐ How would you describe the content that influencers post?

Reminders!

- *Follow up with how and/or why.*
- *Make sure they know there is no right/wrong answers.*
- *Ask for descriptions as often as possible.*

Part 2: Framework

Case-related:

- ☐ How did you find *the* influencer? (*when?*)
- ☐ What was your first impression of *the* influencer?
- ☐ How would you describe *the* influencer?
- ☐ How do you keep up to date with what she does? (*Which platforms, how often,*)
- ☐ Would you say that your image of the influencer has changed since you started follower?

Parasocial interaction and antecedents

Perceived interactivity

Perceived interactivity is defined as the degree to which a follower perceives a two-way communication with an influencer through message cues indicating listening, interacting and timely responses.

- ☐ How would you describe the communication between *the* influencer and her followers?

Possible follow ups:

- ☐ Does *the* influencer listen and talk to her followers? (*How do you know?*)
- ☐ Does she respond to her followers' questions? (*If yes, how do you see that? And how is she responding?*)
- ☐ How important is it for you to follow an influencer that is communicating with her followers?

Adapted and modified from Labrecque (2014).

Openness in communication

Openness in communication is defined as the influencer's tendency to disclose information, for instance, information that a follower perceives as private.

- ☐ How does *the* influencer communicate? (*Could you describe the tone of voice or the topics that the influencer talked about?*)
- ☐ How important is it for you to follow an influencer that is sharing personal and private information?

Possible follow ups:

- ☐ Do you think *the* influencer is sharing information openly? (*Why?*)
- ☐ What is private information to you? -> How likely is it that *the* influencer would share such information?

Adapted and modified from Labrecque (2014).

Attitude homophily

Attitude homophily is defined as the degree to which a follower experiences perceived similarities between individual beliefs and the beliefs of an influencer.

- ☐ How would you describe *the* influencer in comparison to yourself? (*is she similar or not similar to you*)
 - ☐ *Is she like or not like the person you are inside?*
- ☐ How important is it for you to follow an influencer that is similar to you?

Possible follow up:

- ☐ Does this influencer have any values, thoughts and ideas that are similar to yours? (*Which?*)

Adapted and modified from Lee and Watkins (2016).

Social attraction

Social attraction is defined as the degree to which a follower perceives an influencer to be attractive to others and therefore finds it desirable to have an interpersonal relationship with the influencer.

- ☐ How would others describe *the* influencer?

Possible follow ups:

- ☐ How does *the* influencer fit or not fit into your circle of friends?
- ☐ What would others think of you if you had her as a friend? (*why?*)
- ☐ How important is it for you to follow an influencer that is liked by others?

Adapted and modified from McCroskey and McCain (1974).

PSI

PSI is defined as an illusionary experience such that a follower interacts with an influencer as if it is a friend, which is characterized by feelings of intimacy and an emotional bond.

- ☐ How does *the* influencer make you feel when you're looking at her posts? (*Why?*)
- ☐ What does *the* influencer mean to you?
- ☐ Do you care about what happens to *the* influencer? (*Why?*)
- ☐ Would you like to meet *the* influencer in person?
- ☐ How do you feel when *the* influencer reveals her feelings and emotions about something?

Adapted and modified from Labrecque (2014) and Lee & Watkins, (2016)

Engagement and antecedents

For the following antecedents the first question will be

- ☐ Could you describe the content that you are interested in? (*follow up: what's your favourite/least favourite of type content that she posts?*) *Why?*
- ☐ How important is this type of content to you?
- ☐ Are all the posts about (*the one mentioned before as favorite*)?, could you describe other posts?

Information

Information exchange and information to keep up to date with current trends which followers seek when engaging with an influencer's content.

- ☐ How would you describe the information you find on her profile?

Possible follow ups:

- ☐ How important is it for you to find informative content on the influencer profile?

Adapted and modified from Men and Tsai (2013) and from Muntinga, Moorman and Smit (2011)

Inspiration

Inspiration is defined as the infusion of some idea or purpose into the mind of a follower evoked by consuming influencer related content.

- ☐ How likely is it that you would receive new ideas when visiting her profile?

Adapted and modified from Trash and Elliott (2003) and from Muntinga, Moorman and Smit (2011)

Possible follow up:

- ☐ Can you describe the last situation where you got inspired from a post?

Entertainment

Entertainment is defined as any influencer's content followers consume in order to escape from problems, relax, get aesthetic enjoyment, fill time, seek emotional release and sexual arousal.

- ☐ Think about the last time you visited the profile, how did you feel?

Adapted and modified from Men and Tsai (2013) and from Muntinga, Moorman and Smit (2011)

Remuneration

Remuneration is defined as any reward that is given to a follower in exchange for engaging with an influencers' content.

- ☐ Have you ever received something in exchange for visiting her profile? (what?)

Adapted and modified from Men and Tsai (2013) and from Muntinga, Moorman and Smit (2011).

Self-expression

Self-expression is defined as an act in which a follower engages with an influencer to enhance or reflect the social self or the inner self.

- ☐ Does this influencer symbolises the kind of person you really are inside? (How?)
- ☐ Does following this influencer have an impact on what others think of you? (How?)

Adapted and modified from Wallace (2014a).

Engagement

Engagement is defined as any online brand related activity by followers which can be categorized as consuming, contributing or creating

- ☐ How often do you visit *the* influencer platforms?

- ☐ What do you usually do when you visit *the* influencer? (*Consume; watch, listen, read, follow, contribute; liking, rating, commenting, joining, subscribing, messaging or create; sharing, publishing, uploading*)

Adapted from Muntinga, Moorman and Smit (2011)

Trust

Sponsored content

Sponsored content is defined as brand related content posted by influencers for which they receive compensation in exchange.

- ☐ How would you describe sponsored content on social media? (*What types? Are you able to recognize it?*)
- ☐ What types of sponsored content comes into mind when you think of *the* influencer? (*Describe when you came across it?*)

Trust

In this thesis, trust is defined as a follower's belief that an influencer will behave in expected ways, or as a willingness to rely on an influencer, coupled with a sense of vulnerability or risk if the trust is violated.

- ☐ How would you describe a trustworthy person? (*How would you relate this to the influencer?*)
- ☐ How sincere, honest and trustworthy do you think that *the* influencer is? (*Why?*)
- ☐ Do you think that the social media platform is trustworthy? (*Why?*) (e.g. platform makes sure every sponsorship is disclosed)
- ☐ Do you believe that this platform would act in your best interest?
- ☐ How does it make you feel to know that *the* influencer posts sponsored content?

Adapted and modified from Chow and Shi (2014).

Outcomes

Acceptance of sponsorship

Acceptance of sponsorship is defined as a follower's belief that it is acceptable and appropriate for an influencer to receive support from a company in exchange for posting company related content.

- ☐ How do you feel about the fact that *the* influencer posts sponsored content?
- ☐ Ask about connection to brand loyalty; would sponsored content make you unfollow her?

Adapted from Liljander, Gummerus and Söderlund (2015).

Brand loyalty

Brand loyalty is defined as a holistic concept based on behavioural and attitudinal loyalty that manifests itself through repeat interactions with and strong emotional attachments to an influencer.

- ☐ Would you consider yourself loyal to *the* influencer? (*why?*)

Adapted from Chaudhuri and Holbrook (2001)

Attitudinal loyalty

In this thesis, attitudinal loyalty is defined as a two-dimensional construct that explains the level of commitment of a follower toward an influencer. One dimension is brand-self connection, which is defined in this thesis as the emotional and cognitive connection between an influencer and a follower's self. The second dimension is brand prominence, which in this thesis is defined as the salience of the connection between an influencer on a follower's self.

Brand-self connection:

- ☐ How would you describe the connection between the influencer and yourself?
- ☐ How would you feel if *the* influencer deleted her account?

Brand prominence:

- ☐ How important is *the* influencer compared to other influencers that come to your mind?

Adapted from Chaudhuri and Holbrook (2001), Wallace et al. (2014a) and Keller (2013).

Behavioural loyalty

Behavioural loyalty is defined as a follower's actual behaviour that can be measured by word of mouth and repeated brand related activities such as revisiting an influencer's social media pages.

Word of mouth:

- ☐ Are you talking to others about this influencer? (*How? E.g. recommendation, etc.*)

Revisit intentions:

- ☐ How often do you visit *the* influencer?
- ☐ Would you keep visiting *the* influencer in the next few years?

Adapted from Jahn and Kunz (2012) and Labrecque (2014).

Appendix 2: Transcripts

2.1 Transcripts for the case of Bianca Ingrosso

2.1.1 Josefina

Respondent: Josefina

Interviewers: Christoph and Simon

Location: Skype

Length: 01:13:26

Date: April 18, 2018

Christoph: Ok let's start, could you describe the last time you used social media?

Josefina: Last time was like, ten minutes ago maybe I was in the line in ICA and I was grocery shopping and I had my headphones and I was listening to music and I scrolled Instagram in the line. [00:00:07]

Simon: What did you see?

Josefina: I saw many pictures. Do you mean what pictures I saw?

Simon: Yes.

Josefina: I saw pictures of mostly women, girls like I was looking at their clothes. And some of my friends today sitting in the sun. And then I was checking Insta Story and I saw people eating and sitting in the sun. And showing clothes I think. That's like yea. [00:00:43]

Simon: When you went on Instagram in the line did you look for anything? Was it for any specific reason you went on Instagram for example?

Josefina: Ehm. No just me bored in the line. [00:01:33]

Simon: You weren't looking for anything special?

Josefina: No maybe if I was home and wanted to look at something I would go into Instagram to look at something special but not this time. [00:01:41]

Christoph: How often do you go to Instagram or other social media accounts that you have?

Josefina: Too often. Ehm. You mean how many times in one day? [00:01:52]

Christoph: Yeah for example.

Josefina: Oh that's hard. Ehm. I don't know I can't say. Many times. [00:02:01]

Christoph: That's fine. And which other platforms do you use besides Instagram?

Josefina: You mean when I follow Bianca? Or? [00:02:21]

Christoph: In general!

Josefina: I use Instagram, snapchat, Facebook yeah. I read blogs! [00:02:29]

Christoph: And which is your favourite and least favourite if you had to rank them?

Josefina: I would say Instagram is my favourite and then I would say blogs and then Facebook. [00:02:41]

Christoph: Why is Instagram your favourite?

Josefina: Because it's easy you can just go into it and scroll a little bit and go out of it. You don't have to read much or it's not like much information or you don't have to take your time reading like you do on a blog and you have to take the time and read what they're saying and on Instagram you can just look at pictures and don't really read. [00:02:58]

Christoph: Who do you follow on social media, like what types of accounts?

Josefina: Oh many people! Ehm, mostly girls. You want me to namedrop? [00:03:48]

Simon: Yeah why not?

Josefina: Some of them Bianca, Isabella Löwengrip, Kenza Zouiten. I follow...on Instagram there's many people. I follow like many accounts I don't know how many. (Checks her phone) 283, oh my god! And its people that I know and people that I don't know. And on blogs, people that I follow and read what they're saying its Kenza, Isabella, I don't read Biancas blog too much maybe sometimes during the week. And Josefin Dahlberg. And on Instagram its many people so I can't really say. [00:04:02]

Simon: How would you say the is it more people that you don't know or is it terms of friend that you follow how is the ratio how is the mix between the accounts?

Josefina: I think it's like 50/50. Maybe not just my friends but people that I know, people that I have known, old friends, family and people that I have met and we like follow each other on Instagram but maybe their pictures doesn't come up in my feed. When I scroll on Instagram but I follow them anyway. 50/50 I would say- [00:05:34]

Christoph: How would you describe an influencer?

Josefina: Oh! Ehm, a person that you get inspired from in different ways. Maybe with clothes and make up and opinions or lifestyle or yeah you get inspirations. But you also have opinions about their opinions and what they're saying and they skapar debate [create opinion]. And yeah they influencer people. [00:06:10]

Christoph: How would you describe the content the influencer post?

Josefina: That's hard ehm. [00:07:13.0]

Christoph: What do they post what categories?

Josefina: Lifestyle I would say. Because that the influencer that I follow. Many pictures of clothes and makeup and what to buy and what to wear. They travel a lot and they take pictures of food and clothes and nice environments. But some of the influencer also writes about opinions and serious stuff I think that's the influencer that I really follow and read about what they're like saying. Not just looking at the pictures on the blogs but read the texts as well. [00:07:32]

Christoph: So now we switch to questions that are more about Bianca. How did you find Bianca?

Josefina: Ehm, I don't know. it was long ago. [00:08:35]

Simon: Do you know how long ago? Or when did you start to follow her?

Josefina: Maybe one and a half year ago, maybe two. I think I looked her up on Instagram because a friend told me about her or something like that. And I know who she is because of her mother. You know that's Pernilla Wahlgrens daughter. Because she got very popular when they had their TV-show their own reality series. I think it was when that started when I began to follow her. Because I didn't watch her Instagram or read her blog before that. [00:08:52]

Christoph: Do you remember the impression you had when you saw her the first time that Josefina, 5 years ago?

Josefina: Yeah that she was good looking and beautiful and she dressed well and she was like good putting at makeup and yeah she was cute. [00:09:54]

Christoph: And how would describe her now?

Josefina: Ehm, it feels like we're always judging people. It feels bad. But yeah I would describe her as very... She doesn't take herself too seriously. It's like, many influencers take themselves so seriously. But she's like a little bit more easy going. And not so serious. Ehm, and I would say that she says everything that comes to her head. And yeah she's good looking and dressed well and good at putting on makeup. [00:10:20]

Josefina: Do you like Bianca?

Simon: Us? I think we're pretty biased from the answers we heard. So, we can answer that after the interview maybe.

Christoph: Would you say that the image you had of Bianca changed over time?

Josefina: In the beginning she was more quiet and she didn't express her opinions as much as she does now. Because now she's very open and sharing. But I think that she can express herself a little bit like clumsy.

She can say things that maybe you shouldn't say when so many people follow you. But on the other side how, she has to like say what she wants. So I don't know but maybe she can think a little bit about what she's saying. But I don't really care about her opinions either so I don't really care about what she's saying either. But it's so many people that have opinions about how she expresses herself and they get like very upset about everything. And I think that like, yeah just let her if she wants to! Before she was a little bit more quiet and took good pictures and now she's like expressing herself a little bit more.

[00:11:36]

Simon: What would you prefer when you follow and influencer? The little more quiet that she was or how she is now?

Josefina: How she is now definitely! But...Yeah, how she is now! But it's better to say. She's not only showing the good and perfect side of everything maybe on the pictures on Instagram but when she talks and when I do read the things she has written in her blog she's very open and she shows many sides and that's good. Because you get a little bit annoyed on the influencer that just showing the good side. So yeah! [00:13:09]

Christoph: How do you keep up to date on what she's doing?

Josefina: I follow her on Instagram and Insta stories. I don't really care about what she's doing on the days. It's different in different influencers. Some influencers you follow in the day and you're more like involved in their lives. And just with Bianca I don't really follow her in that way. I follow her to get inspiration in clothes and makeup. But other influencers I follow more because I get inspired about their work.

[00:14:33]

Christoph: How often do you check her Instagram? Per day for example?

Josefina: When her Insta story comes up to my feed I look at it. But I maybe see like on or two pictures in one day of her. I don't look her up because she comes to my feed. So I see the picture when I see the picture. And you can see like a 3 day old picture because of the algorithm. I see her every day I think. When she posts something, but she does it every day so. How would you describe the communication between Bianca and her followers? [00:15:00.07]

Christoph: How would you describe the communication between Bianca and her followers?

Josefina: Ehm, many people have very much opinions about her and what she's saying and how she's dressed and her make up and everything. So I would say that many of the followers, maybe younger followers is very involved in her life. They get like very upset if she's doing anything wrong or if she's doing anything good. Ehm but I think that she has like followers that are just like me that follow her just because her clothes and her make up and doesn't really care. So I would say 50/50, 50 % care too much and 50% doesn't really care. [00:15:52]

Christoph: How does she react to those? You said people have a lot of opinions and kind of interact, how is she reacting to that and how do you see it?

Josefina: Ehm, sometimes she will post pictures on Instagram and she will write about, she has written a post in her blog about something. She has posted her reaction about something. And then I go in and read it. And I would say that she gets sad but then she doesn't take it so well but I think that she has learned to put it away and make the best of it and doesn't care so much. I think she cares, I think she does. Sometimes she says that she cares sometimes she says she doesn't care I think it depends on what they are picking on. [00:16:59]

Simon: Is she ever responding directly to comments?

Josefina: If she does? [00:18:03]

Simon: Yeah!

Josefina: I don't know. [00:18:15]

Simon: do you get the feeling that she is listening and kind of talking to the followers?

Josefina: No I wouldn't say that. I would say that the followers are more following her and it's not like an interaction with the followers. Not like Isabella's followers, they have like communication and she's asking them things. But with Bianca I wouldn't say that. [00:18:22]

Christoph: How is Bianca communicating? Kind of her tone of voice and the topics she is talking about.

Josefina: I don't really know about the topics because I mostly follow her on Instagram so that's not so much text and when I read her blog I don't really read it, I'm looking for the stores where she buys her clothes. I don't know, take the question again? [00:19:05.25]

Christoph: How does Bianca communicate? Think about the live stories that you watch how she is acting there.

Josefina: I think that she is, hon driver lite med sig själv, hon tar inte sig själv på för stort allvar. Men asså hon skojar om saker hon gör typ att hon köper en dyr Chanel-väska så är hon lite seriös med det men hon visar ändå upp att hon köper en dyr Chanel-väska. She's not that serious and her, you said something about her tone or her voice. She speaks very loudly I would say she's quite a bit like gapig. [00:19:53]

Christoph: Do you remember what she's talking about?

Josefina: On her Insta stories for example? Today or yesterday she was buying a Chanel bag and she was laughing about it and she made jokes about it and she stills shows that she bought the Chanel bag. But it's not so many serious, or her dog. It's very much about her dog. [00:20:53]

Simon: You mentioned before that she's kind of open in what she's talking about or her opinions. Is it important for you when you follow an influencer that they are kind of open and sharing information?

Josefina: Yes I would say that because if you just show the good side and just show clothes and makeup. I will get bored and I will stop following that person. I followed many people before that was like always happy clappy and didn't show anything else but their clothes and what they're doing. And even if you can be bothered by Bianca behaviour or how she express herself I think that she is or she seems to be down to earth or a good person but I don't agree with her with what she's saying all the time and what she express herself and so on but I think that it is good and it is interesting to hear about things that doesn't always be happy and perfect all the time. [00:22:18]

Christoph: What would be private information for you that an influencer shares?

Josefina: For Bianca for example, she talks about her bulimia and that's strong of her. And for Josephine Dahlberg the influencer that I mentioned before she talks a lot about her alkoholmissbruk, her problem with drinking. I think that like, topics that are hard to talk about but it's good for the followers to not only follow a perfect person but like a human person that also has like hard times sometimes. [00:22:38]

Christoph: How would you describe Bianca in comparison to yourself?

Josefina: I would say that she has a lot of money that I don't have. And on one way maybe we are alike because I like the things that she likes. I like clothes and make up and travelling and on the other side, but I don't know her so I don't know how she is in like person when she speaks about deep things and have a normal conversation but in the way that she acts on social media she likes the same things that I like because that's why I follow her. But I wouldn't like express myself like she does and she is maybe a little bit more open than I would be. [00:25:34]

Christoph: How would others describe Bianca?

Josefina: Others? [00:26:00]

Christoph: Yeah other people

Josefina: Yeah maybe like I would describe her, like a little bit screamy as person. And that has a lot of opinions and not taking herself too seriously and maybe a little bit annoying as a person. But if you look at Wahlgrens värld their TV show they are like fighting all the time and she is very angry and she is not very nice to her family. And that is the way that she shows the world and that is the way others would say that she's like spoiled and not very nice of a person but who doesn't fight with their parents but maybe you don't have a camera team in your face. [00:26:24]

Christoph: How would Bianca fit in your circle of friends?

Josefina: I would say that she would fit in my circle of friends. I don't think I would be best friends with her but I think that she would be like a fun person to hangout with but not like my best friend that I would talk to about everything. But on the other side I don't know maybe she's like a really good listener and very down to earth when you get to know her. But yeah in just the way that she express herself and how I think she is she would fit. [00:27:27]

Christoph: And if you had her as a friend. What do you think other people would think of you that you have her as a friend?

Josefina: Ehm, maybe that. Do you mean now when she's famous? Because maybe people would say that I want to be famous and that's why I want to hang out with her maybe. Because she. I know people that started hang out with her a year ago and people say to them that they just hang out with Bianca because she's famous and they want to get famous. But maybe that I am a little bit ytlig. [00:28:25]

Christoph: Shallow?

Josefina: Yeah. [00:29:08]

Josefina: Ehm, yeah.

Christoph: And let's assume people that don't her, that don't know who she is. What would they think?

Simon: Of you if you had her as a friend.

Josefina: Someone that don't follow her? [00:29:33]

Christoph: Yeah

Josefina: I don't think they would react because she, her like style and her age is fitting into my style and my age so if you don't know that she's like a celebrity you wouldn't react. [00:29:44]

Christoph: How important is it for you to follow an influencer that is liked by other people?

Josefina: If it matters to me? No it doesn't matter to me. Because I don't follow persons that I don't like. I mean no it doesn't matter for me. I have stopped following many influencers that are very popular but I don't get anything out of it. So I don't care about that. [00:30:19.19]

Simon: What makes you stick to Bianca then?

Josefina: Her clothes and her make up and yeah that she doesn't take herself to seriously it's like easy going and I follow her but I don't really care and I get inspired with her style and what she wears and her make up and so on. But I'm not like so involved in her life so I can make a distance between the clumsy things that she says and me following her. I don't get upset when everyone else gets upset. But on the other side I can get upset about somethings that like yea I don't really care. [00:31:06.04]

Christoph: How does Bianca make you feel when you're looking at what she posts?

Josefina: It depends on what she posts but maybe that I want to buy her clothes or I think that she has very nice hair maybe. I think that she is one of many influencer that actually, she takes nice pictures and of course she's like taking it in a good angle so she would look pretty and so on. But it's not like other influencers that show...they look different in person than they does in pictures. And that's more fake and annoying but I think that Bianca pictures are more, Yeah they're very nice and very photoshopped with the lighting and all of that but I think she is real so I don't get annoyed about that. So I feel good, I feel inspired maybe. [00:32:18]

Christoph: What does Bianca mean to you?

Josefina: Nothing. No, but she doesn't mean anything. [00:33:44]

Christoph: Do you care what happens to her?

Josefina: Yeah of course, of course I want her to be happy and have a good life. But you can't care about every influencer then I would care about a lot of people. [00:33:59]

Christoph: Would you care about her more than other influencers then?

Josefina: Hmm, no not more than the influencers that I follow but as much as the other influencers that I follow. [00:34:17]

Christoph: Would you like to meet Bianca in person?

Josefina: No I don't think so. I think that I would change my opinions about her maybe. Because I have good opinions about her. When I think about her I think about the good things but maybe if I meet her I wouldn't like her as much. I think it depends on like if you meet her as a follower or a friend. If you meet her as a friend it would probably be a different thing because she's probably a good friend since she has a lot of friends. But meeting her, me as a follower, no not really interested. [00:34:38]

Christoph: How does it make you feel when she is posting about her feelings or emotions?

Josefina: Ehm I feel bad for her but I think that when she's like ehm sad or writing about something, something bad or something that is affecting her I feel bad for her and I think that it's strong of her to write about it. And I think about that I would never wrote that to so many people. But it's good that she does and I think that many people get like inspired and they get something out of it. So I think it's good and strong also. [00:35:43]

Christoph: Could you describe us the content that you are interested in on what she posts?

Josefina: On what she posts? [00:36:40]

Christoph: Yeah.

Josefina: Ehm her clothes, her make up and maybe like personal things about her family and her relationships and ehm yes her feelings. Because she's like she's I think is the same age as me or maybe one year younger, yeah maybe she's 23, ah I don't know, I think she's one year younger then me and it's like her feelings can be my feelings too. And so you can get like ehm you can feel a connection with what she feels sometimes so yeah. [00:37:19]

Christoph: And what would you say is your favorite?

Josefina: Favorite what? [00:37:42]

Simon: If you could choose her next post, what would it be about?

Josefina: On Instagram? [00:37:51]

Simon: Yeah let's take Instagram.

Josefina: Something about ehm make up tips I would say. Yeah. [00:38:00]

Simon: Why would you say that?

Josefina: Because I think that she's very good at putting on makeup and that's like an inspiration with like colors and what make up product is good. [00:38:15]

Christoph: And if you could delete one category of content that she always posts what would that be?

Josefina: Posts about her dog. There is very much about her dog. But not maybe the pictures on Instagram but very much Insta stories. [00:38:31]

Christoph: How would you describe the information you find on her Instagram or her blog?

Josefina: I don't really read what she is writing but ehm the things that I read that she is writing, it will be maybe when she travels, what she's doing when she is traveling and makeup tips and where she buys her clothes and tips about makeup, clothes and skin care routines. [00:39:18]

Simon: In those type of posts is there anything in the information that catches your eye or that's standing out from the rest? Does it make sense?

Josefina: No I don't understand. [00:39:13]

Simon: When you read something, you said you don't read everything, is it anything that stands out that ok I want to read that, I mean I want to read that specifically.

Josefina: Yeah ehm. Yes it's about like clothes ehm makeup and maybe feelings but I don't really read. It's so much text and the blogpost is so long it takes like forever to read the whole thing and when I don't really

care I don't really take the time to read about it. But if I have time, if I'm in the right mood, I will read it but that's the blogpost that I read more easygoing and like solid advice on different things and not like her opinions because it gets so much drama and yeah. [00:40:19]

Simon: Is she ever posting any news in relation to for example the beauty products or traveling. Are there any like new trends or news or can you find that stuff on her Instagram or blog?

Josefina: Yeah I would say that she's like up to date or yeah I would say that. Like if there comes a new product or something that she, yeah yeah I would say. [00:41:36]

Christoph: How likely is it that you get new ideas from what she's posting?

Josefina: Ehm very much. I have yeah. Mostly about makeup I would say. And if she tries something because she will often like try something and then she maybe on Insta Stories she will show the followers how she puts the makeup on ehm and then you will see the result immediately on her and then I get the inspiration because it's so many makeup products that people are only writing about it but when she's actually filming and showing the result and taking good pictures about it, it helps. And I have bought things that she has written about and I have been satisfied like. [00:42:10]

Simon: Is it important for you to find inspiration when you follow an influencer?

Josefina: Yeah. Yes it is. Because it's like ehm, I think that you don't go into a makeup store but if I do it's like so much to choose from so you have no clue and if you get like inspiration for makeup and things that people have actually tried it's easier for to buy things. [00:43:33]

Christoph: Have you ever received something in exchange for visiting her profiles?

Josefina: What do you mean? Again. [00:44:18]

Christoph: Like if you ever got something like in exchange that you watched at her Instagram or her blog?

Simon: It could be I mean you mentioned inspiration that's kind of the fuzzy things that you could get. But did you ever receive I don't know if she invites to events or has like competitions where she.

Josefina: Yeah she has events and competitions about for example she has a collection for Guldfynd jewelry and then she has like competitions a but I don't participate in those kind of competitions, never. [00:44:56]

Simon: Some influencers put out discount codes. Ehm is that something Bianca would do?

Josefina: Yeah. Yes she would. She often makes like a haul and she gets clothes from a store and then shows them for the followers and then in the end she has the discount code. I think that's good. [00:45:30]

Simon: Why?

Josefina: Maybe I wouldn't buy the things that she is wearing but maybe that's often stores that I buy clothes from so then maybe I have another pair of jeans or a sweater that I want to buy so I can use her code. Sometimes maybe what she's wearing but sometimes not. [00:45:49]

Christoph: Does Bianca symbolizes the person that you really are inside?

Josefina: That I am inside? [00:46:28]

Christoph: Yes.

Josefina: No. [00:46:35]

Christoph: Why not?

Josefina: Oh that's hard. But I think she is ehm, she is a little bit more like ehm, she speaks about everything that comes to her mind and...yeah. But I don't know about her feelings inside of her so maybe we're alike if I get to know her. But in the way she expresses herself and shows herself on Social Media I would say that we are not the same but I can relate to somethings that she's doing or saying or writing about her feelings and so. [00:46:50]

Christoph: Do you think that it has an impact that you follow her on what other people think of you?

Josefina: Hmmm. Yes I think so because...hmm I don't know, it's hard to say because...it's hard to say. But I get inspiration from her and maybe that says a little bit about me. Ehm but on the other side... I don't know, hard question. [00:47:56]

Christoph: What do you usually do when you visit Bianca on her Instagram or her blog?

Josefina: Ehm Instagram standing in the line in ICA maybe and when I wait something or when I sit down and eat maybe. And ehm. Mostly when I wait for something to happen. It's usually Instagram. When I read blogs I sit down with my phone and like eating or having a few minutes while I'm waiting but not like standing in the line for something. [00:48:39]

Simon: And in terms of ehm.

Christoph: Like what you do on the Instagram profile. Do you kind of interact?

Josefina: No. I don't like to write comments or something. I just look at the pictures and yeah. [00:49:47]

Simon: Have you ever liked something?

Josefina: Yes. [00:50:08]

Simon: What made you like it?

Josefina: I 'like' if it's something more serious like when she says something good and meaningful or something about a new thing in her job. [00:50:15]

Simon: Why don't you comment? Is there any specific reason?

Josefina: Because I have nothing to say. I don't care so much. But I comment on a friends Instagram but not people that I don't know. And I like my friends Instagram posts and some of the people that I don't know. [00:50:35]

Christoph: Do you ever share or save something that she posted?

Josefina: Yes. Like printscreen outfits or printscreen tips, makeup tips maybe, tips on mascara that I want to buy. So I would remember it for later. [00:50:46]

Christoph: How would you describe sponsored content on Social Media in general?

Josefina: To be honest I don't really read the sponsored things. You see very clearly when something is sponsored. Ehm but it also depends on which person or which influencers that is posting that collaboration and sponsored things. But I usually don't read and look at it so much. [00:51:12]

Simon: So how would it depend on the influencer for example?

Josefina: Some influencers have so many sponsored posts and then you know it's just one way to make money. And they doesn't really care about the products, and I don't really care about the product either. Because it's like a serum for your face and I don't really care about it because no one has tried it. It's just like very good things about it and you have no idea what it is. But if it is an influencer that I follow like for, I would...It depends on the product. Ehm if you, maybe if you know about the brand but not the product you can get inspired, or I get inspired and read about it. But if it is like a random things, I don't read about it. [00:51:54]

Simon: And what would be a random thing in this case?

Josefina: A brand that I don't know or a product that I don't really know what it is. So if you look at the picture maybe and it's like something from the brand Awful and I know what it is and maybe I want to read about the new product. But if it is a brand that I don't know, I don't get like curious about the product either. [00:53:14]

Christoph: What type of sponsorship does Bianca have? Like what comes into your mind if you think about her Instagram for example?

Josefina: Ehm it's discount codes for like shops on the internet. Ehm I don't know. [00:54:07]

Christoph: How do you see that it is sponsored? Because before you said I would instantly see that it is sponsored. How would you see that?

Josefina: Ehm...In the picture, how the picture is taken. I see immediately if the product or the brand is like in the center of the picture and maybe she's in the pictures but then she's like sitting in a way that she don't usually sit and she's putting the product up in the camera like it's a little bit ehm..I don't know. It's like staged! Maybe if it is like three products it's like three products on a nice table with a little bit flowers

and I don't really care about the flowers and the table and the product so I just scroll down. The text under the pictures is like very long. [00:55:16]

Christoph: How would you describe a trustworthy person? Or let's say a trustworthy influencer?

Josefina: Ehm influencers that is not afraid of her opinions and what she stands for. And influencers that is connecting with her followers and want to listen to the followers wishes about what they want to see and read. And an influencer that is down to earth and actually if they will get you a tip of a product it's important that they actually show you that they are using the product in like a video or something and not just write about it because then you don't know if it is just like... ehm... like in collaboration or it's the person actually is using it. [00:56:40]

Simon: So not like three products and a flower on the table?

Josefina: Yeah. [00:57:25]

Christoph: How would you relate this to Bianca?

Josefina: Ehm...On Instagram I would say that her tips maybe are not so trustworthy but in the blog it's more trustworthy. [00:57:36]

Christoph: Why do you think it's more trustworthy on the blog?

Josefina: Because maybe on the Instagram pictures it's more like you get the feeling it's more like the product and a flower. But in her blog she's writing a little bit more about the products and then she can make a video on Instagram Story. The pictures on Instagram is not very trustworthy. I would say that any picture on Instagram that is in collaboration with something is not so trustworthy. I just scroll away from them. [00:58:17]

Christoph: How trustworthy do you think is Bianca as a person?

Josefina: I don't know. It depends on what she is ehm getting you tips. I don't know. [00:59:02]

Christoph: Because you said she's like really open and tells her opinion.

Josefina: Yeah she's trustworthy in that way. Now I'm into collaborations and things. [00:59:38]

Simon: But think of her as a person.

Josefina: Yeah as a person. Then I think she is trustworthy. Because maybe she's saying a little bit more than she should say and that really makes her trustworthy. As a person yes. [00:59:46]

Christoph: And how does it make you feel that she's posting sponsored content?

Josefina: Yeah I think it's good. It's a part of her job and that's how she makes money. And I completely understand that. And I think it's good, why not, yeah. And of course I think that she only posts collaborations and sponsored things that she believes in but it doesn't make me believe it. But yeah she's trustworthy. I would say that. [01:00:08]

Christoph: Would you consider yourself loyal to Bianca?

Josefina: Hmm...about me following her you mean? [01:00:50]

Christoph: Yeah.

Josefina: Both yes and no. I follow her on Instagram so she has me as a follower. I'm one of the numbers in her following area. And I watch her Instagram Stories but on her blog I am not the best follower maybe. So I'm not very loyal in the blog but on her other Social Medias. And I don't know if she has Twitter but I don't have Twitter so. [01:01:07.08]

Simon: Did you ever watch her YouTube videos?

Josefina: I have watched her YouTube videos but it was a long time ago. And then she made like a hall of clothes. Yeah I know that she does vlogs and things on YouTube but I don't follow her on YouTube. [01:01:44]

Simon: Did you ever listen to a podcast that she did.

Josefina: Yes I have. One, two times but that was just in the beginning. The first and the second. Yeah but I don't think that it was so good. And again back to the, to my opinions about her, in just two episodes of her

blog I was like annoyed so I didn't want to continue listening because I just got annoyed and I wanted the good side of her. [01:02:17]

Christoph: What did you make annoyed?

Josefina: Because she expresses herself very clumsy and she said things that I don't agree with and that I know will make drama and she was like just going on and on about it and then the episode after she was like shocked that everybody was so angry about her and I was like omg no. [01:03:02]

Christoph: How would you describe the connection between you and Bianca?

Josefina: I wouldn't say that we have any connection. [01:03:39]

Christoph: And how would you feel if she deleted all her accounts.

Josefina: Ehm it wouldn't matter so much to me. I would be more sad or if you can be sad about it if other influencer would delete their blogs or Instagram because Bianca is an influencer that I follow but I don't really follow everything about her and I don't care so much. [01:03:52]

Christoph: So how do you feel about her compared to the other influencers that you just mentioned?

Josefina: Can you say it again? [01:04:37]

Christoph: How do you feel about Bianca in comparison to influencers that come into your mind?

Josefina: I would say that I follow her but I can't follow her on so much Social Media. Like I can't follow her blog, her Instagram, her Insta Stories, her YouTube and what more...her podcast. Because it gets too much Bianca and then I just get annoyed. But other influencers I follow all that things that I just said and don't get annoyed. Maybe because I like her but I don't like her. I like the things, she's very good at her job, she is. And she is an inspiration and everything like that but maybe I don't like her personality so much and I don't have to like her personality so much because I follow her because of her clothes and her makeup. [01:04:51]

Christoph: Are you ever talking with other people about Bianca?

Josefina: Yes. You know Chris. [01:05:55]

Christoph: No, I don't know.

Josefina: I talk. [01:06:08]

Christoph: Tell us about.

Josefina: Eh I talk with Klara. I talk about Bianca with other people. Yes I do. [01:06:26]

Simon: What do you talk about?

Josefina: I talk about the annoying things about her I would say. When you are annoyed about something she is doing or saying. I would say that comes up. Or if she will post anything that is very good and maybe very deep and not very common to talk about. But not like about her clothes or something. No. [01:06:35]

Christoph: What was the last thing you talked with people about Bianca?

Josefina: Ehm do you remember what me and Klara said? I don't remember. [01:07:09]

Christoph: Yeah you told me what it was so.

Josefina: Yeah I told you. What was it? That was the last time I talked about Bianca. [01:07:19]

Christoph: She was there with someone else and they took pictures of themselves or something like that.

Josefina: Wait I have to think. Klara is talking very much about influencers so we have a lot opinions about them. [01:07:39]

Simon: What are you saying about them?

Josefina: It depends on the influencers. [01:08:02]

Simon: Of all the influencers which is your favorite?

Josefina: Number one I like the most or number one to talk about? [01:08:13]

Simon: No, you like the most?

Josefina: Ehm I would say Josefine Dahlberg. [01:08:22]

Christoph: And the one you talk about?

Josefina: Isabella Löwengrip. Because Isabella shows so many sides of herself and she's like provocative and she's a really good mom and she's sensitive. But Bianca as well. She can be provocative as well. Chris do you know what we talked about? [01:08:37]

Christoph: I don't know. You just told me that you had a negative image after that of her because she wanted to present her good side of the face on the picture.

Josefina: Oh yes yes yes. It's about, that's why I don't follow her podcast. It was Bianca and her friend is having a podcast and they were going to take a podcast picture and they were supposed to lay down on the floor and then Bianca's friend said oh which good side do you have, you know you have a camera good side that you show to the camera. And both of them had the same good side. And in the end Bianca was having her good side on the podcast picture. And in the same, this was on their show, Walgreens wält, and in the same episode they were going to take another picture for the podcast as well I guess and it was in a ICA store and one of them should sit in the shopping cart and one of them were standing up. In the beginning Bianca was standing up and Alice was sitting down because Alice was the baby of them but then in the end it ends up with Bianca sitting and Alice standing because it was much more fun to sit because she is like, yeah, and that was her good side, yeah. That's what we talked about. [01:09:15]

Christoph: Yeah I remember the one with the good side and bad side.

Simon: What is it that you like about Josefine?

Josefina: That she's honest and she's not like perfect. And she is connecting with her followers. And she doesn't see her followers as follower. She doesn't see herself like as a celebrity but Bianca does. Maybe Bianca has a little much air and she's down to earth in one way but she is up flying as well. And Josefine is more down to earth. She's older as well. And she's like connecting with her followers and more down to earth I would say. [01:11:35]

Christoph: Then we are almost at the end with one last question left. Would you keep visiting Bianca in the next few years?

Josefina: Ehm I don't know about years but the next two years yes, I would say that. But I don't know, anything can happen. It depends on what she is posting. If she is not like sharing deep things and if I don't get inspiration from her anymore, I would stop following her. But now I think that it's fun to look at her Insta Stories because I think, yeah she doesn't take herself so seriously and she's easygoing and that's fun to look at. So yeah I would say that I would follow her in the future. [01:12:37]

2.1.2 Julia

Respondent: Julia

Interviewers: Christoph and Simon

Location: Café

Length: 01:11:39

Date: April 5, 2018

- Christoph: First we would like to ask you some general question about social media behaviour. Could you describe the last time you used social media?
- Julia : Yes. A few seconds ago. Ehm I used a few seconds ago and before that I used it right before I met you. I just looked through my feed on Instagram and just checking the status what's going on in the digital world. [00:00:07]
- Christoph: How often would you say you use social media?
- Julia: Too often! [00:00:29]
- Christoph: What is too often then?
- Julia: Too often is probably...hmmm.. several times a day so maybe, maybe 5 times a day. That I actually go in and check stuff...no like 4 or 5 times a day maybe. [00:00:51]
- Simon: When is this usually, this 4 or 5 times?
- Julia: Ehhm well first thing in the morning probably. (laugh) I don't know if I like this interview (laugh). I get some insights. [00:01:00]
- Christoph: No you can. You have to tell us the truth.
- Julia: Okay. No I can be honest with you, I promise. No in the morning...ehm...and then probably during lunch like if I'm working it's during lunch. I don't use it as much when I'm working, it's more when I'm more flexible, when I'm studying I use it more..ehm..and also in the evenings, like maybe around dinner and before going to bed...so approximately 4 to 5 times a day. [00:01:19]
- Christoph: Alright so which social media platforms are these? Which you use the most?
- Julia: That would be Instagram. [00:01:55]
- Christoph: Okay. And like others, do you use any others?
- Julia: It depends on the purpose of it. I use them for different purposes. Instagram I just use to like look at pictures and see what people are doing and stuff like that but then Facebook barely only use to communicate with people, I never scroll down the feed, I never check things, I just communicate with people on Facebook. And the others I use is LinkedIn actually and there I scroll through the feed a lot but that's for another purpose that's for checking out possibilities in another kind of environment, it's more in a professional environment of course. [00:02:11]
- Simon: Now you kind of described them in terms on how much you use them. Which is your favourite?
- Julia: Hmm..Again it depends on the purpose and it depends on the situation of course. But generally it's probably Instagram because that's the one that I use the most and create more content on as well. So I'm more interactive with Instagram then any of the others I would say. [00:03:11]
- Christoph: So these are the main three one that you would use?
- Simon: Instagram, Facebook, LinkedIn?
- Julia: Yes! Snapchat but not that much at all. I don't know why, I think they have the same functionality on Instagram now and I like them more for some reason. I like the usability of them more on Instagram. Ehm and I don't like to have a lot of different platforms. Like it's getting too much, I like to stick to the ones I

like. And Snapchat feels unnecessary for me right now unless Snapchat is more personal it's really personal directed so then I use Snapchat. [00:03:42]

Christoph: Alright that was really good! Thanks for that.

Julia: You are very welcome! [00:04:19]

Christoph: So now there's going to come up some questions about influencers in general. Do you know what an influencer is?

Julia: Yes! [00:04:28]

Christoph: Okay that's good to know! So can you tell us what an influencer is?

Julia: You mean how I would describe an influencer? [00:04:39]

Christoph: Yeah what is an influencer for you?

Julia: Someone who's on Social Media and kind of influencing through different channels, like it could be with different niche I would say. Some people are like lifestyle and it can be in fashion, make up, there's a bunch of different influencers in a lot of different categories I would say. And in my opinion, an official influencer is someone that has a lot of followers and a lot of credibility online. [00:05:30]

Simon: What do you mean with credibility?

Julia: Probably what I said first, a lot of followers and the people are interacting with them, that's my first impression of it. If you see that they have a lot of likes and if you see the people are commenting and of course also if they have this official mark then that would definitely a sign of credibility. [00:05:43]

Christoph: Whom do you follow on social media?

Julia: Just in relation to influencers? [00:06:16]

Christoph: No let's think about friends, brands, companies, etc.

Julia: Most it's my friends of course but then they are probably not the most active ones. The most active ones, I follow some celebrities that I think are interesting and I follow some companies that I like, like some brands, some makeup brands, some fashion brands. I actually recently started to follow H&M and the only reason I did that was because of their scandal because I wanted to read about what was going on. And then I follow a few influencers and most of them are influencers that I followed for a long time so they just stick in my feed. Oh and sometimes, I watch Idols, I follow them because I want to hear everything they do. Yes I become a bit obsessed. [00:07:09]

Simon: Why do you want to hear everything they do?

Julia: Because I think I become a bit obsessed, I think they are so good, I want to see what they do. [00:07:55]

Christoph: Let's go back to the influencers. How would you describe the content influencers post?

Julia: I think it's different. As I said before it can be very different from, like they can be representing different categories. But most of the influencers that I follow is probably lifestyle influencers and fashion influencers. So I would probably describe their content as very a lot of nice picture of what they are doing, restaurants, going on vacation, different products that they use, different recommendations, like everything that they are sharing of what they are doing and kind of a lot of romanticising their...they reflect a very one sided view of their life I would say. Like very nice, it's very fun, positive, fancy, luxurious, exclusive. Like very positive and very one-sided. There's not a lot of negative posts, only maybe once in a while. Most of the times it's not like bad stuff or ugly picture for example. [00:08:11]

Christoph: Okay so now we are done with the general part. Now we would like to ask you about Bianca Ingrassio. How did you find Bianca? When was that?

Julia: That's a hard question! I try to remember. Of course her mother is famous, so initially the reason why I knew about her is through her mom and honestly I think maybe it was actually I started during one period because she's showing in different channels like generally on TV and here and there. And initially I saw her in Let's dance and it started to get this boom about her, she was everywhere and then I just thought ah yeah she has a good style, she's really pretty and she seems like a fun person so I think I started to follow

her for that reason. And I knew a little bit about her so I guess wanted to find out more about her. She was interesting. [00:10:53]

Christoph: And when was that?

Julia: I think that must have been...When was she in Lets Dance? I think 2 or 3 years ago. I probably followed her for 2 years. [00:11:26]

Christoph: What was your first impression when you saw Bianca for the first time?

Julia: I think I thought she seemed like an interesting person. She was funny, she looked really good and she has nice clothes and a good taste. Yeah, I just thought she seems like a nice person. Probably an interesting lifestyle as well. [00:11:54]

Simon: In what way did she seem like a nice person?

Julia: Probably. Sorry for saying probably but I can't really remember. I think, in what way did she seem like a nice person? [00:12:30]

Simon: Was there anything in general?

Julia: I think the nice thing comes from, she seems to be very genuine, she seems very honest and open, very personal and very like, it easy to relate to her, she's like a normal person in a way, like normal but still really public. In general, I think a lot of people can relate to her and that's what I felt too. That she's fun and interesting to follow. Someone that could be my friend maybe. Like she could as might be one of my friends, that's what I mean. [00:12:56]

Christoph: You say you know her since 2 to 3 years, how would you describe Bianca now?

Julia: A lot of the same. Producing a lot of the same content. Not much has changed. Maybe my opinion about her has changed a little bit. [00:14:07]

Christoph: In what way?

Julia: Maybe it's not as interesting anymore like in the beginning when you want to found out more and now she has produced the same things over and over again. You feel like kind of know that already, it's not super exciting to see what she posts, it more or less the same all the time. [00:14:29]

Christoph: And how do you keep up to date with Bianca? Which social media platforms do you visit?

Julia: Mainly Instagram, very rarely her Blog and sometimes her YouTube channel. I forgot to mention YouTube as a social media platform I use. This is actually kind of relevant because I only use YouTube to watch influencers usually. Like their makeup tutorials and I don't use YouTube for other purposes anymore. [00:14:52]

Simon: Why do you use YouTube for that purpose? What is it about YouTube?

Julia: Because it's like a longer video. Instead of just seeing posed pictures or fixed pictures you get to see more like... what should I say...it's more interaction, it feels more real to see someone moving around and you get a better idea of who the person is. You can see a picture but then you see a video and you are like aha wait... how they sound, their voice, their body language, you get a totally different perspective of the person through YouTube then through pictures. Because Instagram is usually only pictures other then videos in most cases. [00:15:33]

Christoph: Let's go back to Bianca. How would you describe the communication between Bianca and her followers?

Julia: Well that's interesting because there's a lot of communication between Bianca and her followers. People are super engaged in her and she gets sooo many comments, super personal comments. Both hate and love. A lot of hate which it's kind of crazy. Like only because she's public she gets all these. And she answers to them as well. She sometimes post things publicly like when she gets bad comments or really aggressive harassments and stuff. So she share this with her followers and I think she's kind of trying to explain to them that she's a person by showing how she feels when she gets these bad comments. But then also, I think she has some competitions and stuff and she tries to interact a lot with her users and followers in different ways. [00:17:49]

Christoph: For example how?

Julia: She posts different discount codes a lot. There's always some collaborations that she shares with her followers and from what can be seen on her Social media there it is really appreciated and people use it. That's what my impression is. [00:18:53]

Simon: You said that a lot of people post bad comments. Or there might be some hate. How do you feel about the fact that people hate on her?

Julia: I think its super unfair because I know it's such a thing in our digital world now but I think even though you chose to be public on Social media I think it's ridiculous that people behind their screens harass someone. Just because it's only it doesn't mean it's okay. Its like someone would come up to you on the street and say stuff. That's not normal. Its super unfair. I mean I probably appreciate everything she does. I have a lot of opinions as well, maybe I'm like I don't like that or this is annoying or whatever but I would never actively go and tell her that because she just a person like everyone else. [00:19:13]

Simon: If you would ask her a question. Do you think she would answer?

Julia: Ehm... I don't know honestly. I never tried to do that. I don't think I really have questions I want to ask her. [00:19:56]

Christoph: But if you would.

Julia: If I would...I think she gets a lot of comments so if it's something special like something important then maybe. I wouldn't expect an answer for example to where did you buy that coat? Maybe if I was lucky I would get an answer from that. Probably that answer is already somewhere else in a tag or whatever. I think she provides a lot of information already. But if I would ask her something related that's important to her maybe I would get an answer I think. Like for example she has a place in Marbella and if I would write something like, I know the best place in Marbella have been there? Maybe she would answer. Because we have that in common. [00:20:19]

Christoph: How do you feel is Bianca communicating?

Julia: What do you mean? [00:21:17]

Christoph: Kind of like the topics she's talking about and how she's talking about it?

Julia: She's not very strategic in the way she communicates. I think in some ways yes, definitely. Well she's very spontaneous and improvises a lot I think. And she doesn't think about what she says and does a lot. I think she goes a lot on her instinct and then sometimes it ends up really wrong or sometimes really good. But she's not at all afraid to say the wrong things, like politically correct stuff. She's very like dinner table talk basically. [00:21:32]

Christoph: Do you think Bianca is sharing information openly?

Julia: Yes. [00:22:33]

Christoph: How do you think that?

Julia: I think that's because of all those reasons. And like I said she seems to be very genuine and honest. And what she's saying is not that filtered. I just feel like she's very honest and casual and as I said sometimes things turn out really bad when she says things and she gets a lot of angry comments and stuff so I feel doesn't really pay to much attention on how she communicates or how she shares things. And sometimes if its more professional like collaborations, of course it's more like strategic and more structured. But when it's more on a personal level and personal opinions she is super open no matter if it's provocative or not. [00:22:54]

Christoph: Would you also say she sharing private information?

Julia: Sorry? [00:24:11]

Christoph: Or what would for you be private information?

Julia: She's very open in like her private life. Like private information would be, she talks a lot about sex and sex life. She talks a lot about her family and issues she has in her family. Like big fights that have been public and her family doesn't want to talk about, she approaches those things. And she shares a lot of things that I would belief is super private and I would never share with other people or like publicly.

Maybe things that you would tell your best friends but not like a big crowd. It's not like I would go up on stage and would talk about my problems or stuff. But I feel like she does that. [00:24:26]

Christoph: If you think about Bianca and yourself. How would you describe Bianca compared to yourself?

Julia: Bianca compared to myself? I think we have some things in common. I would say.. It's hard to put words on it, I never really thought about it before but I think sometimes...Well first of all she's kind of...If you think about her style and fashion and purchase behaviour in regards the money she spends and the brand she buys its very relatable because I don't go and buy super expensive things and she buys more mainstream brands that everyone including me can afford. So in that way I think we kind of.. We use the same brands, we use the same products, we have a summer place in the same country in Spain, in the same city. She loves going out for dinner a lot. I do that a lot with my family too. She has a really close relationship with her family. I have that too. But then we are also a lot different because she's a public person and she likes the attention and likes to be public. I would never like that. [00:26:17]

Christoph: What do you think? How would others describe Bianca?

Julia: I think that's very different depending on the person. Like the people who follow her would describe her similarly to how I did but people who don't follow her has a lot of preconceptions and negative perspectives on what she's doing and I think I know a lot of people who are like oh she doesn't have a talent, this is not a job. Like people, usually older people, don't really understand or acknowledge influencer as a profession, not a serious and respectful profession. It depends on the person actually. I think some girls or like teenagers really look up to her and I think some are really looking down to her and try to differentiate from her. Where some people try to created a belonging to her. [00:27:27]

Christoph: How do you think Bianca would fit you circle of friends?

Simon: You already mentioned that she could a friend of yours.

Julia: If you look at my specific friend circle I think she would really stand out because she's kind of all over the place and I think my friends are compared to her openness my friends are a little bit more sophisticated. But she could probably contribute with a lot of fun and craziness. Like ad a little spice to the group. [00:28:38]

Christoph: What would friends think if you had Bianca as a friend?

Julia: They would probably very curious and be like, but that's because she's a public person, so they would be like we know about this person that's very exciting. How is she actually. They wanted to get to know her maybe. Yeah I think people would like to get to know her because I'm friends with her. [00:29:18]

Simon: If your friends didn't know who she was, how do you think they would think of Bianca being your friend?

Julia: I think maybe they..Like if they her for the first time with me? Yeah I think.. I don't know how she would be with a first interaction with people or I don't know how she actually would be. But from the picture I have of her from Social Media, which is the only picture I actually have, I think that they would think that she is fun and a bit crazy, a bit all over the place, very free spoken but also adding a lot of fun and maybe also a little bit annoying. People could think that she's like okay take it down a nudge. [00:29:57]

Christoph: How does it make you feel when you look at the content Bianca is publishing?

Julia: It's different. Sometimes I'm like oh that's so nice. [00:31:33]

Christoph: What do you think is nice then?

Julia: Like if it's maybe a brunch picture and then I'm like ach I want to go there, that looks good. Because I love to go to brunch. But if she post something like selfies and in opinion boring content then I would be more like ach again, same things. So it depends on what content. I mostly appreciate like nice pictures and like vacations or nice restaurants. Get some inspiration on places to go and then I feel really good about it when I see those things. Then I feel like nice recommendation, I will put that in my mind next time I'm there. [00:32:00]

Christoph: What does Bianca mean to you?

Julia: Wow that's an intense question. [00:32:40]

Simon: We talked a bit about how she would fit in your friend circle, how you are alike or not alike?

Julia: What does she mean to me? Is it bad if I say not that much (laugh). For me she's like a fun person to have on social media. It's fun to follow. But if I'm completely honest I don't think I would really miss it if I would defollow her. And if we talk about being friends again, that's not what I would do with my actual friends. I would never defollow my actual friends because we don't have this, even though you could experience only, you don't really have a personal connection to her, so it's easier to cut it off in a way. [00:32:57]

Christoph: Do you care about what happens to Bianca?

Julia: I guess yeah. It depends on what happens. An accident? [00:33:52]

Christoph: It could be something really bad, it could be something nice for example that she got pregnant or bought a new hand bag.

Julia: Yeah maybe bigger things but maybe not a new handbag. I wouldn't care too much. But if it's like for example when they bought a place in Marbella I was like okay, I noted it in my head. And also if she's starting a new TV show it's always interesting what that is. And when she would be in an accident I would think it's really sad of course because that's awful. Yeah I guess I would care what happens to her. [00:34:14]

Christoph: Would you like to meet her in person?

Julia: We go deeper and deeper (laugh). Good question. Would I? I think I would say no but it would maybe not be true. Because my first impression is no, why would I want to meet her. But if I saw her out, maybe it would be fun to meet her like that. But I wouldn't actively reach out or want to meet her, meet her but I wouldn't mind it if I met her. I think I prefer our social media relationship rather than the real life relationship. [00:34:57]

Christoph: Could you describe us the specific content you are interested in? Like the the type of content that she posts, like maybe which categories?

Julia: Yeah I think it's mostly recommendations of places to go or maybe not directly recommendations but when she posts restaurants visits or pictures of food that looks really good. Like the brunch post I mentioned earlier. When she visits a new city maybe because it's nice if she goes to Italy and I'm like I'm going to Italy in a few weeks then it would be nice to see to what places she went to because then you get some idea. Maybe you would be inspired to go there. Maybe I would be inspired to there rather. So more like inspirational things through travel and restaurants. But also some fashion things and probably when she share some discount codes that's nice because as I said before she uses the same brands or I use the same brands as her then it's nice if you can get a discount.[00:37:06]

Simon: All of these type of content, which would be the most important for you?

Julia: I don't know if I would call them important. [00:37:39]

Christoph: Let's say the least or most favourable.

Julia: What I prefer the most? Okay if I could chose her content. [00:37:56]

Simon: Yeah if you could chose the next post if you visit her. What would you like to be next post about?

Julia: Hmm good question! Maybe discount code because I'm in the mood for shopping. It's situational based. If I'm in the mood for travelling I would like to see some travelling recommendations. But no, yeah, I think in general I...it's hard, I don't know what I prefer the most. I like a little bit of everything. I don't want one thing. I want to see a bigger picture. A mix of it. Otherwise I get bored. [00:38:12]

Simon: You mentioned a few contents you are interested in. Restaurants, food, fashion and travelling and discount codes and so on. Does she post any other stuff? Maybe things that you are in this case not that much interested in.

Julia: Ehmm. [00:38:56]

Simon: You mentioned selfies for example.

Julia: Yeah she posts a lot of pictures of herself. Selfies or nice pose pictures. Like more model pictures and she also posts a lot of collaborations and commercial things. I don't think that I'm initially very interested in these but I probably get affected by these. But I don't really want to see it if I could chose. But yeah she posts a lot of..or like actually some personal things I might be interested in. Like I don't know.. If she says something personal about her family it's always interesting to read because you know who they are and you want to see like..hmm.yeah. But she also posts a lot of things on her brother and his music career and she does that a lot and that's almost like too much. I don't really care about that too much. [00:39:26]

Christoph: How would you describe the information you find on her profile?

Julia: Like on her profile? [00:40:38]

Simon: Where you meet here on the platforms.

Julia: Ehm like information about her or what do you mean? [00:40:51]

Simon: All the information you can find on profiles. You can tell us what kind of information is there.

Julia: Well there's links to her YouTube channel. There's not that much factual information. It's more like through her content. I would say that her content is her information. [00:41:15]

Simon: What type of content are thinking of?

Julia: It could be personal information. It can be professional, collaborational information like I'm doing this now. Have you seen my new collection. Have you seen my father's new restaurant. Have you looked at my brother's latest song. Is that what you mean with information? [00:41:39]

Christoph: It's all the information that you would see as information too you.

Julia: I think it's hard to say. Because I think that what I define as information is more like factual information and I don't perceive it as she has a lot of information. But it depends on what information is. [00:42:17]

Simon: You mentioned some stuff about new stuff. New trends, the father's new restaurant or stuff like that. How important is it to you to find new information in Bianca's content.

Julia: When it comes to fashion I don't think she posts any new trends. She is more like a follower of trends herself. She is not like a trend leader at all. So if I look like her fashion and clothes and stuff I think that's more conformational, okay this is popular. But it's not like this is the new trend. What was question? [00:42:48]

Simon: How important is it to you to be able to find news if we talk about information in terms of news?

Julia: So maybe then I don't get too influenced about her actual trends she is...but of course you want to watch something new, you don't want to watch something outdated so of course if there's news and more up-to-date things that's going on, more like actual life activities. Maybe it's not that much fun to pictures from last year. You want something new and current. [00:43:43]

Christoph: How likely is it that you would receive new ideas from what she posts?

Julia: When you said that I just realized what I do appreciate with her content is her interior design like furniture and stuff. She just bought a new apartment and she bought a lot of new furniture and I got some inspiration from there. That's something new that I would say I was inspired by. What was the first question? [00:44:17]

Christoph: That was like the question.

Simon: How likely it is that you would get some new ideas.

Julia: Yeah exactly. I think I would get a lot of new ideas. So I think I would get a lot of new ideas through either the interior design or as I said before through new restaurants visits for example. Maybe a cool club. Something like that. Like if she would post, oh my god we went to this club last night, it's a new club opening in Stockholm, they have the best drinks. Then I would be like ahh interesting. [00:45:07]

Christoph: Think about the last time you visited her profile. When was that?

Julia: Like today. [00:45:33]

Christoph: How did you feel when you were going on her profile?

Julia: Just very casual. [00:45:41]

Christoph: Like before you went there or?

Julia: I don't think it made me feel any different because I'm so used to going into her profile or watch her feed. But if I'm like actively, like now I want to go into her profile then I probably I have a purpose for it. So sometimes maybe if I'm looking for something specific and I'm like wait I saw something about Bianca what did she do and then I maybe go in there and depending on what I found it makes me feel, hopefully inspired but sometimes maybe not. I think it's very different. Sometimes disappointed and sometimes ah okay fun, I saw that, that's what I wanted to find. So depends on the purpose of the visit. [00:45:53]

Christoph: Did you ever feel you got something in exchange when you visited her profile?

Julia: Ehm yes sometimes. Not really in direct exchange. But more indirect, more passive like I said with inspiration for example that I would say is an exchange. But also the discount code, that's pretty nice. Sometimes maybe she shares personal opinions about something or like for example it could be feminism or something that I can relate to and then I get that in exchange because it's always interesting to hear others people opinions about things you are interested in. [00:46:53]

Christoph: Is Bianca symbolizing the person you really are inside?

Simon: It goes back to like comparing her to you.

Julia: Wow! Does she symbolize the person I really am inside? No. I think she symbolizes the opposite because...That's a super hard question. I don't know, it's really hard to answer that. Because I obviously don't really know...I don't...ahhh...this is really hard. [00:48:07]

Simon: You said you have a few things in common.

Julia: Yeah but it's not that I want to be her. I just think we are not exactly the same people. As I said we are opposites in that way and it's nothing like my inner self is striving to be either. Maybe it's the difference that makes it more interesting. What differentiates us is probably why I follow her also. And I don't think she symbolizes me, my inside. [00:48:50]

Christoph: Do you think Bianca has an impact on what others think of you if they know you follow Bianca?

Julia: I think it can. I think it goes two ways. Like people would be aha you are the kind of person who follows Bianca. Of course they would identify me in a specific category. Like associated with her. That can go both ways. Some people that don't like her would be ach she is that person who follows her whilst other people could be ah I also follow her or nice if you like to watch her then I know a little bit about you. And that can be true or false, it's about the person who judges or the other person's opinion. [00:49:44]

Christoph: What are you usually doing when you visit Bianca? In the Social Media space?

Julia: I scroll and I scroll and I scroll. And sometimes I like. Usually I click on something and then I end up seeing something else so I click. It's like when you are looking for scientific articles. You get into an endless hole and just look for stuff. Probably getting influenced by things and think ah what is that and then like what is that. [00:51:01]

Christoph: What would make you like something?

Julia: Like maybe a nice picture of food or a nice picture of Marbella. Maybe a really nice outfit but mainly the first two. [00:51:59.23]

Christoph: We do a little topic change now. We already talked about commercial content, sponsored content. How would you in general describe sponsored content on Social Media?

Julia: For me that is when for example an influencer posts some kind of collaboration with a brand or product. Some kind of commercial. It can be direct or indirect I would say. [00:52:08]

Simon: What do you mean with indirect?

Julia: Indirect I would say it's more like hidden in their posts that looks like regular posts but they are actually doing some kind of commercial for it but then of course they say that it is sponsored. But then there is more like a picture on a product and they are like this is my favourite product. And that's more direct in my opinion. Yeah so that's how I would describe sponsored content. [00:52:47]

Christoph: You just mentioned that they mark stuff in pictures and then write it's sponsored. Do you feel like you are able to recognize when there is sponsored content.

Julia: Yes. [00:53:17]

Christoph: Okay but why?

Julia: Because you always have to write that it is sponsored. I think you always have to. I don't know if there's rare exemptions but you always have to write sponsored by blablabla. And if they don't I assume it's more like a personal opinion rather than a commercial or sponsored. I think it always feels a bit forced and that it feels a bit negative but if it feels like genuine and like the influencer really uses the products it's nice. [00:53:20]

Christoph: Again a little change in topic. How would you describe a person that is trustworthy in real life?

Julia: That's a hard question because I'm very..yeah..for me trust is very important. For me a trustworthy person is someone that is not just showing one side but is honest of course. I think a trustworthy person can be critical and not just positive. It's more like and intuition, a feeling, of someone being trustworthy and different clues that gives you the idea. But yeah like a genuine person with honest opinions. [00:54:14]

Christoph: How would you relate that to Bianca?

Julia: That she's trustworthy in that way that she's very open and like...well...that's a little bit conflicting because she's open, she says what she thinks in personal opinions but on the other hand she almost only shows like the positive and like luxurious side of her life. So it's a little bit contradicting there I realize. If I would answer whether she is trustworthy or not it would be...it's kind of hard...I think she is trustworthy but I also think not. It's a contradicting thing in my head if I think about it. Because I think she is trustworthy in that way that she's very open and as I said she is talking very spontaneously about things but at the same time she is very directed in one way and angles herself in a specific way and that is not trustworthy to me and sometimes I think that the things she posts can be very direct, like sponsored things can be very direct. And I think that affects the way I feel about her trustworthiness negatively. [00:56:31]

Christoph: You just mentioned sponsored content in connection to Bianca. How do you feel that she posts sponsored content?

Julia: I mean that's why it becomes contradicting because in general I would say she's a trustworthy person but when she posts these sponsored things I feel like she is trying to deceive people a little bit because I think that's not genuine anymore because that someone else telling her to do something for money and then I believe that that is not too trustworthy. [00:56:58]

Christoph: If you think about the Social Media platforms in general, like Instagram, YouTube, etc., do you feel like they are trustworthy?

Julia: I think it's all the same. It's something...It's a hard question. Initially I don't think Social Media platforms are trustworthy but I think if you have the right kind of scepticism from the beginning which I think everyone has today, it's trustworthy from that perspective, like with the grain of salt. I think it's thing that I say right now and another when I actually interact with it. I don't really know. [00:57:43]

Simon: For example you mention they have to write when it's sponsored. In the sense of trust in the platform that someone is forcing them to write this? To force them to write that it is sponsored.

Julia: The fact that they are writing that makes the platform trustworthy. But it's a difference whether the platform is trustworthy or the influencer is trustworthy. And I think that makes it hard. Yes if you know that something is sponsored then you have all the information and in one way you can like chose whether to be influenced by a commercial. But at the same time it feels when an influencer really tries to advertise something and tries to hard, really showing that this is an advertisement, then it gets a bit unguine. For me an influencer that posts like has sponsored things that are more like...[00:59:38]

Christoph: Let's take Bianca as an example.

Julia: When she has more like integrated sponsorship in her everyday content then in one way it feels more trustworthy because then it feels more genuine because it fits into her lifestyle. As I mentioned earlier this would be more indirect for example when it's more hidden in the pictures. The difference would be to have a post on a product saying this product is the best and then you see that they have that text from the company that they have to include. It's perfect for my eyes and blablabla and this is so commercial and so fake whether if she actually does something for example if you see her in a dress from Nakd and she is doing something like sitting in a cafe or going with friends and she then tags this dress and says this is my favourite dress from Nakd and they have so many nice dresses then that is trustworthy because she is actually wearing it and going out in it and showing that's something she relates to and not only advertises. So I think it's a difference when you see that they are using the product that you believe that in a way or whether they are like look at these products, these skin products, you don't even know if they are good or if they use them. [01:00:53]

Christoph: Would you yourself consider loyal to Bianca?

Julia: That depends on how you define loyal. Loyalty online is something when you like go back to that person and maybe prefer that person over other influencer and always return and like a lot of things and maybe even talk about this influencer with other for example hey have you seen her, talk about it with friends. I would see myself as semi-loyal. Because naturally I don't see myself as loyal to an influencer. I don't know if it's more about that fact. In terms of the people that I follow, yes I'm loyal to her Instagram for example. [01:02:43]

Christoph: How would you describe the connection between Bianca and yourself?

Julia: In what way do you mean? [01:04:15]

Simon: You already talked about it. You said you are alike in this and that way and you still said she doesn't really reflect your inner self.

Julia: In terms of my relationship with her I see her as an influencer. She is just an external person that you can relate to and that you can get inspired by and that I get influenced by in different ways. If I talk about our connection it's very passive not a very active connection but still it's an ongoing connection. [1:04:59]

Christoph: How would you feel if she deleted all of her accounts?

Julia: That would be really boring. I would be like what why? Why would you do that? And I would also be like that's not like her, something must have been happened if she decided to delete all. [01:05:43]

Christoph: Would you be interested why she did that?

Julia: Yeah definitely. I would be like is this like a new phase in her life or did she come up with something. Why did she do this? I would probably super interested in why she did that. I'm curious. [01:06:14]

Simon: How would you feel?

Julia: I would feel that something was missing in my feed.

Simon: And how do you feel about Bianca about other influencers that come to your mind that you follow?

Julia: She is young, because she's younger than me. A little bit immature and very free spoken. And in terms of lifestyle, what she buys and things like that she is more in the affordable area, people can relate to her and copy her style and copy her lifestyle in general. It is not too hard for regular people to copy where a lot of other influencer have a higher end lifestyle and buy more expensive, unaffordable luxuries that you rather then want to have but can't have. So she is more like an influencer that inspires you with things that you actually can have so maybe that's why it's more fun to interact with her. [01:06:59]

Christoph: Do you ever talk with others about Bianca?

Julia: Yes with my family. Well we talk about...honestly the last time we talked about Bianca's family was with my mom because she is so sick of them and I ended up in the position kind of defending Bianca a little bit. I was like you can't just like decide that she's annoying just because she's public. So I thought that was a bit unfair. But yeah we talk about them sometimes and also because my mom has a place in Marbella and they always take the same plane as this girls mom so they always end up in the same plane

as her so we always end up in that discussion okay what are they doing now and my mom actually saw things that they were doing on Social Media so we talked about that. Sometimes it comes up with friends to depending on what we are talking about. [01:08:41]

Christoph: Would you keep visiting Bianca in the future?

Julia: Ehm...I mean in the near future yes. I haven't planned of unfollowing her. But I think that depends a little bit on my lifestyle as well. Like now I'm a student and I feel young. But maybe in the future when I started to associate myself with other things, maybe I wouldn't follow her. But I think it would always be interesting to follow her but maybe I wouldn't always want to be associated with her. [01:09:52]

Christoph: Why would it be interesting for you?

Julia: Because I have been following her for a long time. I think I would stop follow her if I got tired of seeing what she's doing but as long as I'm interested, I don't know what would make me interested, but as long as I am I would continue to follow her. But I can't really explain why she would be interesting. Maybe she will probably also get older so if her content fits me and continues to fits me then I will definitely continue to follow her but if I see that we are starting to drift apart then I think I would feel more like I would replace her with someone that fits me better. [01:10:45]

2.1.3 Lara

Respondent: Lara

Interviewers: Christoph and Simon

Location: Skype

Length: 00:59:17

Date: April 10, 2018

- Simon: We are going to start by asking some general questions about social media and influencers. Could you describe the last time you used social media?
- Lara: Ehh, Like now. (laughing). Yeah all the time, yes. I don't know. Yeah I don't know. [00:00:10.01]
- Simon: If we say, when do you usually use it? Is it some specific situation?
- Lara: Mmm, everyday, like I use Instagram, the whole time, in school. To school. (Laughing) [00:00:39.23]
- Simon: Pretty much everyday?
- Lara: Yeah every day? [00:01:06.00]
- Simon: when you are in school or on your way to school?
- Lara: Yeah
- Simon: Which social media platforms are you using?
- Lara: Instagram, Facebook, Joddle [00:01:36.14]
- Simon: Joddle?
- Lara: Sometimes, Snapchat. Yeah. I don't think it's. No it's them. [00:01:45.05]
- Simon: Which is your favourite?
- Lara: Snapchat, and Instagram. I think [00:02:04.29]
- Simon: Why?
- Lara: Snapchat because you don't have to text your friends, you can snapchat with them and yeah. And instagram because you can follow a lot of people and it's interesting to see what everyone doing. And see the pictures. [00:02:17.11]
- Simon: Who do you follow on social media? I mean if you describe the type of accounts or whatever that you're following.
- Lara: Oh, shit that's difficult. Eehm, it's really mixed, I don't know. Everything from influencers to friends to PH-celebs. No but everything, It is a bit mixed and quite a lot of interior design people and a bit mixed. Workout people. [00:02:49.22]
- Simon: Is it more friends than other accounts or what is the ratio?
- Lara: It is hard now with Instagram's new update. You can't really see. You see mainly the ones with the most followers first. So I don't really know but I follow all my close friends but I follow 600 people and all of them are not my friends. But well, now like I said it's really stupid since you get to see the ones with the most likes highest up so it's easy to miss out. Posts that are sponsored show up on top, so that is what you see the most. [00:03:55.05]
- Simon: Sponsored posts like that they are sponsoring something else or that they are paying to be shown?
- Lara: I don't know what it is but everyone that makes money off Instagram. They show up as sponsored posts. Even though it isn't sponsored but it shows up on top. [00:04:53.05]
- Simon: How would you describe an influencer?
- Lara: An influencer...Hmm. Ehm. Well a lot like, they try. It's a lot of clothes, a lot a lot of clothes. And well, mainly clothes. At least the ones I follow are mainly clothes and like food. But then there are other influencers who are a bit more like, like Isabella. She is a bit more like, she is into tech and development

and own brands and a little more in that direction. So that I think is pretty cool. She started some kind of startup for tech, women tech or what it's called. [00:05:35.08]

Simon: And if you would describe an influencer compared with what you have to do to be able to call yourself an influencer?

Lara: It's really like very difficult. I don't have a complete understanding of what an influencer is. It's very, or I think it's very unclear. But I, they show of a lot more, like try, like show of things. In contrast to accounts of regular people where there is more about what you have done or what you're doing or when you do fun stuff. Whilst everything is about selling stuff even though we are not aware that they are selling it. That is how I think at least. [00:06:45.14]

Simon: Great. We covered all of that now. Ehm and now we're going to talk about Bianca.

Lara: Yeah! [00:07:45.08]

Simon: How long have you been following Bianca?

Lara: Oh, that is probably since. Shit I have no idea. For a very long time anyway. Before she was in what is it called, Let's dance it must have been. I mean a couple of years I would think. [00:08:15.26]

Simon: And how did you find her? Or how come you started, do you remember?

Lara: No, not really. It's like. No I don't really know why I started following her. But like I have been following her in Wahlgrens värld (WV) too. One day maybe I checked Benjamin, maybe that's why. I don't really know it's a crazy long time ago. [00:08:39.12]

Simon: What was your first impression of Bianca?

Lara: (Laughing) Not so smart! [00:09:07.26]

Simon: Why or how do you mean?

Lara: No but I think she is really lovely but well when you watch WV, she's not the one...I mean it seems like a lovely family but maybe she's not really that knowledgeable about everything that she does. But I really liked her and I liked her style and that stuff. [00:09:17.15]

Simon: How would you describe her? Besides not so smart

Lara: Oh, I think she seems very happy and lovely. And yes, funny! A bit temperamental but other than that she seems like a really sweet girl even though she might not be that smart. And influencer does not count as a job, it's probably really tough to be one and think about everything you have to do and it's tough to keep up a blog and having to put up pictures on Instagram and think about how many people that are being influenced by her, all the small kids. So I think she is really, she is really good at what she does, you can't say that she's not. [00:09:54.28]

Simon: How do you keep up to date with what she does?

Lara: I mainly check, or I follow her mostly on Instagram and then like I said WV and sometimes I check her blog if she puts up anything on Instagram about something interesting she wrote then I can go and check it. But I don't read her blog daily. [00:10:50.01]

Simon: Is there anything specifically that you find extra interesting that would make you want to read the blog?

Lara: Well that depends. Sometimes if something happened that I find interesting like if she maybe writes about or if it's like clothes or something she posts that you think looks nice then you want to know where she bought it. [00:11:14.22]

Simon: Would you say that if you think about Bianca now and maybe your first impression of Bianca? Is it the same or did it change?

Lara: No, well I mean I started following her when she was a lot younger than she is today. I mean she grew with the blog or I mean she grew on Social Media and everything. She has become a, she went from being maybe a small fjortisunge and like a young teenager to really becoming a grown up human being that takes responsibility and works properly. [00:12:27.22]

Simon: Mhm

Lara: That's what I would say. Yes she of course grew, I see her now more like, she has a brand kind of more than just an Instagram that you follow to see funny pictures. This is her job now which I don't really think it was when I started following her. [00:12:55.21]

Simon: How would you describe how Bianca speaks to her followers?

Lara: Shit that's difficult. Eehm. I don't really know. It's not directly so that I read all the texts under the pictures. Most of the time I only check the picture and think, wow nice. It's kind of like that but I don't know. I still think she is a very open and lovely person. So she seems to, she's not like she's not, she is kind of open about her private life and very much so and I guess she lets people in. It feels like she shares and is very much like she is not holding back on private things. Open or how you would call it. [00:13:45.05]

Simon: And if we put it like this. If you had a question for her or if you would comment. Do you think she would answer?

Lara: Well no. I don't think so or I don't know because it feels like she gets a lot of comments so I don't think she would reply. But yeah, no I don't think so. [00:14:46.08]

Simon: But does she answer, listen to her followers at some point? Does she ever reply?

Lara: Yes, I would. Yes, that I think. It depends a bit on if there are discussions in the commentary fields. Then I think she would reply. I know that she has talked about when she was offended by people who write mean comments and that she was very sad because of it. By all the net trolls, and I mean then she probably goes through most of the comments she gets. And now it's so much easier when you can like comments, so I guess she does that and then engages in some discussions. But that depends a little on what you write. It's a lot of people that just write love you and so. And then maybe but I don't know or if there is a discussion that really offers something. But I don't know I usually don't comment. [00:15:08.20]

Simon: You mentioned that she was open, how do you notice that?

Lara: Well it's mainly because I watched their show. I think, there, they are very very open. They talk about everything, they have no limits at all. But yes, she doesn't feel like a person that hides things. If she feels bad she can write about it and if she is happy she can write about it and she is very open about having had eating disorders and those kind of things so she is really open. Yes, showing that everyone is not perfect and lives a fantastic life. A bit like that, that's the impression I get of her anyway that she wants to show everybody that everything is not all great. [00:16:19.23]

Simon: What topics does she usually talk about on Social Media?

Lara: Hmm. ehm Pasta and clothes I would say. It's a lot of pasta. No but it's difficult to say. Like I said I don't read everything carefully. But what I see the most is pasta and clothes. [00:17:20.29]

Simon: That she is open and sharing do you think that is important when you follow influencers?

Lara: I think it's pretty good, since you can just, when you have the older girls as role models I do think it's important that they can be show that they are open and show that they don't always feel so good and that it's not just like they are famous and live a perfect life and everything is so perfect and they have the perfect life and it feels kind of nice that she shows that she doesn't. And she was very open when her boyfriend broke up with her and she was still in love with him and she was really really hurt. It feels more like it's a real human being you talk to then or that you or that it's not someone that just makes up fantastic life when it's really not like that. Everyone feels bad back and forth. So that I think is very good that she does. Or how can I put it it makes her more credible than if she paints a picture of everything being perfect. [00:18:04.22]

Simon: How would you describe Bianca in relation to yourself?

Lara: (Laughing) Oh god, no idea. I can't say that my relation is very, I wouldn't be you know sad if I stopped following her on Instagram. I don't think I would miss it. I wouldn't call it a super close connection. [00:19:28.06]

Simon: And if you think of yourself and her? How would you compare the two?

Lara: We have pretty different lives. And I could probably not put myself in her life. I would probably not like it. To be an influencer. But well, no it's probably very very different. But I like her clothes and her style so I guess that's it. But it's fun to watch anyway. You get interested and you, and I like her show WV its funny. So that's a reason I watch it. [00:20:12.00]

Simon: Do you have any values, thoughts and ideas that are similar?

Lara: I don't really know what values she has. I'm not that into what she, yeah that's probably difficult to answer. [00:20:52.21]

Simon: How would others describe Bianca?

Lara: It depends how long you followed her. Most people would think that well maybe if you're not that into it many would think that maybe she got everything handed to her and that she wouldn't even have become an influencer without her famous family. And that maybe she wouldn't have been successful if she wasn't called Wahlgren or ingrosso. I could imagine that's what people think. [00:21:24.25]

Simon: How would she fit or not fit in to your circle of friends?

Lara: It depends a little on which circle of friends it is. If it's in school it wouldn't fit at all. It totally depends on which circle I think of but like I said yeah..she seems like a lovely person so I don't really know why she wouldn't fit in. But at the same time I don't really hang out with people like that. I barely hang out with anyone that likes to hang out at Stureplan and has expensive handbags. So it's not really my crowd. [00:22:47.27]

Simon: What would others think of you if you had her as a friend?

Lara: It depends on which others, but my regular friends wouldn't care. I guess they're just happy that I have friends. But it's not really like...the people I usually hang out with wouldn't have a problem that I hang out with anyone I want to. So... and she seems to be a nice person so I don't think anyone would have a problem or think that I'm weird in any way if it was like that. [00:24:05.27]

Simon: Imagine people that don't know who she is, maybe most people you know du but if they didn't. What would they think of you if you had her as a friend then?

Lara: If they only knew who she was, like shallow and didn't know what she did for real?[00:24:51.24]

Simon: Exactly, if they didn't know she was an influencer but just met her like any other person?

Lara: Then I think they would think it was less weird. They would probably...they would react less if she was just a regular person. Or someone that didn't have that profession or was famous. But like I said barely anyone would react in any case. [00:25:04.17]

Simon: When you look at things she posts or talks about in social media, in terms of your feelings, how do you feel?

Lara: Ehm, I don't know. How nice! I think it's fun to look at a lot of nice pictures. She posts really nice pictures and I do think it's nice to see that kind of stuff. It's probably why I follow her. Otherwise I probably wouldn't. [00:26:13.29]

Simon: What makes you think the pictures are nice? Or what is a nice picture to you?

Lara: I think it's superfun to look at clothes. It's fun to see and I mean, isn't that why a lot of people follow many influencer accounts because it's fun to see how people style themselves. You can like mix your own style with everything. That's kind of how you get a style, by being inspired by others. [00:26:42.04]

Simon: You were touching on that you wouldn't miss her if she disappeared, what does she mean to you?

Lara: Ehm, Like I said not to much. Because there are a lot of influencer you follow, so it becomes just one in the crowd. So I wouldn't miss her pictures specifically. Because there are so many others that I follow that put out similar pictures. So sometimes you don't reflect over if Bianca posted a picture today, you just check and know that it's one of all influencer you follow. Because it's very very different all of them. [00:27:19.26]

Simon: Is there anything that Bianca does that the other ones don't? Something that makes her stick out?

Lara: All her posts about pasta! Her love for food, no but like, because a lot of the other ones are very much like fitness fitness fitness and you have to be really thin and you have to so damn healthy and I don't think she's like that. That's why I think it's nice to follow her because she would never put out a fitness picture like because she doesn't work out. And that's nice to see sometimes. [00:28:06.08]

Simon: Generally, do you care about what happens to her?

Lara: Well, it is interesting. If there should be an article about her in Hänt Extra whenever and it says something about her, of course I would go in and read it sometimes. It's fun to read gossip. [00:28:43.16]

Simon: If she would share some sad or happy news, how do you feel about those things?

Lara: I absolutely think that it's interesting to read but I don't get personally affected by it. No not really. [00:29:11.17]

Simon: Would you like to meet her?

Lara: Oh, that's difficult to say. Ehm, I don't know really. Yes, maybe. She does actually seem like a pretty funny person. She seems to get a lot of people to laugh. She's nice and all that. I would probably not have anything against it but it's not like it would be my biggest dream in life to meet Bianca Ingrosso. But I wouldn't, well I probably wouldn't walk up and say hi to her if I run into her on town. [00:29:26.03]

Simon: But, if someone would be like do you want to have a coffee with Bianca?

Lara: It depends a bit on the context, it it was a meet and greet with fans? [00:30:04.15]

Simon: No not a meet and greet. Bianca is sitting there and you have the opportunity to have a coffee with her.

Lara: If it was like a friend of mine that was having a coffee and then just asked do you want to come by? Then absolutely I would have but I wouldn't have done it if it was like a thing. I would not walk up to her if I met her in a nightclub either. [00:30:11.11]

Simon: You mentioned pasta and clothes. Is there anything else she posts?

Lara: A lot of her dog. But other than that I think most, well... No but I would say it's that. [00:30:51.01]

Simon: What do you find most interesting? And least...

Lara: I think it's really nice to see travel pictures, then you get tips for nice places to travel to. And then clothes is what I think is the most interesting. [00:31:55.28]

Simon: And the least interesting?

Lara: Interior design! I like that too, that she posts quite a lot now that she bought herself a new apartment so that's fun. [00:32:23.11]

Simon: What would you like to see more of and what would you like to see less of?

Lara: I don't know that's really difficult to say. I follow her because I think what she does is fun. If she would, I don't know what would make me not follow her. No I don't know. [00:32:46.00]

Simon: Do you like any of her pictures?

Lara: Yes, I usually do. [00:33:10.23]

Simon: Is there anything in particular that makes you like a certain picture?

Lara: No, not really. If it looks nice. No, I like most things that show up in my feed. [00:33:20.06]

Simon: What kind of information can you find in her posts? It's a pretty broad question but you can give a broad answer.

Lara: That's tough to say, what do you mean?[00:33:55.23]

Simon: Is there any content that you find informative? You talked a bit about clothes and food and like if we talk about news and trends. Is that information you can find on her social media profiles?

Lara: Absolutely! I like that they like, or it's kind of like the influencers that create the trends. Or that's what I think at least. Often it's like, one starts with something then the others follow and then it becomes a trend after a while. So I would say yes, absolutely. It's trends and that is also a reason for checking the posts. A

lot of times she posts where she bought clothes then I can go in and check the website just to see what kind of clothes they have. That doesn't mean that I buy those clothes but it's still like this that I maybe find new shopping sites on the internet because I go in and check pages that she links to where she got clothes from and shows. [00:34:36.15]

Simon: Is it important for you to find that kind of information on an influencers profile?

Lara: No, I wouldn't say it is. I don't think it is but it's fun when you do. You find a lot of things on the internet today anyway. And you get a lot of stuff shown everywhere. So I would say I could do without it. [00:35:37.23]

Simon: You mentioned that she was inspiring. Is it, how likely is it that you get new ideas after looking at things she posted?

Lara: Well, it's pretty likely. I really think it is. Mainly the thing to get a little inspiration for new clothing styles and like new outfits that I can really think... But its still like, even if you don't go and buy the stuff, like I said I think it's still inspiring and you kind of keep up to date with the new trends by following accounts because you kind of follow a bit what is hot right now. If you don't follow any influencer maybe you would know that as well. [00:36:14.05]

Simon: Can you describe a situation where you were inspired by anything she posted?

Lara: Oh that's difficult, really difficult. It's hard to know specifically what she posted and not anyone else. It's hard to see how posts what. That's difficult. [00:37:18.18]

Simon: Have you ever received anything in exchange for following her?

Lara: What do you mean? [00:37:52.06]

Simon: We talked a bit about inspiration and information but is there anything else you could receive?

Lara: I don't know, not nothing that comes to my mind more than that. [00:38:23.02]

Simon: You mentioned that you sometimes visit stores with brands that she posts? Does she post any discount codes as well?

Lara: Yes, she does. Well, actually now that you mention it, I think it was Bianca when I bought a new wristband for my Daniel Wellington watch, I got a discount from her Instagram. I was like I actually need to buy a new wristband and then I went there and bought it just because she had a discount code for 15%. Stuff like that I can actually, often when she posts discount codes I go in and check to see if I find anything I like. Because it's always nice with a discount. [00:38:55.17]

Simon: Is it important for you to find discount codes in the stuff she posts?

Lara: No, I wouldn't say, it would be if something shows up but It's not like I actively look for it. Or I don't care that much about it. [00:39:32.04]

Simon: Do you think she symbolises the kind of person you are on the inside?

Lara: No, I would not describe, I think that we are very different. But at the same time, everyone has been like. I don't know, well I've been a teenage girl too. So you kind of recognise yourself in stuff like that, when she's kind of like I don't know. Of course you recognise yourself a little in here but you live very different lives. But it's difficult. [00:39:52.00]

Simon: Would you say you separate between similarities in the lives you live and then maybe that you have other things in common than how you live?

Lara: Yes, absolutely. She's like a normal girl on the inside and in that way you're always a girl too and I mean she, like I said with all her mood swings and how she was like a teenager with eating disorders and everything like that you can say that I recognize myself in when I was younger. So I mean in that way you recognize yourself. And when she feels bad and stuff like that, well you don't always feel on top often you can just lay in bed and cry for no reason whatsoever and stuff like that. Well, yes you can definitely recognize yourself in that, especially when you were younger. [00:40:40.00]

Simon: We spoke a bit about what friends would think about you if she was your friend and so on. But do you think that when you follow this influencer, do you think that it is reflected in how others view you?

Lara: Mmmmm... No I don't think so. I think it's so common that everyone follows different influencers and it doesn't really feel like someone would have an opinion about who I follow and not follow. People don't care about that too much I would say. [00:41:46.03]

Simon: You mentioned that you check Instagram and Social Media everyday. How often would you say stumble upon Bianca?

Lara: Every day too I would say. She puts up a story every day and I check that usually. And then she probably puts up a new post every day. So, yes and I mean I'm probably on Instagram a lot. As soon as I don't have anything to do or in a boring lecture I check Instagram. It's a nice way to pass time to sit and check a lot of pictures. [00:42:22.11]

Simon: And if you compare her stories to her regular posts, what do you find the most interesting?

Lara: Well, stories are more fun since t's more personal. You can see what she is doing, that's a lot more personal. Images are always supposed to be nicely edited and everything looks so damn perfect while stories can be a bit more...well a lot more personal. So I think it's more fun to follow stories. [00:42:55.23]

Simon: You don't usually comment, you like. Do you ever do something else with her posts?

Lara: No, I wouldn't say I do. I would say its like that. Sure, I could save something and send it to a friend if its something really nice you see, but otherwise I wouldn't say I do that much. [00:43:37.09]

Simon: And now we leave Bianca for a moment and we would like for you to describe sponsored content. We talked a bit about sponsored content but how would you describe it?

Lara: It depends on what type.[00:44:26.01]

Simon: Which types are there?

Lara: There's like everything. I feel like... Well it depends completely on, but in general I get annoyed when it shows up those things that you notice that it is because you searched for something earlier then it shows up a thousand things of that because it finds it. That super annoying. Especially when I've been doing school stuff and googled so that it shows up like a thousand million circuit boards in my Instagram feed. That's not fun. But well otherwise as soon as it's interesting things that affects me in a positive way like clothes or interior design or jewellery and those things. Then I think it could absolutely be interesting and then I think it's nice if there are discounts or if you find new websites. But like I said it's a bit annoying when you have been on a website and you only get...as soon as you're watching a piece of clothing and then like only that shows up in all of your feed. Same thing that I already checked, that is actually a bit annoying. [00:44:34.18]

Simon: Would you say there is a difference between posts that show up as sponsored ads and when an influencer posts a picture of something they sponsor or are sponsored by?

Lara: Yes, I would say so. Because it really does feel like, I follow almost or I only follow influencers that I think make posts that make sense or how you say it. Things that I am interested in. So then I absolutely think it's interesting to see their sponsored posts than getting something that Google or them or Instagram find out from algorithms. Stuff that you might not be interested in buying. So that gets more annoying. [00:46:03.11]

Simon: But the posts that influencers post is often more...?

Lara: It's more interesting, because its more...That's what I think. [00:46:36.26]

Simon: Do you think of any particular sponsored content when you think of Bianca?

Lara: Ehm, like jewellery and clothes. I don't know if there is anything else, I can't say it is. [00:46:50.24]

Simon: Does it show up often or rarely?

Lara: Not so often that I would get annoyed by it. If it would show up every day maybe I would get tired of it and that I don't feel like it does. It's on a reasonable level, it doesn't feel like she just sells stuff, I don't think that at all, or that its just collaborations, I really don't think that at all. I think it's on a normal level to mix it with regular posts and things that are sponsored. [00:47:09.10]

Simon: How would you describe a trustworthy person?

Lara: Person or influencer?[00:47:43.08]

Simon: You can do both, start with whichever.

Lara: A trustworthy influencer I think like I said that it should be more personal but it should still be interesting to follow. Of course the need to sell a little to because its their job and it that way are supposed to inspire people. That I think is a lot of fun, when they are more personal and dares to open up about themselves more to make it more interesting to read. More than just reading about the new sweater that they bought or stuff like that. It's more fun to read when there is more personal information. And then, good person or what did you say?[00:47:54.15]

Simon: Trustworthy person.

Lara: A trustworthy person, well it's basically the same thing or I mean like you should be honest and you should open up about yourself or show that you have both good and bad sides. Otherwise I don't think it's credible when it's a someone that's just perfect and doesn't have any problems in life. Because I don't think anyone has it like that. [00:48:37.00]

Simon: Do you think of Bianca as trustworthy based on what you just said?

Lara: Yes, I would really say so, I really think she is. That's one of the reasons I follow her really. Just because she's so personal I think it's very fun to follow because she's really like funny. It doesn't feel fake. Because she's so open. [00:49:08.07]

Simon: If we take Instagram as an example since you use that the most. Do you think Instagram is trustworthy as a social media platform?

Lara: No absolutely not, you can really angle it there. There it's really if you go in and check people's feeds everything is too perfect. All the pictures are sooo edited and everyone is living so nice lives. Always abroad and traveling all the time and have the perfect boyfriend and everything perfect. The perfect apartment and all that. It's not trustworthy at all. Then of course there are accounts that are trustworthy but then there is a lot of stuff that you like, yeah you almost panic a bit just from checking it. Since you get anxiety of how your life is. But you still follow it. [00:49:44.26]

Simon: How do you feel when Bianca is posting sponsored content, like clothes and jewellery? When it shows up in your feed?

Lara: No, well I think that it's totally okay. Just because it doesn't happen that often that it bothers me. In that way I think just fun. Like I said I think most of her clothes looks nice so for me it's not a problem if she posts sponsored stuff that can give you discounts and stuff.[00:50:44.24]

Simon: Would you describe yourself as loyal to Bianca?

Lara: No I would probably not. Thinking that I...no, I would not. [00:51:16.06]

Simon: Why wouldn't you?

Lara: Because like, when you watch WV its very much like you laugh at her so maybe I'm not loyal in that way but she's still fun to follow. [00:51:26.19]

Simon: What does it mean to you to be loyal to an influencer? What would it mean to be loyal?

Lara: I don't really know how to be loyal to an influencer since we don't have a personal relationship in that way. Yes, its like hard because I don't really feel, it can be hard to say if you're loyal or not loyal to an influencer since we don't have a personal relationship. [00:52:08.06]

Simon: Would you say that there is, we talked a bit about it before that you can recognise yourself in her and at the same time you're a bit different. How would you describe the connection between you two?

Lara: Like I can recognize myself a bit in her. I mean it's something that makes you follow her. But it's interesting because it is...It's difficult. How do you mean?[00:52:16.06]

Simon: But like, would you say that she makes happy or sad? Is it someone you like or not like?

Lara: Well I like to follow her and I do think that she is, she seem like a really nice person. But I can't say she makes me happy or sad from her pictures in my Instagram feed. It's more a fun thing to follow. [00:54:03.01]

Simon: How would you feel if she deleted her account?

Lara: No, I wouldn't have been so sad. Or it wouldn't affect me too much. No it wouldn't. [00:54:38.28]

Simon: You wouldn't have missed her in your feed?

Lara: No I probably wouldn't. Just because there are so many other influencer that do similar things. [00:54:50.05]

Simon: Would you have wondered what happened to her?

Lara: Yes, I would have, yeah I probably would have. And read what happened to her, or tried to find out what had happened. But I wouldn't have missed her. [00:55:02.20]

Simon: How would you compare her to other influencers? That pop up in your head?

Lara: Well, like I said. I think she is very honest. Its fund that she is open about herself. That is something I think a lot of influencers are missing. It's a lot like everything should be so damn perfect and that is not like her. It doesn't feel like has to have everything perfect but that she kan show, like I said feelings and other sides to. No just that perfect side that I think a lot of others do. I really think that is nice about her. Like a said it gets more authentic then. [00:55:27.09]

Simon: Do you speak to others about Bianca?

Lara: Yes, I would say I do. Because I watch WV and you talk a lot about that. At least with my girl friends. [00:56:15.25]

Simon: What do you usually talk about?

Lara: No but is usually what its about. Not so much about her Instagram. [00:56:30.19]

Simon: But more about...?

Lara: Funny things that happen in the show and what kind of funny things they did in the family. [00:56:51.27]

Christoph: We have one last question for you. So would you keep visiting Bianca in the next few years?

Lara: I don't know. Maybe for a while. It feels like at the same time you. Well I have to see.[00:57:34.12]

Simon: What would it depend on?

Lara: Actually there's nothing that would make me distance myself from her. I think she's fun to follow. But I also think a lot of why I follow her is because of her show. But there are things that would make me not follow her, like if she would start with weird political opinions or racist opinions then of course I would stop follow her.[00:58:05.03]

Simon: Do you think she would do that?

Lara: No I don't, I don't think she's that in to politics at all or that stuff. And no I don't really think there's anything that would make me not follow her. But I do think that maybe in the future I stop following her or stop using Instagram and just follow my friends and not so many celebrities and stuff. But that I don't know. [00:58:42.10]

Simon: Thanks a lot![00:59:17.12]

2.1.4 Annette

Respondent: Annette

Interviewers: Christoph and Simon

Location: Café

Length: 47:06:27

Date: April 23, 2018

- Simon: So first we gonna ask general question about social media behaviour and influencers and then we gonna ask more specifically about Bianca Ingrosso in this case. So could you describe the last time you used social media.
- Annette: That was like, I don't know, like 10 minutes ago. [00:00:12]
- Simon: What did you do?
- Annette: This time I looked at so many post of Avicii who past away. [00:00:17]
- Simon: And how often would you say you use social media during the day?
- Annette: Maybe like every hour. Or every second hour at least. [00:00:28]
- Simon: When you are using it what are you usually doing?
- Annette: Ehm I only use Instagram or I have Facebook but I deleted the app so I only have messenger. So if I go on Facebook I have to go into Safari and I don't get any notifications so I only go there once or twice a day. [00:00:43]
- Christoph: So no other social media.
- Annette: Or I have Snapchat as well but I deleted all the notifications from that as well so I go there maybe once a day. [00:01:04]
- Simon: So Instagram is your main social media ?
- Annette: Yeah. [00:01:15]
- Simon: Why did you keep instagram.
- Annette: I actually deleted the app a few times but then I just took it back and deleted and now I just kept it. But I think it's nice to be updated, to see what everyone is doing, I think it's fun. [00:01:23]
- Simon: On Instagram who do you follow? Or what are the accounts you follow?
- Annette: A lot of friends. And then some influencers and some brands. Some politicians. Who else do I follow? But mostly friends I would say. [00:01:48]
- Simon: And how would you describe an influencer or what is an influencer to you?
- Annette: Someone who is supposed to influencer others, inspire others I guess. Have like a nice feed. [00:03:21]
- Simon: And in terms how they are inspiring others, how would you describe the kind of content that they are posting?
- Annette: It's usually positive I guess. And they try to sell stuff. And they have like collaborations. I barely read the text. I mostly just scroll through them and I only follow influencers for a few months and then I stop following them because I get tired but then maybe I start following them again later. [00:02:44]
- Simon: Like loyal.
- Annette: Yeah I'm not that loyal to all the influencer. [00:03:27]
- Simon: And now we are gonna talk a bit more about Bianca. How did you find her on social media?
- Annette: I started following her maybe a month ago only and I was because I watched Walgreens värld. Like I guess I have known that she was on Instagram but I have never been interested in following her. And it's

not like I'm following her because I get inspired I think it's more because I'm in the Walgreens värld mode. [00:03:50]

Simon: And what was kind of your first impression when you started following her?

Annette: I think it's nice to follow her because she's like funny and like a chilled person. And yeah I think that's just she's doing nice updates I guess. [00:04:23]

Simon: How would you describe her?

Annette: Funny. And she is, even though I don't like her style like what she's wearing, I think she looks very pretty, you get inspired how she does her hair that's like more how she influences me but I think it's more. Also her family, I think her family is very funny and she spends a lot of time with her family so I can see them under my stories. [00:04:58]

Simon: How do you follow her? Is it only on Instagram?

Annette: Yeah and Walgreens Värld. But yeah Instagram. [00:05:32]

Simon: You don't go to her blog or watch her Youtube videos?

Annette: Oh sometimes I see her vlogs on Youtube. I started watching vlogs maybe the last two months so I have started to watch hers. But I rarely read blogs. Maybe that's if they say like oh swipe up to read about this and it's interesting, then I do it but otherwise I don't do it. [00:05:47]

Christoph: What do you like more, watching the videos or looking at the Instagram of her?

Annette: The vlogs. [00:06:12]

Christoph: Why?

Annette: Because it's more fun and it's just sometime you want to watch something without thinking and it's just nice to watch that. [00:06:20]

Simon: You mentioned you would swipe up and watch the video vlog if it was interesting. What would be an interesting topic to you?

Annette: That I meant the blog. Or it's also the vlog maybe. But it's sometimes if she's like I have a surprise for you, swipe up to find out. Maybe something like that. Or maybe you can win a competition, you can win this product, I don't know. But I don't really know if it's something particular but it's, it needs to be something, like a surprise. [00:07:06]

Simon: Since you started following her have you been able to see how she's communicating with her followers? Or if she's communicating with her follower?

Annette: I don't know. I barely read the comments so I don't know if she replies to them but it feels like, sometimes she's doing these stories and she's like oh I think it's so nice that you come to me on the street blablabla. But I think those people who are talking to her are kind of younger girls. But I don't know how she interacts with her followers. Do you think they will hear you with the recording from there? Should I put it here? [00:07:34]

Christoph: No it's fine we have the microfone there. It should be fine.

Annette: Okay. I was just thinking. But now I get it. [00:08:19]

Simon: So if you had a question for her do you think she would answer it?

Annette: Yeah I think because actually sometimes, I haven't done it to her, but like a few other influencers I have written an inbox and most of them actually replied. It was like Daniel Werged if you know him. I asked him where his kitchen table is from and he replied. And then some yeah maybe you don't know. It's Sandra, she is together with Shuman, she replied as well. So if I would write I would do it there but I have never written her. [00:08:38]

Simon: And is that important for you when you follow an influencer that they are kind of available or active interacting?

Annette: Not for me because I barely, like ehm, I barely like the photos as well or it's, I never comment, sometimes I like them. I'm not that interactive. [00:09:33]

Simon: And how would you say Bianca is communicating? Like her tone of voice or the kind of topics she's talking about?

Annette: She is kind of happy, she's has humour. And she seems like a very nice person. And she's like from Lidingö and I have a lot of friends from there and they know her and they said she's super nice even though she has like 700'000 followers. So she seems like a very nice person. But it's nothing, it's not like she writes deep and like complex it's mostly easy I think. [00:10:08.26]

Christoph: What's the specific topics that she's posting about?

Annette: I think it's she has like it's clothes, maybe makeup and collaborations of different kinds but it's mostly like yeah like shallow. Sometimes she maybe post on personal if she's sad or something. [00:11:08]

Simon: What would you consider to be kind of personal?

Annette: Maybe if she's, she broke up with her boyfriend maybe or if she it's with her family, her dad and mom they are divorced, stuff like that. [00:11:20]

Simon: Is that type of content or when they share personal things, is that important to you to follow?

Annette: That would be more, I would, if she had like a story that says read while about something personal or like that then I would be much more eager to swipe up because usually when I read posts on blogs I only read the full thing if it's like more serious post. I'm not that interested to read about, I don't know, they went to this concert blablabla, and I ate lunch here. That is not so interesting. It's more maybe like get to know the person. Do you get it? [00:11:44]

Simon: And how would you describe Bianca in comparison to yourself?

Annette: Ehm in comparison to myself. Well we live these super different lives. She's in this, I don't know. She's not studying first of all, she started working from the start, and she's, I don't know, like her whole life is sort of different. She's doing this talent show, this reality show, she's hanging out with influencers, like it's very different. But it's not like she's someone that feels super far away. So we have common friends, or how do you say? Mutual friends. But yeah our lives are completely different. [00:12:28]

Christoph: Do you see any other similarities besides having the same friends?

Annette: Well I guess, I think her humour is fun and I guess that's something, what she says sometimes is stuff that I could say. I haven't really reflected if we are like simile. But I guess we are kind of not. But it's not that I have anything bad to say it's nothing, it's just we took different paths in life. [00:14:00]

Simon: And when you follow influencer is it important that they are similar to you?

Annette: Like actually I don't, when I follow influencers I usually follow them because, Or if I follow them it's because I think they are either having like a nice personality and they are like interesting she falls under that category or it's because I like their clothes and then I don't even know who they are I just think they have a nice style. So that's, so the people I follow either because I get inspiration like clothing wise or just because they are funny to follow, like Bianca or Margot Dit, and that's because I think her life is funny to follow at the moment. [00:14:34]

Simon: How do you think others would describe Bianca?

Annette: Like a lot of people think that she's funny and good looking. But a lot of people say that she's super stupid. She says kind of stupid stuff in her TV show or it's like not the smartest one maybe. But most people are kind of positive. But it's not like I don't hear people saying oh she's so inspiring and I love seeing her posts, it's more her personality and that they are the Kardashians in Sweden. [00:15:39]

Simon: And you mentioned already that you have mutual friends. How would she fit into your circle of friends?

Annette: I don't know. I guess she could fit. But she had lot of other maybe priorities. She's like super big now so I think she has, I don't know. I think she would fit, I don't have anything weird or bad to say about her but I don't know anyone that spends a lot of time with her because I guess she has a lot of new friends in that new world. [00:16:41]

Christoph: And like personality wise?

Annette: Ah well. She seems like a down to earth, a nice girl. But like I said she's...yeah I guess she could fit. [00:17:40]

Christoph: What do you think would others think if they knew you had her as a friend?

Annette: Ehm...They would...Hard questions. They would probably think it was very fun, it's seems like everyone likes Walgreens Värld, like everyone is completely in love with that family. But they would probably be curious about her life but I don't think people would care that much actually. But yeah they probably think it was fun I guess. [00:18:16]

Simon: And when you follow an influencer is it important that they are liked by others?

Annette: Not really but I think it's more common to follow influencers that are liked by others because then I get to hear about them because people talk about them. But I don't care if, like I follow a lot of people that I'm like the only one who follow because I just found them somewhere. [00:18:48]

Simon: And when you see her posts or her video vlogs how does it make you feel?

Annette: Sometimes jealous I guess because it looks so nice sometimes. But it's not that I am...[00:19:25]

Christoph: You mentioned that you would swipe up if they had personal things or something. If you see oh there is something personal how would you feel about that?

Annette: Maybe like uh I wonder what this is about. More like curious and like, I don't know. Like I haven't followed her for that much, like only for a month or something. So I used to go into her profile like for a few month but I never followed her. But I don't think I, I don't have that clear picture of what she actually posts because I think I usually scroll by it but I think it's more under my story that I look at her. What was the question? [00:19:59]

Simon: How it makes you feel when you see what she posts?

Christoph: Or if she posts something and then you are like ah she has a new post.

Annette: I guess sometimes if it's Walgreens Värld something like that I'm more relating to, connecting to, then I read it but if it's something like the outfit of the day, then I'm not interested. [00:20:44]

Simon: And what does Bianca mean to you?

Annette: I think it's like only Walgreens Värld almost. And that she's a funny personality but I never followed her like barely, I knew that she existed but I didn't know what she did before Walgreens Värld. I didn't even know that she was an influencer. I knew that she was like a promoter at some night club when she was younger or something like that. [00:21:06]

Simon: And would you like to meet her?

Annette: It's not that I am interested in that but yes it could be fun but it's not something that I want. [00:21:44]

Simon: When she shares her emotions or feelings about something how do you feel about that?

Annette: Well I think it's sad to see if she writes that she gets all these nasty comments and stuff like that. Then I think it's sad so it's not like ach I don't care. So that touches me. But it's not like...What was the question? [00:23:13]

Simon: Just how you feel when she shares her emotions about something.

Annette: Yeah I think if it's something, yeah sometimes I feel bad for her and yeah. [00:22:46]

Simon: And could describe the content she posts that you are most interested in.

Annette: Yeah that's like, I guess the personal stuff and maybe if she says ah there's a new vlog of or something maybe of Walgreens Värld. I think it's maybe of what happens in her life. Maybe big stuff but not like outfits or some collaborations. I'm not so interested in that. [00:23:09]

Simon: How important is that type of content for you? The thing you are most interested in?

Annette: It's not that important. I could stop following her in a few weeks. So it's not that important. [00:23:57]

Christoph: If you think about the content that you would like her to post less of, what would that be?

Annette: Probably just the pictures of herself and like an emoji, I don't know, because it's nothing that I care about. It's more when she says something interesting like oh I got this job or this crazy thing happened. But when it's only oh coffee in the sun, then I don't care. [00:24:16]

Simon: How would you describe the information you find on her profile?

Annette: Like the...? [00:25:01]

Simon: It could be information about products or brands. Or it could be information about news, friends or about her. Anything you find kind of informative.

Annette: I guess all her, if I would like some shoes she's wearing, I guess I could only click on the picture and see where they are from, I think she's good at that. I think all influencers are. Then they usually have this collaborations like under my story, I don't know, stuff like that. But yeah I think that's. [00:25:16]

Simon: How likely is it that you would get any new ideas from the posts or visiting her profile?

Annette: Well I think I could get ideas where she does her hair tutorials. Because that's something that I think is very fun and she is good at it. So that I could get new ideas from. She's interesting in a lot of stuff but I'm not interested in. She has this dog that she posts a lot about but I don't like dogs so. And her, I don't listen to her podcast or I listened to a few episode but it's not that I think I get so much out of it. [00:26:06]

Christoph: Do you remember the last time you were inspired by something that she has posted?

Annette: Could I watch her feed? [00:27:04]

Christoph: Yeah of course. Then you can see if there's something.

Annette: Actually this I read. This post with Avicii. But then I don't remember reading actually any of these post. Actually this post with her boyfriend I read something. So I remember that post. So yeah. Okay if I look I remember some of them but I have no idea what they are about. I think maybe here, I remember she was in Milano and I was like ah I want to go to Milano. [00:27:36]

Simon: And when you go to visit her profile how do you feel in general? What are you doing while you are doing it?

Annette: I think that's just because I'm bored. I just want to spend time on something and dream away or whatever you might say. [00:28:43]

Simon: You mentioned like she can do yome competitions or something sometimes. Have you ever received something in exchange for visiting her profile?

Annette: If I like won a competition? [00:29:14]

Simon: Yeah.

Annette: Ehm no. [00:29:22]

Simon: Some influencers post discount codes. Is that something that Bianca is doing?

Annette: Yeah that she's doing but I don't think I have used one. I think she has one with Nelly because she does a lot of vlogs with Nelly. But I don't like her style really so it's not that i get oh I want to buy this jacket so I'm gonna go into Nelly. But I remember she does a lot with them so I guess if I wanted a coat I could find it in her profile. [00:29:31]

Simon: Does Bianca symbolize any part of yourself like who you really are?

Annette: Ehm...Maybe that she..I don't know...has the same humour sometimes. But maybe I think, in Walgreens Värld you can see she's fighting with her family and you can relate to that. [00:30:29]

Simon: Is it important for you when you follow an influencer that they are relatable or that they are kind of reflect parts of who you are?

Christoph: That you see yourself maybe in some parts of them.

Annette: I guess. Well I think they are writing this stupid stuff that I don't like and I can't relate to them at all then I would stop following them. And if I think they are, for example Alex Schuman I hear, I think it was Mimim, maybe you heard it as well, she said that, she had this story she knew someone that worked at her company and got treated very bad and when I heard that I stopped following them because I didn't like

what I heard. So I guess I need to see that they are good people but some people I only follow because I like their clothes for example, I have know idea who they are in like a person, I only care about the clothes. But for Bianca because I think she's a funny person and I want to be updated since I'm following them. And everyone is talking about them. [00:31:02]

Christoph: Since you follow her do you think if people know that you follow her, do you think that has an impact on what people think of you?

Annette: No. I think people wouldn't. It's not like it's something intelligent to do. It's not that I'm showing that I'm intelligent or something. It's more. Because she's not known for being that. But it's just very excepted today I guess because people think she's funny and I don't know. [00:32:19]

Simon: How often do you visit her? Or how often does she pop up in your feed?

Annette: Ehm I think every day when I scroll down to the stories. Maybe yeah..Because I can go in to her profile to watch the stories and then I think it pops up more often in the feed because they know that I look at her frequently. Maybe a few times, one, two, three times a day, I don't know. [00:32:58]

Simon: And when that content shows up, what do you usually do with the content?

Annette: Well if it's in the feed I mostly just scroll by if it's not something interesting. And in the stories I, when it's, I only watch the full stories if it's on her family because I think it's fun. It's seems like I'm this crazy obsessed about Walgreens Värld. I hear myself. But it's because I think it's super funny to follow like her mom. And they are hanging out a lot. But I'm not that interested when she's doing the stories with her podcast partner or her other friends. [00:33:38]

Christoph: Have you ever taken a screenshot of anything and like saved it and shared it with somebody.

Annette: I don't think so. Not that I remember. [00:34:28]

Simon: And you mention that you like sometimes. What would make you like a post? Like press like?

Annette: That would be if she for example posts something like oh now I'm done with all the talent shows, it's been such a nice journey or something like that. Or if, what else? Yeah I think that would be stuff like that. [00:34:43]

Simon: And in general how would you describe sponsored content on social media?

Annette: Ehm it's like very common. Actually I don't know if I read it as a comment or if it was on like her podcast, yeah I think when I listened her podcast that people said that it feels like she's all her vlogs and posts they are only in like collaboration and people got kind of annoyed because it felt like she lost her like personal, but she only did it because she had to do it as a collaboration but I haven't reflected that much about it but I think it's super common. [00:35:37]

Simon: And how do you identify sponsored content? Or what do you think is sponsored?

Annette: Well if they like oh you should buy this and it always say paid collaboration with blablabla or if they get a package and are like oh thank you so much, I don't know, this brand. And I think I see that everyday it feels like. [00:36:27]

Simon: When you think of Bianca is there any specific type of sponsored content that comes into your mind?

Annette: Yeah then it's Nelly I would say. [00:37:03]

Simon: Would you say you see it a lot or is it not so much. I mean the sponsored content.

Annette: I think a lot. [00:37:18]

Simon: And how would you describe a trustworthy influencer?

Annette: Ehm....Someone that only does collaborations with stuff that they actually use themselves or think they are super nice. But I think I always get fooled when they say oh this is so nice, I always think that they think it's super nice. Yeah I think they have to do it something special for me to like actually like the product as well. But not only say oh buy this is super good, more like do a nice video regarding it. Like I follow a Daniel Hallberg and if he has a collaboration that's something funny and then Margaux Dietz she does something with maybe with her baby, then I like to spend some time on it. [00:37:38]

Simon: And in terms of, if we don't talk about sponsored content just trustworthiness in general, is there any like characteristic that come to your mind? You can think of a regular person as well and not of an influencer.

Annette: Trustworthy....ehm...I don't know. Trustworthiness...maybe if they...what could that be? [00:39:11]

Christoph: If you would be like yeah I can trust that influencer, what would that be?

Annette: I guess if it's not only happy all the time because that is not human I guess but if show some bad sides and also yeah they are both, happy, sad, angry and nice and sometimes a little bit...yeah they are honest. But, because there is some influencers they are always gonna be super nice and how this, be like goddess and I can't say anything bad you have to be nice all the time and it's like ach seriously. No one is nice all the time and it just gets kind of boring because I listened to this podcast with Daniel Redgert and Margaut Dietz he's known to being kind of nasty to people but he has liked changed and she's super nice and she always like how could you say this and how could you say and it's like...ach she's just like nice all the time and then how nice is she really, it's like she wants people to think that she's nice but maybe she isn't. [00:39:28]

Simon: And would you say that Bianca is trustworthy?

Annette: Yeah I would say definitely. You get to see her like a lot of bad sides of her in the TV show and it's not that she's trying to hide them and she's very like honest that she's not the smartest one. So yeah I think so. [00:40:50]

Simon: How does it make you feel that Bianca is posting sponsored content?

Annette: Ehm well when it's the Nelly stuff I don't really care about it. And I guess everyone is doing it today so it's not something that I think about really. It feels like they have to do it. [00:41:22]

Simon: Why would you say they have to do it?

Annette: To get money. [00:41:44]

Simon: You talked a bit about loyal before. Would you consider yourself loyal to Bianca?

Annette: Not really. [00:42:08]

Simon: Why not?

Annette: Because I think I would, I could stop following her as soon as I think that I haven't been inspired for a few days maybe or like she has a story then I'm like oh my god this is so boring then I'm probably gonna stop following her straight away. [00:42:20]

Christoph: When would you say you would be loyal?

Annette: I don't even know if I follow any influencer that I followed several years. I think that changes all the time. But loyal yes when I yeah when I follow them no matter what, even when they are boring. [00:42:39]

Simon: How would you describe the connection between Bianca and yourself?

Annette: Ehm the connection? But I guess she's from Stockholm I'm from Stockholm and she's kind of the same age, some like two years younger I think. Connection, I watch the show she's in it. [00:43:10]

Simon: How would you feel if she deleted her account? All of her accounts and quit the TV show.

Annette: That would be devastating. No but that would like the Instagram account I wouldn't car that much. It would be interesting to continue seeing like even if I stopped following her to like watch it maybe once a week or once a month just to see oh she's doing this today, she's gonna start with this business, I have no idea. But it's not that I would care but the TV show like it would be boring but I wouldn't like be sad or anything. [00:43:53]

Simon: And compared to the other influencer that you follow, how important is Bianca?

Annette: Not that. Or it's not like she's more or less, she's kind of on the same level as most of them. [00:44:37]

Simon: Do you interact with them kind of similarly or is it there a difference between the different influencers you are following?

Annette: Well yeah. But I like when, because a lot of influencers they have their own businesses and they are like doing cool stuff so those influencers I don't interact because it's not like I'm communicating with them but I like watch them more closely or get more inspired by them. Like Isabella Löwengrip she's very inspiring and Daniel Redgert, they have their own companies. So I think that's more for me. [00:45:04]

Simon: Do you ever talk to others about Bianca?

Annette: Yeah now with Walgreens Värld a lot of people talk about them but not about her Instagram. [00:45:41]

Simon: What do you usually talk about?

Annette: It's just like oh my god it was so funny, do you remember when they did that in the episode. Like have you seen the latest episode? And then some people are like oh my god she's so pretty or she's so bitter. So that's mostly what we are talking about. [00:46:09]

Christoph: Then one last question. Would you keep visiting her in the future, like the next few years?

Annette: Yeah I think maybe not follow her but maybe go into her account every week maybe or, just because it's fun but if, when I stop watching the show and they don't continue it, I don't know, then I'll probably forget her. So it's not like I'm interested in stuff what she's doing, it's mostly that she's a funny personality. Do you get what I mean. Just because she's like relevant today but if she's not like relevant in two years I'll probably gonna stop following her. [00:46:28]

2.2 Transcripts for the case of Isabella Löwengrip

2.2.1 Klara

Respondent: Klara

Interviewers: Christoph and Simon

Location: Café

Length: 01:04:15

Date: April 21, 2018

Christoph: Alright let's start. Is it alright if we record you?

Klara: yes of course.

Christoph: And how old are you Elin? [00:00:17.15]

Klara: I'm 27 Christoph: And what's your profession?[00:00:24.15]

Klara: I'm working with CRM and e-commerce. I'm CRM and ecommerce assistant. [00:00:30.26] Christoph: First I have some question about social media behaviour in general. Could you describe the last time you used social media?[00:00:37.00]

Klara: That was like 15 min ago when I was checking Instagram. And also Facebook. [00:00:43.21]

Christoph: What did you do on Instagram?[00:00:54.01]

Klara: I was actually, I was just entering Instagram because I didn't have anything to do. So I was just looking and it was nothing that I was thinking of. It was just like a routine. So I just went in and yeah have a look. [00:00:56.11]

Christoph: And when would you say do you usually use social media during the day? Is there any specific times?

Klara: Yeah I think that I actually, the first thing that I do is when I wake up I usually get into Instagram then I'm starting to look at the news feed and also on my feed to see if there's some of my friends that have posted anything and so on. And then since I'm working I'm actually not that active during my work time because I'm not allowed to use social media at my other job. But then I have another one where I'm actually working with social media. So then I'm really active but in another way so yeah I would say I'm using it in two different ways. And then I also, if I'm having a break or something I'm always checking like Facebook because I'm talking a lot with my friends on the messenger app. And I'm also very active actually in LinkedIn since I'm looking for job and so on in Stockholm so I would say that I'm using different kinds of media in different ways. So that is more like because I'm actively searching for something but on Instagram it's more to get inspiration and I think I also do it because it's a routine because I don't have any other apps that I'm using. And I'm also using Snapchat. But that is more I'm not that active so I'm not going into checking all the stories. That is more like if I got some snap from a friend, then I'm opening it. So Instagram is more than I'm opening it on a routine I would say and Facebook also but not on the news feed. Then I'm more checking my messenger app I would say. [00:01:22.16]

Christoph: Which is your favorite you would say?

Klara: I think I like them all but in different ways. Because I think they are having so, for me they are working in so different ways because for example on LinkedIn that is why I'm using it because it's simple to search jobs for me. But from Instagram it's more like you know then I'm not interacting with people in that way, I'm more like looking to pictures and so on. But then on messenger I'm communicating with my friends. I like them all but in different ways. But I'm not that active on Snapchat I would say. So yeah. [00:03:29.04]

Christoph: Who do you follow on social media? In terms of like friends, influencer, brands, etc.

Klara: I think that I would say that the one that I'm following the most is my friends because that's a way to like you know, for example now I'm living here in Copenhagen and I have a lot of friends who is living

abroad or in Stockholm and then I'm having you know when I'm liking a picture it's more like you are having a connection but you are not talking with each other, it's just a simple way to communicate. But then I'm following brands as well because I'm yeah, and what else? Like beauty, makeup and some other influencer who have some kind of tips I would say, inspiration. Yeah and then some influencers. But I have started actually to unfollow some of them because sometimes I can feel like they are I mean I really like it but sometimes I'm like no I can't get this life right now so I need to unfollow it cause otherwise I get too depressed. [00:04:20.10]

Christoph: You just mentioned influencer. How would you describe an influencer? Klara: For me an influencer is like a person who is trying to inspire other people in the way they are using products and lifestyles in a inspirational way. They are like communicating with pictures and now they are signaling like brands but with content in a like a simpler way. So I would say that's an influencer today. And they are so expensive. [00:05:47.04]

Christoph: And how would you describe the content that they post?

Klara: I think that it varies between different kind of influencers because some influencers are more into like lifestyles while some are more influencers within beauty and some are more influencing like clothes and so on. So I think that it depends on what category the content is about. So it can vary a lot. And for me I feel that when an influencer, because I know one for example, Petra Tungården, she actually, she's like you know, she has sponsorship with all kind of brands and now for me she is not like authentic. I just feel she is sponsored so that doesn't feel authentic anymore. You're like okay the other day you were talking about vegan food and now you are talking about this, you know totally different so it's like no it doesn't feel like, it just feels that she's bought and get some money of it. So yeah I think that depends. [00:06:36.20]

Christoph: Then we switch to Isabella. We have some specific question to her. Do you remember how you found Isabella? When that was?

Klara: I think that was many years ago actually when her name was called Blondinbella and then I think she had a totally different like my eye on Isabella Löwengrip was totally different compared to today because today she's like you know I see her as a famous, entrepreneurial career woman who's like girl power but compared to yeah I don't know when it was, was like 10 years ago or something, when she was called Blondinbella and then I felt that she was more like just a normal girl who was insecure and wanted to like express her life to people but you knew that other everything was fake so that is like two different kind of persons I would say. So yeah that is how I remember her when I recognize her. I think that it was because there was only like some few blogs available then and she was like one of them. And yeah. I would say. [00:08:11.29]

Simon: Which Isabella would you prefer?

Klara: I would say the one today. Because now I see her more like an inspirational woman but compared to many years ago then you were like yes sometimes you felt annoyed because all of her content and the things that she was writing no one care and you know it was like. But did still read everything but yeah. [00:09:34.05]

Christoph: How do you keep up to date with what she's doing?

Klara: I'm actually, because I see her in my news feed like all the time. Because she's like you know, because you can like see on Instagram if you're liking some pictures then they can customize it so that you can see her like pictures if you have liked something that is matching with her. And I also have seen some kind of live stories from her account when she has been on some kind of lectures and having some kind of presentations so in that way I would say that I'm following her. And I also looking into her blog some days but not that often. I'm not the one that's looking into her blog like every day. That could happen maybe twice a month. [00:10:04.25]

Simon: What would make you look into her blog? Is there something special?

Klara: I think that, yeah because sometimes when like she's in Copenhagen then I want to like okay what is she doing, what places is she visiting and so one. And sometimes you know, because now I know that she's working with her beauty brand and I'm very interested in like beauty and so on so then I'm like what products does she have and you know then I'm like more interested in her in that way. And I have also been looking into her career site on her company because I think that she has an inspirational atmosphere so yeah in that way I would say that I'm following her. [00:11:05.17] Christoph: How would you describe the communication between Isabella and her followers?

Klara: I think that. I don't think that, I don't see her as a two communication ways, do you know what I mean. Like it feels like she's communicating to her audience but that that she's communicating to every person who's reading her blog because she's so famous and I don't think she has the time to do it and what I have heard is that she has some assistants who is doing her Instagram and everything. So I would say that she is more of a one way communicators to her followers. And whatese? What else did you ask for? [00:11:59.14]

Christoph: I just ask how she's communicating to them? Do you get the impression that she's listening to her followers?

Klara: I think that she's listening to them in that way that, now it feels like she is taking responsibility so if her audience is saying something an argument against her then I think she wants to like express herself because she thinks that thats she needs to take action on it. But I don't think that she's taking criticism as something negative. I think she's more trying to signalize that is nothing like important. Or not important but that she wants to, I don't know how to explain this, ehm I think that she wants to express a picture that it's very easy for her, because sometimes you can get annoyed of her because she is trying to explain life as it is always like very positive but I don't think that life can be positive all the time and then I think her audience is like feeling this and wants to see a more human person of Blondinbella and when she's not like communicating this I think that she's trying to visualize her own picture and trying to communicate that to the audience so I think that, yeah in that way she's listening to them to like argument when she feels like it is necessary but otherwise I don't think that she is like taking all her criticism and into action I would say. [00:12:58.04]

Christoph: If you would ask her a question, do you think she would answer you?

Klara: I think that depends on what the question is about. Ehm I think that she's, chose, I think that she gets so many questions every day and if there's some question that would like maybe threaten her brand or something then I think she would raise that question but if there's just like a common question about what shoe size do you have, I don't think she would care. So I think it's about the question itself. If it would hurt her brand or yeah her family or something. [00:14:43.27]

Christoph: How important is it for you to follow an influencer who is communicating to its followers?

Klara: I think that depends because sometimes you know you just want to like, sometimes you don't care about who the communicator is and what they are communicating so then it's like fine if you don't feel that you have this kind of relationship with them because you feel that but this is like how I want to have the communication with them. But if you are for example an influencer that you feel like okay she's listening to me you know this is my kind of not, what's it called, like role model, then I feel that that could be a more important way to have this kind of communication. So I think it totally depends on the subject and who the person is. Like what kind of relationship you are connecting with the person. [00:15:31.01]

Christoph: How does Isabella communicate?

Klara: Sorry what's the question? [00:16:42.16]

Christoph: How does Isabella communicate?

Klara: I think that she is expressing herself with pictures and with some kind of all the life is good. Everything is perfect. It feels sometimes she can express her ups and downs but always turns it into something positive. For example she has been talking about that she has been bullied when she was younger and that has turned her into something more powerful because now she wants to like revenge on all the people who

have been hurting her and but sometimes it feels like you just want to have like okay I had a crappy day today I can not do anything. Because it feels like she is like always having this kind of power but I don't think that all human people can have it every day. [00:17:01.06] Christoph: The bullying, that kind of information, would you consider that as private?

Klara: Yes I would. [00:17:53.25]

Christoph: Why?

Klara: Because I think that, I mean that is something outside her business area, that is not about showing of her lifestyle or to talking about her career life. That is more like her personal, like okay. For example with her children she's not displaying her pictures on them and so on so because that is very personal to her but I think that this bullying thing is very private but she has turned it into something more commercial because she wants to like she's building her story on this and I think she wants to influence people to say like okay even though you are the weakest person, you can always be the strongest one but you have to find this kind of power. So I think that she turns the personal things and do it in something more commercial I would say. [00:18:03.23]

Christoph: If you follow and influencer is it important that they share personal information, that kind of private information? Think about the ones you follow maybe.

Klara: Yeah I would say that, I would also say here that it depends who the person is. But I would also say that, because sometime it feels you have such a filter between the person and yourself if the person is not to personal. You know sometimes you want to have the kind of like who is this person. And then it gets easier to connect with that when you have all this kind of information you know where she lives, you know what she has been working with and you know all this kind of personal thing. But if you don't have it, then in the same way the person can also be like more mysterious and you want to like, I think it's easier to also visualize this person as something more like non touchable so yeah I think there is like two ways to see it. Sometimes I want it and sometimes not because then I can also visualize the person into something else. [00:19:20.04]

Christoph: How would you describe Isabella in comparison to yourself?

Klara: I would describe her as very public. She's famous, my mom knows who that person is and doesn't read blogs and so on. And I don't think I have ever uploaded an Instagram story or I think it was like three years ago when I posted my latest Instagram post but I'm so into social media and I work with it every day but it's just that I feel like she's so public and I'm so private. So that is like the biggest difference. But then I would say that I think that she's is just a human people as we are but I think she is more trying to express that she, even though you are a person you can like do whatever you want. [00:20:35.18]

Christoph: Do you see any similarities between you and her?

Klara: Yeah I think that both of us are very entrepreneurial and that she wants to, she has high, what's it called, she's aiming high and I'm also doing that in another way maybe. I don't want to be famous but I want to like follow my dreams and I think that she has followed her dreams. [00:21:39.17]

Simon: And when you follow an influencer in general, how important is it for you that they have some similarities with you?

Klara: I don't know actually. I think that it doesn't need to be that we have some kind of similar personality or similar interest, I think it's more like that I want to, either I want to like get some kind of inspiration or that you want to like, for example with Isabella Löwengrip I think that she's like very fascinating because she has succeed so well even though she was hated before. So she is having this kind of power to never let herself down, trying to succeed again and that is like something that I'm impressed of. So I Think it's more about like either that I want to have inspiration or that I'm more like impressed of something or that I want to or if maybe like a fashion instagram account where I'm seeing pictures and so on. So I think it depends I would say. [00:22:25.16]

Christoph: How do you think would others describe Isabella?

Klara: I think it totally depends on who you are asking. For example, the ones who like her see her as like successful and like as a cool young woman who has succeeded and then I also think that people are like oh my god I hate her and she's like too much and is never showing her negative sides and the life is always good and I think that there are also people like I don't care, who is an influencer, is that a job. So you know so I think that's like three different kinds of ways to see it. [00:23:35.29]

Christoph: How do you think that she would fit in your circle of friends?

Klara: I think that...No but I think that she would actually go very well with my friends. But I think it would be awkward if she's like now I'm gonna take some pictures yes and no and be more like I think all the people would be more stiff but I think she would actually go along pretty well. I mean because my friends are very driven and she's also very driven and I think in that sense they would be able to connect with each other. But I don't think that, yeah when it comes to this social media kind of thing I think that my friends are more kind of like relaxed, we don't need to show of everything we do and I think that she needs to do it because that's her job so in that sense it would be some kind of krock. I don't know what's it called. [00:24:27.27]

Simon: Clash.

Klara: Yeah exactly, clash. [00:25:31.10]

Christoph: And if you had her as a friend, what do you think would other people think?

Klara: I would think it totally depends. Some would be oh my god so cool we need to have dinner together and some other would be like okay I'm not coming tonight. And some people would be more like not care, more like okay. I think everyone knows who she is but I don't think that everyone would be that starstruck.[00:25:39.07]

Christoph: How important is it to that an influencer is liked by others when you follow them?

Klara: I think that...Do you mean liked in the way...?[00:26:20.10]

Christoph: They kind of like the person.

Klara: No I don't think that's necessary for all of them because some influencer have haters who are following them and that's quite interesting because then it's like okay stop following her then. But that's, so I don't think you need to like the person because some people they just want to express themselves. So in that way it totally depends on what their main objective is to follow the person, I would say. For example for Bianca Ingrosso I know that she gets so much hate things on her social media account all the time but then it's like okay why following her. And I think that Blondinbella also had her haters but not in the same way I would say because I think these persons are kind of different social media actors I mean for example with Blondinbella she has been more focusing on the career life and more woman power but I think Bianca Ingrosso is more like showing of a lifestyle, it's more about fashion, it's nothing more like concrete so then I think in that sense they get different kind of lovers and haters.[00:26:42.25]

Christoph: When you look at what Isabella posts, how does that make you feel when you see the content she posts?

Klara: The only thing that I'm thinking of is like oh my god how did she get time to like get to the hairdresser this morning and bought a new dress and you know everything is and then she has a nice tan and I'm like okay when did she have time to do it then I'm like more thinking about how is she doing. And then I'm thinking like okay if I had the money I would do the same but I have it not so I cannot afford it. Yeah what else? I'm seeing her content as, yeah it feels she's more you know some kind of businesswoman and she's having these kind of always fancy not clothes but more like everything is going very smooth for her. That's like the content I get from her.[00:28:17.17]

Christoph: What does she mean to you.

Klara: She means I would say that she is more like an inspirational character because when I see her I'm feeling like if she can why cannot I. But in the same I know that she was like the first mover of this so in that sense she has like better, how to say, no there's so many influencers, but yeah I see her as inspirational even though that I can be annoyed of things she's posting or saying. I'm more like okay but she is

actually doing something good for some woman who really believes in it so on that sense I would say she's meaning like an inspirational account I would say.[00:29:25.25]

Christoph: Do you care about what happens to her?

Klara: You mean like in the career or?[00:30:25.11]

Christoph: I mean could be in general, it could be something good, it could be something bad. Simon: It could be personal, it could be business.

Klara: Yeah. I would say because she's very good to like start things and like to come up with new ideas and start with new companies and so on but in the same way I don't see her to fulfil all the goals so in that sense I would be very, it would be more interesting to hear how did all the companies go with the ones that she has like left. Maybe that was not like the answer on the question.[00:30:39.07]

Christoph: How would it make you feel if something bad happens to her?

Klara: Okay. Ehm...Maybe I would be more like aha told yah. You can also being a bad day. You know more like okay you are just human as I am. So yeah I think I would feel more in that way but at the same I would not care that much. But I would be for example if she for example with her divorce she got divorced and this was like a huge thing and everyone knew it and so on but it was not like, in that way she was turning it into a powerful thing again so the more like okay. If something bad happens to her I would be more like yes that's human.[00:31:16.27]

Simon: And if something good happens, like she has some success?

Klara: Yeah. Then I would feel like. It totally depends. For example with there are two bloggers in Sweden called Hanna and Amanda and they have starting to doing different kind of businesses and they have succeeded so well with a lot of things but then they started to like do you know everything you could do and then it felt like oh my god you are doing everything just to earn money so when something bad happened to them then I was like yes because you can not serve everyone so in that sense I felt like finally now you got like, this is not only about the money, you have to think about the audience as well. So in that sense I would feel like, but Blondinbella is not doing that in the same way so that is why I don't think that I have this kind of you know if I would feel if something bad happens to her or something successful happens to her I'm not that like, it doesn't mean that much to me compared to what it would be if it would be Hanna and Amanda for example. So I think that's my kind of relationship with Blondinbella, how annoyed I'm of the person.[00:32:20.16]

Christoph: Would you like to meet her in person? Klara: Yeah I have actually met her.[00:33:41.17]

Simon: How was it?

Klara: She was actually so nice and I was like okay she's really nice. So yeah.[00:33:49.12]

Christoph: What was it?

Klara: That was because she had a book release and my ex boyfriend is friend with her so then I was invited as well. So yeah it was for her first book release, Ego boost.[00:33:56.10]

Simon: I think you are the first so far who has actually met one of the influencers.

Klara: Oh, that's cool.[00:34:25.10]

Christoph: Could you describe the content you are interested in that she posts?

Klara: I think that. I'm not actually that interested in her like daily life and what she's posting on her clothes and so on because I know that for example with Blondinbella I'm not looking on her account because of fashion because I know that's not her type of thing. She has a stylist that is doing everything and so on. But I'm more interested in how did she do with the company, how did she start and when it comes to like economic, what's to say, like ehm, like sponsorships and so on, how to start a business. So that is more the type that I'm interested in actually.[00:34:38.01]

Christoph: What's your favourite category of content?

Klara: For Blondinbella?[00:35:46.01]

Christoph: Yeah. What should she post more if you could wish for something?

Klara: Ah okay. Then I would say, ah that's a tricky question. I think maybe more like tips on how to run your business and how to take risks and some more like general tips I would say. But you like this kind of thing also that she's going to the hairdresser and so on because that's so luxury because you can not do it so in that way it is actually quiet interesting because then you're like I would also like to have this kind of life so you want to have a mix of it. You want to have some person who represents this because you want to have this. So let's say that she was not going to the hairdresser and she was like looking so boring and so on and she was just posting career things, then I don't think that it would be that interesting because I want to have some kind of inspirational and powerful woman who can represent what I want to like achieve I would say.[00:35:55.08]

Christoph: What would be content that you would like to delete?

Klara: I think on her children when they are like posting pictures on her children on their like back head because you can not seen them in front because she doesn't wants to like post them then like then don't post them from behind then. So yeah that one and also what else? Sponsored posts. Because it feels like, I mean, I don't like sponsored posts. Not on her account because she's so big anyways so yeah.[00:37:14.01]

Simon: Why don't you like the sponsored content on her profile?

Klara: Because sometimes it feels like, I think that she posts the, what was it, I don't think it was Daniel Wellington but it was something and then it felt like but this is not you, when it comes to things that she's posting because she's got so much money for it then I feel like, this doesn't feels like authentic. But otherwise I don't care that much it's just some annoying things. [00:38:12.21]

Christoph: How would you describe the information you find on her Instagram or her blog?

Klara: Very, I mean, do you mean everything with like the photos?[00:39:06.19]

Christoph: Yeah. What you would say you think would be information for you. Or that's informative to you?

Klara: I mean...Maybe it's not informative in that way, it's more like you know what's going on I her life. Like on, not maybe on a to private level, it's more like you know, I know for example that she has some kind of chef at home who is like cooking food to her and her children and I know that she's, when she's having her kids and I know when all these, when her ex boyfriend is having the kids, and you know that kind of information of her. So you know some private things and also some kind of business things.[00:39:37.08]

Christoph: How important is it for you that you find that information?

Klara: It's not that important, it's just that...I just think that she's building that story around her life with that information, so even though I don't care that much about the information, it's more like you know, you can still see her life when you have that kind of information, it's not necessary but it's still there and builds a story around it.[00:40:27.27]

Christoph: Before you talked about inspiration, that you get inspired by her. How likely is it that you get new ideas from what she posts?

Klara: Actually I could be inspired in the way for example when she launched her body lotions and hand creams and so on, I was like okay if she can do it then I can do it, because she doesn't have any experience within this field and it that way I started to like okay maybe I should create my own business around this. So in that sense I get inspired but I don't think that it's only because of her. I think it's also because of other influencers and web pages and so on. [00:41:16.17]

Christoph: When you think the last time you went on her profile, how did you feel? How did you feel in a way when you looked at the content?

Klara: I feel like, she's actually having a quiet staged Instagram account in that way that it feels like she's having a photographer who's photographing her. So in that sense it feels like everything is staged and everything is planned and I would not be able to do it because then I need to go home and like you know use Photoshop and so on before I post it. So everything she does she has a person behind her who is doing all this kind of things. So in that sense it feels like it's very like not so spontaneous I would say. So it's

not an account I would look into because of this like spontaneous things in life. Then I would use more my friends who is more like, then you don't know what could come up in the news feed. But if you are going into her I quiet know what I will get because I know what her style is about I would say.[00:42:09.14]

Christoph: Have you ever received something for visiting her profile?

Klara: Ehm...maybe, yeah maybe the things with the inspiration part. You know that sometimes when you are just feeling oh my god this is such a bad day and I don't know what to do with my life and then you like maybe not only because of her but then you can feel like okay if she can start a business, I can start a business. Like that. In that sense I think that it has even something.[00:43:30.20]

Christoph: What about more tangible things?

Simon: Competitions, or does she ever have things for free?

Christoph: Some influencers have discount codes for example as well Klara: No but I don't think that she's actually working so much with discounts, I'm not sure now but I don't think she is taking that kind of strategy. Maybe she did before but know I think that's like something she wouldn't use too much I would say. Because I haven't seen it. But I think that...there was something...For example when she is like displaying her products and so on, I know that for example me and my friend we were talking about that she had a new new like tanning lotion and then she was talking that it was really good and now I was like I'm gonna go and try it. So in that sense that's more like tangible things from her but I would say that I'm more getting some inspiration from her. And when I'm seeing her hair, I'm more like okay, now I'm going to also take care of my hair, do a haircut this week. But I never do it. [00:44:17.17]

Christoph: Is it often that you see products on her profile?

Klara: No not products in that way. Because I think that she's not promoting products in the same way as other influencer are doing. I think that she's more trying to influence a lifestyle career path where some other bloggers are more like into the products. So I think that these are two different kinds of categories. It's more intangible for her compared to Bianca Ingrosso I would say, then I would be more like okay what kind of product is it. [00:45:31.24]

Christoph: Does Isabella symbolize the kind of person you really are inside? Klara: No not really. I heard that she's also, what's it called, you know that she's having asberger, o I don't think that in that way, I don't know, since I have met her I feel that she's very, she was just human and in that sense I felt like okay, maybe we are little bit alike each other but in the same way I wouldn't want to be public in that way because I don't have that interest. [00:46:24.21]

Christoph: Do you think it has an impact of what others think of you that you follow her?

Klara: Oh you mean if I'm staring to follow her?[00:47:11.22]

Christoph: No I mean that you follow her. If somebody sees that you follow her, if that would have an impact on what they would think about you? Klara: No because I think Blondinbella is a person that everyone can follow and that's fine, that's okay. So I think she has so many followers and she's not just the some kind of, I don't think that people have kind of that picture on her as for example I would follow, you know who Alexandra...Kissie is?[00:47:29.15]

Simon: We don't know.

Klara: That's a Swedish blogger who's like quiet trashy and she's like posing quiet weird things, then I think people that people would be like okay why is she following her. But Blondinbella is more like, she has been approved from the crowd, it's like okay to follow her even though you are a fan or not, it's more like that's totally fine. But some other, if she would be yeah for example WORD min 48:26 people would be like either she's weird or she's just stupid. I think yeah, but Blondinbella is accepted from the society I would say.[00:47:57.18]

Christoph: How often do you visit Isabella's profiles? Her blog or Instagram.

Klara: I visit her, yeah maybe like her Instagram quite a lot maybe like, or it always turns up that I see her in my feed and then I sometimes click into her, so maybe let's say two times a week and then on her blog maybe two times a month. So yeah more or less for the blog I would say.[00:48:52.10]

Christoph: How would you say do you interact with the content? Klara: I'm actually not the person who's interacting that much with social media. I would never comment anything on the blog, I would never do it. And I don't think I would comment even on Instagram. It might happen that I would like the picture or something. But nothing else I would say. I'm more that kind of person. I'm liking my friends pictures but sometimes I'm also forgetting to like their pictures but you know I'm not the person who's liking influencers and so on.[00:49:25.15]

Christoph: Have you ever saved anything that she posted?

Klara: What if I?[00:50:09.26]

Christoph: Did you ever save anything that she posted?

Klara: Oh I see. I have actually saved three things. But that was only because I saw that she had some Chanel shoes and I'm working for Chanel so I was like gonna take it for a PowerPoint presentation or was planning to do it but nothing personal. Nothing for myself.[00:50:16.21]

Christoph: Now switch to sponsored content. You already talked a bit about it. How would you describe sponsored content in general on social media?

Klara: I would describe sponsored content as, it totally depends on who the person is and what product or brand the person is posting. So for example if there's, there is one girl called Therese Lindgren, who's very big now on social media, especially YouTube and she's very like into vegan stuff and so on, and if she's promoting a brand that I vegan or something then I think that's totally fine because it feels she can, it's, it goes along with her personality and her lifestyle. But if she's starting posting something totally different and for example Daniel Wellington watch then I would be like but this feels so ... yes that either that you are stupid because you are not like following, or listening to, what you are follower wants or that Daniel Wellington have done a bad job because they have not seen, they just want to reach a big audience and not looking into who are their customers. So I think it totally depends who what and who the person is.[00:50:55.12]

Christoph: And what type of sponsored content comes into your mind when you think about Isabella?

Klara: I think that it's her own product sometimes but I think that's okay. And I also think that she has to pay for it actually because she have, I think that that's some kind of rule today that you need to state this is a sponsored post even though it is your own product. But I think that's totally fine. But otherwise I don't see that much sponsored posts actually, on her account. Not what I know but that's maybe because I'm not seeing her account like every day. But yeah I don't think I see in the same scale sponsored posts as I do as at other influencers.[00:52:20.07]

Christoph: How would you describe a trustworthy influencer in general?

Klara: I think that a trustworthy influencer is the one like, yeah for example with Therese Lindgren who's communicating to the follower the things that she wants to, what she wants to express and what her like vision about the blog or the Instagram account and so on. And then if she have some sponsored posts I would say that that they are in line with her account, Therese Lindgren, so that's authentic for me. Because I think I mean it's okay to be sponsored because that's the way how they are earning money because that's their job, but then they need to do the good job to like connect the right products for their profile.[00:53:25.13]

Christoph: Do you think that Isabella is a trustworthy person?

Klara: Yeah I think, I mean she's trustworthy to a lot of people in that way that she is giving this kind of tool to be powerful and women we can do it as well and so on. But I also think that people who are very like more having more criticism to her that they wants to feel her more like human person and not always the one who is like on top and so on. So in that I think that she's trustworthy because she gives something, a lot of people this bar how to say, this kind of sparkling, I don't know, but eh yeah its two things, To many

people she's trustworthy but in the same way they maybe want to have more of her as a human.[00:54:30.14]

Christoph: So how do you perceive her as trustworthy?

Klara: I think that I have a little bit distance to her because I'm not the one who's following her like every day and so on and I'm not the person who's like annoyed of everything she's doing and more like okay, she's doing, she has taken a path which I think suits her very well and I think she does it very good because she wants to get people inspired and in the way to try to get young ladies to be more entrepreneurial and take risks.[00:55:27.24]

Christoph: How do you feel about the fact that she's posting sponsored content?

Klara: I think that as I said before I think that that's fine, I mean that's how they earn money but in Blondinbellas case I think that it feels not that authentic at all. She's running her own business and if she wanted to post something then she could do it for like her own products even though she won't get paid for it because it's her who would pay for it. But I think in that way it feels like okay that feels not that good in the same way. But I also think that's because she has chosen a career path and of course it depends on the content and the product as well. For example if she's trying to promote something like service that would help people to young ladies to connect or something then I think it's like a good purpose but if she's like yeah trying to look her I have this kind of watch then like okay but why. So it totally depends as well.[00:56:26.04]

Christoph: Would you consider yourself loyal to Isabella?

Klara: Not loyal I would say. More like I think that I could like take you know both kind of parts. So I can see why so many people are liking her, why so many people are like getting inspiration from her but I can also see people who are annoyed of her and I also understand like why should they listen to a young woman who has not even been studying or been working for this field before like many years and so on. So I think I'm not the loyal customer I would say to her. [00:57:50.08]

Christoph: So when would you say somebody would be loyal to her?

Klara: I think that that's when either they are like following her and like really interacting with her account. Or that they are...[00:58:33.22]

Christoph: How would you describe the connection between you and her?

Klara: The connection? I would say that we don't have any connection because I am not interacting with her and she's not directly communicating to me. But I would say that we have some kind of distance relationship where I'm like looking into what's happening to her life and I know the like overall picture of what's going on but it's not like I know in detail what she wore yesterday and I don't know you know all the stuff about her. But yeah so I think that that's kind of the relationship I'm having with her. [00:59:02.14]

Christoph: How would you feel if she deleted her account?

Klara: Ehm I would feel like...first I would be like okay what has happened. I would be more like curious, like okay either she has been threatened or something or that she like, yeah I would be more curious first and then I actually would feel like okay but this is kind of sad in the influencer world because she's like the first mover and yeah that, I think that would change a lot of things and that people would be question like okay is it worth to have an account. I think that would be a change maker in the influencer world.[00:59:48.23]

Christoph: How would it be for you since you look up her profile sometimes?

Klara: I don't think that would affect me in my daily life, but I think that I would discuss and talk about it maybe with my roommates and so on for...But no I think that it wouldn't affect me too much actually. Maybe the first week but then I would be like going on with my life.[01:00:42.15]

Christoph: If you think about influencers that you follow, how important is Isabella compared to them?

Klara: Compared to other?[01:01:36.21]

Christoph: Yeah to other you follow. How important is she?

Klara: I think that she's like on the same level as them. Because she is not the person that I like need in my life in that way and I would say that the other influencer I have like the same connection with them since I'm not the person who's interacting and go into to their profile all the time. I have a few persons who I like really like WORD min 1:02:18 it's not because I need a life, it's more like I'm just obsessed with them because it's like just been so long so then I need to like look into their account because it's like a habit for me but Blondinbella is not one of them.[01:01:44.22]

Christoph: Are you ever talking with others about Isabella?

Klara: Yes I am. [01:02:43.03]

Christoph: What are you talking about then?

Klara: We are like for example comparing Blondinbella Hanna and Amanda which I talked about before and like seeing like okay what went wrong with Hanna and Amanda and how comes that Blondinbella has been like successful now and so on. So it's like more those kind of things in general. And also about for example about her daily life we are discussing like she is having a chef at home because she doesn't want to, when she wants to spend time with her children, she wants to have more time with them compared to like standing and cooking food and then we can like discuss you know like okay what we are thinking about it in that way if that's like how it should be when you are combining your work and life balance. So in that sense we are discussing her daily life habits.[01:02:45.04]

Christoph: We have one last question. Would you keep visiting her in the next couple of years?

Klara: Yes I think. I mean when she pops up in my news feed and I'm like looking into her profile and just seeing what's going on. Yeah I think I will. As long as she is running a business I would say. But if for example she would stop working then I wouldn't bother to follow her life with the children, then it would be boring for me.[01:03:53.20]

2.2.2 Terese

Respondent: Terese

Interviewers: Christoph and Simon

Length: 00:53:05

Date: April 12, 2018

- Christoph: Oh yeah sorry. First we have some general question about your Social Media behaviour. Could you describe us the last time you used Social Media?
- Terese: Ehm ten minutes ago.[00:00:18.12]
- Christoph: Okay.
- Terese: Do you want me to explain what I did? [00:00:26.26]
- Christoph: Yes.
- Terese: Okay. Ehm I think I scrolled through all my Social Media apps. Facebook, Instagram, Snapchat, LinkedIn. Just looking in the feeds. Someone wrote something finding out that I had a new friend on Skype. That was actually the last thing I did before. [00:00:28.15]
- Christoph: When do you usually use Social Media? Like during the day?
- Terese: I was ehh..The main time in the evening. But also throughout the day. Depending on the time available. [00:00:56.06]
- Simon: So what would you usually do while checking Social Media?
- Terese: Like the activities besides that or on Social Media? [00:01:16.08]
- Simon: I mean when in terms of kind of what else during the day.
- Terese: Then I would assume mainly like when I'm watching TV in the evening for example or if I'm on the train or the bus on the way to work for example. Ehm sometimes when I need a break during work. Just to do something else. [00:01:25.05]
- Christoph: So how often would you use Social Media?
- Terese: Ehm. Several times a day. Ehm I don't know exactly how many times. Maybe..I go through all of them ten to fifteen times a day. [00:01:48.10]
- Christoph: You mentioned a lot of them. How would you rank them according to which are your most favorable or least favorable?
- Terese: Ehm I would guess. I actually think it's pretty similar. But I think I'm more into Facebook since it's often a chat there as well. So I mean you use it more then just for the feeds. But pretty similar I would say. I usually go through all of them at once. So I guess, maybe not in time, but as if I like at the times I open every app I would say pretty similar. [00:02:11.28]
- Christoph: And who do you follow on Social Media?
- Terese: Ehm the ones I follow is only friends. But then I read some blogs. And then it's Blondinebella, it's Kinza and Mikkaela Furnier.[00:02:50.03]
- Christoph: Nice.
- Terese: So I'm not a big blog reader but those few I would say I guess.[00:03:05.00]
- Simon: Why those three specifically?
- Terese: I would assume I follow Kinza and Blondinebella because they have been there since the beginning and I mean I was maybe twelve when I started to read them or fourteen when it started like from the beginning. And then as I mentioned before Blondinebella for example I haven't been a truthful follower throughout the years but more or less I usually know what's happening in her life for some reason. Ehm so maybe it's because I read them for more than ten years now. From time to time. And Mikkaela Fornier I actually don't know. I like her as a person because she's not as big as the other two and she hasn't been around for as long I would say as Kinza and Blondinebella. But I think she has like, she's the nice person kind of that you want to be friend with. [00:03:12.29]
- Christoph: How would you describe an influencer?

Terese: An influencer is someone who people listens to. Obviously in the word influencer they have some kind of influence on the persons who listen to them. And I would also say they have the possibility to attract the attention to have people listen to them. If you understand what I mean. [00:04:13.25]

Christoph: And how would you describe the content that influencers post?

Terese: Well really really different from each other. I mean some are very specific and they what to influence for example with design and like how to style your home for example. And those are very specific. And then you have the other ones that might influence on a more lifestyle approach. Ehm who wants to influence their kind or their way of living. So I would say it's very different depending on the approach. [00:04:42.20]

Christoph: Okay. So now we would like to ask you more specific questions about Isabella Löwengrip. Ehm how did you find Isabella and when was that?

Terese: As I said it was from the beginning. It was more than ten years ago. So I actually don't remember how I started or how I found her from the beginning but I think she was like one of the first big bloggers in Sweden. So I think she was pretty much everywhere I would assume, in that time. [00:05:31.01]

Simon: Would you say you were among the first who followed her or were there others before you? When did you jump on the train?

Terese: I would say maybe in the middle. Not like an early adopter but not a late adopter either. But somewhere in between I would say. [00:06:04.29]

Christoph: What was the first impression of Isabella? Do you remember that?

Terese: No I don't. I think most people thought she was like. Because you won't probably not know it but I guess you know Simon Elverket, Stockholm by night and all of those kind of events. [00:06:19.17]

Simon: It's like a disco..

Terese: For people under eighteen kind of. [00:06:38.22]

Simon: So it's a party but no alcohol.

Terese: Yeah. But people usually drink some before so it's like really...and she was one of those glitter girls of Stockholm by night and she was really like living the teenager dream kind of. So I think I thought she had a really nice life I would guess at that time. Ehm and yeah. [00:06:42.23]

Christoph: And how would you describe her now?

Terese: Now she's more serious. Not a glitter girl anymore. So now I would say that she's very like..I'm very impressed of her because she's really have managed to move away from just being a blogger and an influencer to actually doing something. Like taking advantage from it and do it what she wants to do from it which is to start her company and to grow within the beauty industry and to be able to invest in other start up companies. So I would say she's a lot more serious. She has two kids now. And a company that is growing really really fast. And I would also say that she is perhaps a bit more private because before she was very open on everything she did and who she met and who her friends were and so on. But now for example everyone knows that she's dating someone but she's really like she doesn't give any details. She is like yeah I'm going to Italy with someone but she doesn't say his name or where he lives or so on. So I would say that she's more private as before. [00:07:18.02]

Christoph: How do you keep up to date with what she's doing?

Terese: I usually. I'm not in her blog everyday but maybe twice a week or something. And then usually through the computer. Mainly reading her blog. And then of course sometimes since she's a big blogger in Sweden. You can sometimes see it at like Aftonbladet, which is a newspaper in Sweden. [00:08:37.13]

Christoph: So it's just the blog where visit her?

Terese: Yeah. I think she posts too much on Instagram for example. It annoys me. I guess like thirty posts a day. [00:09:02.05]

Christoph: How would you describe the communication between Isabella and her followers?

Terese: I would say that it is depending from time to time. Sometimes I think she's really into answering maybe not answering comments because I think she's too big to do that but sometimes when she's getting like offended in public for example like people can be really mean to her from time to time. And then in periods sometimes I feel she's like defending herself to that and sometimes she's like no that's not worth

my time. But I would say mainly on the big topics that she engage with the consumer or her followers. But I would also say that for example with her company I think she reads a lot of comments, I think she doesn't always answer them but I know for example when she were to change the name within one of the companies she asked for the followers' opinions and what they thought she should name it. And also sometimes with her products she sometimes asking like should we go with the light blue color or should we go with the pink one. What do you think about the design? And she's really trying to engage them in the company. Maybe then in her blog specifically.[00:09:32.24]

Simon: How important is it for you that the influencer shares personal information? Between the ones you follow for example.

Terese: Yeah if I look at the three influencers I follow I would say that it is important because most of them do. Or all of them do a greater or less extend. So I would say to keep my interest yes that's important. But maybe like for example if for example when I buy my apartment then I might want to go into some furniture blogs and design blogs and then I would say that it is not as important but I also think I that I won't follow them over time. [00:11:22.01]

Simon: And how would you say that Isabella in this case is communicating in terms of personal or private?

Terese: I think she's private but not maybe not into this details that I mentioned before. She's always like updating on her life but not on the people around her so to say. So she can be that I met this friend and names the person but it can also be I had a lunch with a friend and just say it like that. So she's showing what she's doing and what her opinion is but maybe not as much about the people around her. [00:12:12.19]

Simon: Is that something that you want to read about?

Terese: The people around her? [00:12:50.29]

Simon: Yes.

Terese: No I wouldn't say that it is important. Of course maybe it would be weird if it was always like I had a lunch with X yesterday for example. Maybe it would be weird if there were never any names or pictures on anyone. Except for her for example. Maybe then it would be weird but not that it has to be to a great extend. [00:12:56.07]

Christoph: How would you describe Isabella in comparison to yourself?

Terese: Oh that's a tough question. I'm not an influencer. A big difference. Maybe she's or not maybe, she's a lot more entrepreneurial than I am. So really into this startup thinking. Ehm she's a lot more networking kind of. I would say I'm also a networking person but not by far as close as she is to the same extend. Ehm she lives a totally different live. She has two kids. She has a completely different life in that sense. Ehm yeah, some big differences. I mean she lives in a house with two kids and so on. [00:13:29.13]

Christoph: Do you think Isabella has any values or ideas similar that you have?

Terese: Yeah. I would say one is hard working. I really work to get where I want to. Then she has damp..is it ADHD in English also. Is it the same?[00:14:41.09]

Christoph: Aha. Yeah yeah.

Terese: Is it the same? [00:15:07.08]

Simon: I think it is the same.

Terese: To a greater extend. I mean she benefits from it as well in her case. You don't have to include damp into to the transcription. But ehm I would also say that we share an interest in food to have like good food when you travel a lot, to explore the world kind of. So yes I would say that there are common values as well. [00:15:14.22]

Christoph: And how important is it for you that the influencers you follow that they have like common values or similarities?

Terese: I would say that maybe not directly but indirectly because I assume if I wouldn't have any similar values I would perhaps be annoyed by reading their text if we had different opinions for example all the time. I think that would be really annoying to read. Then you would be one of those really angry readers who always comment negative things. So I think indirectly it is important because otherwise I don't think I would find an interest in it. [00:16:04.11]

Christoph: How would others describe Isabella?

Terese: I think they would describe her pretty similar but I think there are two views as well. Like some that is really inspired by her that she challenged the status quo and that she when she has the kids at home for example she has people who prepare the food, who cleans the house. She has a person who does the make up every day. And so on. So she is also for one group of people she is really testing them and it's too far away from the Swedish norm So I think there's really different opinions about her. Some people are you go girl, you do the right thing to buy as many services as you can for example and really pushing herself and many are really positive. And some are more like this is not lagom. So people can also be pretty annoyed by it I think. [00:16:45.26]

Simon: Which person, which team would you be on?

Terese: I would say I'm more impressed by her. Of course I can agree to some extend. For example me and Olivia have spoken about it. She's mentioning in one post that she has a goal that once in a life, once during her lifetime she will be able to buy a private jet because she travels so much. And that was kind of okay maybe that was too far. I mean who needs a private jet? So I can understand that people doesn't like that kind of thing but at the same time with her kids for example I can agree that it is good. Like why not hire someone to clean the house or whatever. Or to prepare the food when she has the kids if this makes it possible for her to spend more time with them and at the same time spending time with her company. [00:17:52.07]

Christoph: How important is it for you that other people like her?

Terese: That other people like her? [00:18:50.10]

Christoph: Yeah kind of that you would follow her.

Terese: I don't think that's important but maybe of course if everyone were negative then maybe of course I assume I would be influenced as well. Ehm but as long as people are split I mean I see it positiv. I have my own view so indirectly influenced by others. [00:18:53.26]

Christoph: And how would say does Isabella fits in your circle of friends? Let's assume she would be a friend of you.

Terese: Can you repeat?[00:19:22.09]

Christoph: Let's assume Isabella would be a friend of you. How would she fit in your circle of friends?

Terese: I think she wouldn't fit too good. I think she's way to focused all the time and not having the capability of just like leaving things as it is and just enjoy life. I know she has written sometimes for example that for her energy management for example she had a post maybe two months ago or something and she wrote during for work for example her colleagues could perhaps talk about Britney Spears did this and I read it in a newspaper and this is waste of energy for her. So she usually walks away at that point. An I don't think that will suit with my friends because we can also spend a lot of time on those kind of things that is really not important but still funny to talk about. [00:19:35.03]

Christoph: If you had her as a friend what do you think would others think of you?

Terese: Do you mean my friends or other people in general?[00:20:50.03]

Christoph: Yeah like your friends or other people.

Terese: Yeah. Ehm I would assume that it would be two groups there as well. And especially if I would become friend with her right now then people would be like oh you want to be in the spotlight maye some people would be like. And ehm yeah but I think there would be both positive and negative. [00:20:59.01]

Simon: Let's imagine. Take people that wouldn't know who she was. What would they think about you if you had her as a friend?

Terese: And they just met her together with me kind of? [00:21:34.03]

Simon: Yeah exactly.

Terese: Then I would guess their image would be different. I think they would be more positive because maybe they haven't seen her side where she tests people kind of and maybe going too far. I don't know how she really is in person of course. But I would guess that she's maybe a bit more calm than she express herself in her blog. So I would guess it depends on how much you would express the things that she has on the private side.[00:21:44.14]

Christoph: So when you are looking at her blog, at her content, how does that make you feel?

Terese: I don't know if it makes me feel something special at all. I actually think I like her like home pictures best because she has a really really nice house which was totally fixed within a year maybe. So there it can be like I would like that chair or I would like that for example. But otherwise I don't know if I have anything specific. It's nice when she posts pictures from travelling. [00:22:37.14]

Christoph: What does Isabella mean to you?

Terese: What she means to me? Ehm not much really. It's fun to follow but I mean I wouldn't be crying if she stopped blogging either. [00:23:22.27]

Simon: In terms of the other blogs that you read, what does she mean to you in comparison to those?

Terese: I would say similar. I mean it's fun to read but I don't think that they are like as I said I wouldn't cry if they stopped blogging. [00:23:45.15]

Christoph: Do you care what happens to Isabella? It could be bad things or good things.

Terese: Yeah I would guess so. Even though I don't know her it's kind of, I mean it feels like I know her in some sense. So yes of course. I mean even though you read about someone who had a stroke or whatever of course you care. [00:24:04.12]

Christoph: And how do you feel when she's revealing her emotions of feelings about something?

Terese: I would consider I feel support because usually when they have open feelings in that sense maybe it's often responding to negative critic and I can understand that it is really though to be in a spotlight in that sense. And for example Blondinebella has been in it for almost ten years or more then ten years. So yeah.[00:24:34.10]

Christoph: Would you like to meet Isabella in person.

Terese: Yes I would actually. I think it would be fun. I have seen her once or twice in reality. But never met her. I think it could be fun. [00:25:05.16]

Simon: Why do you think it would be fun?

Terese: I think because she is an interesting person and I think she has done a, I mean her, she has done an exciting journey with her company for example. And personally it's for like going from fourteen years and becoming the biggest blog in Sweden and then continue for many many years. I think it's a nice journey that she has done which would be fun to hear about. [00:25:20.23]

Christoph: Could you describe the content that you are interested in on the blog?

Terese: Yeah I would say I like the mix. Now she even has that function where you can choose different themes. You can choose for example work or you can choose travel or you can choose food for example if you are only interested in one topic. But I would say I like the mix. But if I would choose something then I would say, I would assume work and travelling. [00:26:03.21]

Christoph: And what would be the least favorite topic you would say yeah she could skip that?

Terese: Ehm the everyday life with her kids. Like we went to the playground and we did this. [00:26:41.24]

Simon: Why would you like to skip that?

Terese: Because I don't recognize it myself at all. And yeah nothing to relate to in that sense. [00:26:52.03]

Simon: What is it about the work and travel content that you like the most?

Terese: I think the travel part because it's always nice to get someone elses recommendations what to do and it's always usually very nice pictures as well to look at and you get some inspiration. If she's in London and I see her at the nice restaurants then I maybe I would safe that one for the next time I will go to London. So it's kind of inspiration. And for the work part I think it's because I really like her in that sense because she has done a big journey. And she has come very far although she's only two years older then me. So in that sense it's inspiring as well. [00:27:06.23]

Christoph: How would you describe the information you find on her blog?

Terese: How do you mean information?[00:28:03.09]

Christoph: Like information in terms of like.

Terese: Have you had problems with that question before?[00:28:13.02]

Simon: No. Not at all.

Terese: Okay it looks like it on her faces.[00:28:16.25]

Christoph: No we hadn't. Like in terms of like current trends or news.

Simon: Or anything informative that you would consider information.

Terese: I wouldn't say not a lot from her blog. It's more fun and easy going. She doesn't post a lot on fashion or anything I would say. She's very limited compared to other bloggers. [00:28:29.22]

Christoph: How important is it for you that you find informative content on Isabella's profile?

Terese: It's hard to say. But not extremely important I would say. [00:29:03.17]

Christoph: Before you talked about those travel pictures and so on. How likely is it that you would receive new ideas from her blog?

Terese: I would say pretty big in that sense. I mean usually safe if I see some nice restaurant or some nice attraction or place to go to I usually save them to remember them when it's time to go there myself. So I would say pretty big. [00:29:31.09]

Simon: How do you save them?

Terese: Haha. I actually have this crazy system in my bookmarks. So I have travelling, if she recommends let's say Gondolen in Stockholm for example, if I would like to go there then I would go into their webpage and save it in the folder. [00:29:59.17]

Christoph: Is there anything else that you would save besides travels?

Terese: Maybe if she had some recipe that I wanted to try. Ehm but I don't think she posts a lot of recipes but that could be one thing if I look at other blogs for example. [00:30:28.03]

Christoph: Let's think about the last time you went on her blog. It was today right?

Terese: No I haven't been there today. I came from work and I have only eaten. So I haven't been on that one. [00:30:58.13]

Christoph: When was it then?

Terese: Maybe two days ago. [00:31:05.28]

Simon: What did you see?

Terese: I think I saw, I actually don't remember exactly but I think it was something with her kids. Yeah it was something with her kids and they were out with the oldest kid's Jeep. [00:31:14.27]

Simon: Mhm I saw that one too actually.

Terese: That was one of the last ones that I remember. [00:31:37.00]

Christoph: How did you make that feel when you saw it?

Terese: It looked nice because it was outside and it was sunny and I recognized it because it is sunny in Stockholm right now. Or not right now but in the latest days. I actually heard Simon that you are really into this influencers now. The rumour has it. [00:31:41.27]

Simon: I could imagine.

Christoph: But how was the situation when you went on the blog then?

Terese: I was in the sofa in the evening and just like scrolling around. I think I was done with writing my thesis at that time and then just before bed kind of. [00:32:15.25]

Christoph: Have you ever received something in exchange for going on her blog?

Terese: No. [00:32:49.07]

Christoph: Like in terms of.

Simon: Invitations to some events or product samples or competitions.

Terese: Yeah I mean she has some invitations sometimes but I have never been to one. No I never participated. But friend has. She was on a blog meeting maybe eight years ago. Yeahs she was in one of the first ones she had. But I have never or competed. [00:33:03.20]

Simon: Some bloggers or influencers post a lot of discount codes. Have you ever seen that on Isabella's profile?

Terese: I think she has had some but I think in the last years it has been more like Baby shop and those kind of stores then others. So it hasn't really been relevant to me. [00:33:35.21]

Christoph: Does Isabella symbolize the kind of person you really are inside?

Terese: Yes and no. [00:34:12.11]

Christoph: Why yes and no?

Terese: I would say the same similarities as I said before so from inside as well. But I would say that for example it still is important to have the time to do nothing serious. It doesn't have to be serious all the time. [00:34:15.02]

Simon: Does following Isabella have an impact on what others think of you?

Terese: No I don't think so. [00:34:52.20]

Christoph: Why would you say no?

Terese: Because usually we don't talk specifically about it. It's more with Olivia that I talk about her mainly because she is really into it. Maybe she likes me more because of that. But otherwise we usually don't talk about it. Maybe sometimes like have you seen what she is doing or something but not really a lot. [00:34:57.06]

Christoph: How often do you visit her blog?

Terese: Twice a week maybe. [00:35:29.02]

Christoph: And what do you usually do on their?

Terese: Just reading through the posts. As long as they look interesting and sometimes maybe skip some of them. [00:35:36.23]

Simon: I don't know what type of functions she has on her blog but can you interact with the blogpost in any way?

Terese: You can comment. I don't know if you can like, but I know that you can comment. Or I think so at least. Maybe she has stopped it as well. Like some has.

Simon: Did you ever comment? [00:35:56.07]

Terese: Maybe in the beginning but not like recently at all. I don't remember. But I have done for Mikkaela Furnier for example. Because she posts a lot of pictures from different places. That I actually did last week because then I asked where one photo frame was from. [00:36:14.24]

Simon: Did she reply?

Terese: I haven't looked actually. I looked the day after and then she hadn't. But now I actually haven't so I should see if she has answered. [00:36:38.29]

Simon: Yeah you should.

Terese: Because I didn't choose the notification part. Because then I would have every comment. [00:36:43.13]

Simon: If you would do the same for Isabella do you think she would reply to such a comment?

Terese: No I don't think so because she gets a lot more comments. [00:36:58.26]

Christoph: How would you describe sponsored content on Social Media?

Terese: I love it since I'm a buyer of it. [00:37:10.11]

Christoph: How would you describe it?

Terese: I would describe it, what do you mean? [00:37:20.22]

Christoph: Like what types of sponsored content.

Terese: She has? [00:37:29.02]

Simon: In general on Social Media which types there are.

Terese: I would say there are better and worse matches. I mean I think it's positive and that it works in case it's a natural fit between the influencer and the brand that is sponsoring the influencer. I also think it could be a big failure. When the person doesn't fit at all what is being sponsored. And I would say that it also makes it as a reader I would also say that it makes a big difference because if it's natural then I wouldn't really see it as commercial kind of because I would guess it's very annoying to read a blog where you can see sponsorships throughout each post. [00:37:34.21]

Simon: How would you notice that it is a sponsorship as a reader?

Terese: You have the i samarbete med. Like in collaboration with or sponsored by. I mean when it is paid you always have to write that in Sweden. [00:38:26.05]

Simon: When it's not paid is it different?

Terese: Yeah I would say because then I mean it's not sponsored in the same sense and if it is like more a personal recommendation like this is something that they are actually standing behind from a true personal opinion. I think that mainly like for instance in the size of Isabella, bloggers are often very picky

what kind of sponsorship they choose as well. So even though it's paid I think it's still their personal opinion. But at the same time I think they are more like directed in how to communicate the message. But if they for example get something home for free then they are free to write whatever they want to and if they actually choose to write something then I would say it is actually a true personal opinion.

[00:38:43.15]

Christoph: And for Isabella, what type of sponsored content comes into your mind if you think about her blog?

Terese: Then I would say all these baby shops again. I think she really gets those sponsorship right now. Because also like for example I guess she is really expensive to have her post something. So I mean for many other categories for example beverages I wouldn't be worth the money to get her. But maybe there's not as many big influencers who has kids and are still young and strong persons. So maybe it's more important to pay her or it's worth to pay her the same money. [00:39:40.21]

Simon: You mentioned this natural fit between the influencer and the sponsored content. Could you describe that more? Or what is a natural fit and what is not a natural fit?

Terese: I always say for example if you are a, if you do, if you have a design blog for example, then it would be perhaps a bit weird if you. Okay no let's say for example Isabella who hasn't really been. Before this year she hasn't really exercised at all for example. She hasn't gone to the gym and she hasn't done any fitness at all so if she would have started a year ago to write a lot about yeah let's go to Sats, which is a gym here, then maybe it would be weird if she was really promoting it and I know that she is not going there then I would say it is not a fit. But now for example since she has invested in this fitness, I don't remember the name but it is something the fitness collection or something. And she actually shows a lot that she is doing work out at the same places as she promotes then I would say it is a good fit. [00:40:34.02]

Christoph: How would you describe a trustworthy person in general?

Terese: Someone you can trust. Hard to define but I mean someone that is very open and that is pretty straight forward that you know dares to say your own opinion for example if, so you know like if you say something you know you will get the true reaction from them because if you are unsure about it then maybe you don't know if they would go and say the true opinion somewhere else so maybe that has something to do with it that you know they would tell you even if they don't agree. [00:41:58.29]

Christoph: How would you relate this to Isabella?

Terese: I would say that she's trustworthy because she is not the person who is like 'oh I met this person yesterday and now we are best friends'. She is not that kind of person for example. So she is really like yea this is the new friend that I really like because she is really funny for example and she is really open in that sense and not the person who is like 'yeah I love everyone and I love everything'. She is really true about it. [00:42:47.14]

Christoph: And if you think about Social Media platforms in general, are they trustworthy?

Terese: Yes and no. I mean of course it is not uncommon that people post the best sides of themselves in Social Media. It's not that someone is like yeah home for the third day in a row posting it in a dark room for example. I mean no one posts that. So of course it's a bit fake or not fake but I mean it's biased of course. [00:43:37.18]

Simon: And if you think about like Instagram or a blog for example in terms of the technology itself. Is it trustworthy?

Terese: How do you mean? [00:44:30.21]

Simon: A blog for example, do you think it would act in your best interest? Like the type of tools or whatever. The internet technology, maybe that's a technical question but.

Terese: I mean it's probably designed for the sender. I mean they can get data and statistics. But in turn they are also tracked from data on how they used it. But of course I noted they can track for example my interests. Like for example on Blondinebella's Instagram post for example there are organization that can actually track what kind of readers does she have or kind of interest do they have based on the comments and the likes and so on. But of course it's also used for commercial purposes and not only for the user's best

interests. I mean it's not to my advantage that they track but I like to read about because if I really wanted then I can express myself. [00:44:56.05]

Christoph: You said that Isabella has those sponsored content with that baby shop. How does it make you feel that she has that sponsored content?

Terese: I doesn't really feel anything specific about it. I mean since it's not relevant I just pass it. [00:46:10.28]

Simon: In terms of any sponsored content not specifically the baby shop, if she would do something else. How would you think about that?

Terese: I wouldn't think about it as long as it is not too much. And of course I mean if it was a good sponsorship maybe with a 10% coupon on some webpage where I usually buy then of course it's good instead. So it depends on my interests. If I think it's good but if I'm not, if I wouldn't think it's good then I would just pass it. I don't think it harms her in a way. [00:46:30.08]

Simon: Would you also relate it to this natural fit of the sponsorship?

Terese: Yeah both to the fits because otherwise I think I would react like what is happening here. And I also think the extend like how often you do it. Because I mean if you do four posts in a day and all four were sponsored then it would more feel like an other like elevator posts or anything because that it would just feel like commercial in that sense and that's not why I entered. [00:47:03.17]

Christoph: Would you consider yourself loyal to Isabella?

Terese: Yes and no. I mean I read it weekly. So in that sense yes but I haven't been always I mean it goes from time to time. A year ago I didn't read it as often. So at the moment yes but not over time. [00:47:49.16]

Simon: Why does it change over time do you think?

Terese: I think it depends on time. Like when you don't have the time or you do something else in the evenings a lot and then you forget it and then you doesn't like really do it at all and then at some point you are yeah what's happening in her life now and then I enter it again and then maybe I continue to read. [00:48:16.16]

Christoph: How would you describe the connection between you and Isabella?

Terese: I don't think we have any connection. I mean she writes, I read kind of. [00:48:46.09]

Christoph: And we touched upon that already. How would you feel if she deletes all of her accounts. Like her blog, Instagram and everything.

Terese: I would be surprised. But I wouldn't as I said cry all night. Then I would have more spare time to spend. [00:49:05.24]

Christoph: So you wouldn't care at all?

Terese: No I would be surprised. But it wouldn't impact my life. [00:49:18.09]

Simon: Would you be able to replace her?

Terese: I think I would continue with the other two then instead only. I don't think that I would find a new one because if I would want to read another one I would probably take time for it as well. [00:49:30.28]

Christoph: And how do you feel about Isabella compared to other influencers that come to your mind.

Terese: I think she's different because she has really used the position she's in from having her blog and everything is a channel and her influencer position to go after her own dream and she is not a person who is only like yeah I'm an influencer and I don't have to do anything, everything is served to me which some especially younger influencers in my perception thinks that influencer is about that they think everything comes for free and it's just like glammers all the time. [00:49:57.19]

Simon: In terms of the three bloggers that you follow now, would you say you follow Isabella more or less than the other?

Terese: I would say exactly similar. Because I usually go into them one by one. [00:50:46.27]

Simon: Which is your favorite?

Terese: I don't know because they are actually pretty different. I mean Isabella has a bit of like work-life balance blog. Kenza has a lot of fashion and some personal and then Fournier is more like, she's going often more into depth and she is also doing like a lot of photo sessions for different companies so she is more like this typical influencer in that sense where she does a lot of sponsoring photo shoots and she hangs out

with a lot of bloggers and influencers as well. So I think they are completely different actually.
[00:50:57.04]

Christoph: Are you talking to others about Isabella?

Terese: No only to Olivia usually. [00:51:48.27]

Simon: What do you talk about when you talk about Isabella?

Terese: Then we talk about if she has done some funny posts for example that she is having a new reality show now. Or who she's dating.[00:52:00.12]

Simon: Mr. X.

Christoph: I think we have one last question. Would you keep visiting Isabella in the future?

Terese: Yes at least right now. As I said maybe from time to time. But at the moment yes. [00:52:32.17]

Christoph: And why?

Terese: Because it's a few minutes of fun. It's fun to read. Pretty simple. I mean it doesn't have to be very focused. You can just like scroll through the pictures or read the short text she has or something.
[00:52:42.07]

2.2.3 Svea

Respondent: Svea

Interviewers: Christoph and Simon

Location: Café

Length: 00:54:55

Date: April 15, 2018

- Christoph: So first we have some general question about social media behaviour. Could you describe the last time you used social media?
- Svea: Last time. It was probably when I was having breakfast this morning. I have actually deleted the Instagram app on my phone because I have used it too much but I still have it like online, like if I go into Safari then I have the app but it's just because I don't want to have it as a habit to go in there but I usually check it in the mornings. I only use Instagram a bit and I read a few blogs also. I don't know if you count blogs as social media.[00:00:10.08]
- Christoph: Yeah.
- Simon: Is it recording?
- Christoph: Yeah I think it's fine.
- Svea: You can stop and listen and see but I think it looks like it's recording.[00:00:51.02]
- Christoph: So you said Instagram. Do you use any other social media platforms?
- Svea: I have Facebook, I don't use it a lot. I use mainly the messenger app and I read some blogs and that's it. [00:01:04.16]
- Christoph: And how often would you say you use social media?
- Svea: I'm trying not to use it so often. But how often? Maybe three times per day.[00:01:21.05]
- Christoph: And which is your favorite one of the social media platforms you use?
- Svea: Do you count blogs?[00:01:40.23]
- Simon: Yeah.
- Svea: Yeah then I read blogs most.[00:01:45.12]
- Christoph: And why?
- Svea: I think that's more interesting, to actually read a bit more. And the blogs that I read I guess I have read them for like 5, 6, 7 years. So it's like some interesting persons. Also I like Instagram also because you know it's more faster and you can see some nice pictures but if I only could pick one I would stay with the blogs. [00:01:48.11]
- Christoph: Now we switch to influencers. Oh no actually not. First the question, who do you follow on social media?
- Svea: I follow, I like Isabella Löwengrip, she's actually, I think I have read her blog since she started it like ten years ago. I read a few other Swedish blogs, I read Michaela Forni, I actually like Margot, I think she's funny, and Isabella Löwengrip I have an Instagram the others I don't. I also read Sandra Beyer, her blog. That's it.[00:02:24.28]
- Christoph: And on Instagram, what's the ratio between friends and I don't know, companies and influencers?
- Svea: Mostly friends, that's probably 75% companies, I have a few, it's a few sports brands that I like. And influencers not so many actually, like one or two maybe. [00:03:12.18]
- Christoph: And how would you describe an influencer?
- Svea: But I can also say on Instagram sometimes I don't follow them but I still go in and check them. Like I don't want them in my feed but like sometimes I get curious I can search for them and go in but I don't

follow them. An influencer for me is someone that has a social media account, maybe a blog or an Instagram or both. Sometimes I guess they also have a niche like they could be into sports, they can be into fashion, they can be into I don't know, lifestyle, writing. And I mean nowadays it's also usually that they do a lot of corporations with companies, they get paid to show off products and stuff like that, which is nothing that I have a problem with. But yeah I would say that's an influencer for me.[00:03:37.09]

Christoph: And how would you describe the content that they post?

Svea: The content? I mean you can see that they put a lot effort in having professional pictures and I think you can also see how that have developed during the years, maybe six years ago it was just some mobile photos and you don't really see that anymore. I don't know what do you mean with describe? [00:04:42.00]

Christoph: What they kind of post. What comes into your mind if you think about the influencer what they post?

Svea: I guess Isabella Löwengrip for example she posts a lot about her every day life, she posts a lot of clothes, I think a lot of clothes that she's wearing and like makeup and stuff like that. She posts also a bit inspiration or how to say. I think, I guess that's her purpose at least. She posts a bit also some pieces of her everyday life that is not necessarily branded or how to say. [00:05:16.14]

Christoph: Now we switch to Isabella and have more specific questions to her. How did you find Isabella? And do you remember when that was?

Svea: Yeah I remember when that was. It was I guess in high school, no like in gymnasiet. So it's around ten years ago. I don't remember exactly how but that was by that time when blogs started to become popular in Sweden. It was like these few early ones. The first one was Alex Schuman, I think he was even before. I don't know, I think I just thought that she was fascinating so I started to follow her. I never, I know that Kinza started the same time but I have never read her blog actively. I don't know I think it was something, yeah. I don't know how you found it but I guess in that age people, maybe some friends told you about it and it starts to pop up on the internet or... I guess someone must have told me. [00:06:07.03]

Christoph: What was the first impression you had of her?

Svea: Well. I mean then she had more these picture that I remember that she was active in MUF, like a political party. And...so I think she was very provocative back then. I thought that was a bit funny I think and yeah I don't know. I also guess she was pretty cool that she was so young and she was very successful back then. And I mean already then she had a lot of, she started up a lot of companies, I remember in the beginning it was like a clothing brand, she had a web shop. So I think actually that's why I liked her because I have never really been into fashion bloggers but I liked her more of her, she was more like an entrepreneurial spirit. [00:07:03.22]

Christoph: And how would you describe her now?

Svea: I mean she's still even more entrepreneurial now I think. She has built like a big imperium with a lot of companies. But I think she's very conscious. I think I have actually listened to a lot of interviews with her and she's very strategical with what she does and I know it but I still like kind of fall for it or how do you say. She has this strategy that she's supposed to have like a few provocative posts every week. She also says okay before I'm gonna launch a new brand I try to have a softer side in the blog so people start to like me. Like she is very tactical. And I think I don't know, I think she's smart so that's why I like her. She's very good at using her social media channels to like you know get a lot of attention and I think that's been her purpose the whole time and not. I think some influencers I don't really like because it feels like they just want to get famous or get attention but she's, I guess she has a purpose, she wants to develop her companies.[00:08:06.08]

Christoph: How would you say your image of her changed over time?

Svea: My image of her. I guess I have realized how strategic she is. And I still think she's pretty cool but I guess now also she has started to maybe show a more human side now when she got divorced and with the kids and all that but I'm not so interested in that. I think it's more the like business side that I like. [00:09:25.14]

Christoph: And how do you keep up to date with her?

Svea: I read her blog mostly. Sometimes I see her on Instagram but I think the blog is more interesting because I think the text is more interesting than the images. [00:09:59.01]

Christoph: And how often are you checking the blog?

Svea: Maybe twice a day. But it's the blog, of the blogs I read it's the blog I check most frequent. Also because I know that she updates pretty frequent.[00:10:15.01]

Simon: How often would you say she updates?

Svea: I don't know. Maybe three times a day. Maybe more. I don't know but three, four maybe.[00:10:32.19]

Christoph: How would you describe the communication between Isabella and her followers?

Svea: The communication? I mean I think she tries to be a bit inspirational but also she is a bit provocative, I think she does it on purpose when she writes about like all the help that she has when she writes, yeah when she shows a lot about her very luxury habits so. But I think, I still think she has a pretty like friendly communication and pretty easy going and also pretty transparent and honest I would say. [00:10:47.10]

Christoph: Do you feel she's listening or talking to her followers?

Svea: I think she listens more than she maybe. I mean it's not maybe that she's into the comments and replies there, I don't think she would have the time for that, but I think that she sometimes listens because it would be that someone asks me this or someone had a comment about that and she would bring it up and I guess if it's something big I don't think she listens so much to every comment. I think you can't rely on it if you have a big blog like that because people give you a lot of negative criticism and I think these kind of people who can still keep up the blog are those who kind of have this chilled I don't care so much. But she definitely talks more than listens I would say. [00:11:40.02]

Christoph: If you would ask her a question, do you think she would answer?

Svea: It would depend. I think, I guess it would depend. It wouldn't be, if it would be something interesting right, not if it would be oh where can I buy this mascara, probably not but if it would be maybe something more about entrepreneurship or I don't know. I would never ask her question. Like in the blog or something. [00:12:40.09]

Christoph: And how important is it for you in general that an influencer that you follow is communicating with the followers?

Svea: For me not so important at all actually. No it's not so important.[00:13:15.29]

Simon: Why would you say?

Svea: I don't know. I don't have the need, why is that not important? But do you mean, because you can communicate in different ways. I don't think it's important, like I wouldn't go in and read like the comments and stuff like that. But I guess important maybe if someone brings up a lot of common themes and they would answer it in a general post, maybe that's important but I don't think it's important. Like I would never go in and post a question and expect to get an answer or anything. I guess I'm just not maybe not so that involved. [00:13:27.14]

Christoph: You already talked about it a bit before, that she has that friendly tone when she talks. How would you describe in general how she's communicating? Like in terms of tone of voice or the topics that she's talking about.

Svea: I think yeah but friendly but also I think she tries also a bit to always lay on this fine line of being a bit provocative. Maybe not in a negative way I guess she also wants to get people out of the box and I think. But she has a, I think she has a very like easy going tone and that I think annoys some people that she's like very like ah now it did this and that and that and that. Then it's so lovely to work. But I don't mind it. And I also, I guess I also understand it's probably a bit of a facade that she puts up. But yeah I would say it's a pretty easy going tone but it can also be serious when I guess she talks about her kids or her divorce. [00:14:27.20]

Simon: You mentioned that she's transparent and kind of honest. How does that come through in the way she communicates?

Svea: I guess maybe she can say that she is a bit insecure in how to be a good mom and she says that she's insecure of how to be a good friend and keep relations. I think that's actually something very open to say about yourself that like hey I'm not so good at social relations. And I guess she says that yeah she's having a hard time after divorce. I guess she wasn't so open with that in the beginning which makes sense. But yeah in that way I would say she's transparent but I think that is there about listening to the followers I think that's something she does because she knows that people appreciate that side and not only see the good parts. [00:15:31.20]

Christoph: That information that she got divorced and that she's insecure, would you say that's private information? Would you consider that private information? Or like personal things?

Svea: I guess it depends from people to people. I would never, I would never have a blog, but I would never, for me that would be pretty private to write about but I think it's also people are different of where they have their limits of what they feel is okay to share. [00:16:42.17]

Christoph: How important is it for you when you follow an influencer that they are sharing that kind of information that you just talked about? With the divorce and about the personal insecurities.

Svea: I guess it's important. I mean maybe because it's more like this personal blogs I think it's interesting and not so, I mean if I would be someone who follows like fashion bloggers and stuff maybe I wouldn't think it's so important but I think it's pretty important and it gives it a bit more like a real picture and more honest. So I think it's important. [00:17:20.25]

Christoph: How would you describe Isabella in comparison to yourself?

Svea: I think she has much more energy than I do. I would say she's also more, much more business minded. And more of a, because she seems to be this person who has a lot of ideas and I think I'm more this very considered person. I don't think I'm very similar to her. No. [00:17:52.13]

Christoph: Do you see any similarities?

Svea: Do I see any similarities. Yeah maybe that she's very like open minded and outgoing. I would say I'm that to. And I guess I also have ambitions for my career and my life. I think that's why I think she's inspiring but I don't think my ambitions are not on the same scale as her as building like the new Estee Lauder or something like that. But I think I also have ambitions for career and stuff and I think that's why I think she's inspiring. [00:18:21.23]

Christoph: How important is it for you to follow somebody that has some similarities with you?

Svea: I guess that's similar. I guess that's maybe why you follow some people. Either that they are similar or maybe they have something you would like to have. Yeah I guess it's important. It's probably why you have started to like these people and that you continue to follow them. [00:19:09.00]

Christoph: How do you think would others describe Isabella?

Svea: It depends. I know, I have had some discussions at my job here in Denmark. With like my boss, she's like Danish, she's in her fifties and she still doesn't really get it. She's this very like ah she's just this young, blonde little girl seeking for attention and I'm like but hey she has a much more successful company than you do. So I guess people like someone in the older generations they still believe she's just this little blonde girl who has a blog. But I think, I don't know, some people would describe her as this super career driven person who doesn't care about her feelings or her kids and stuff. Because she gets a lot of criticism about that also but I think most people in my age would have a pretty positive view on her, especially if you know what she has done and like the companies that she has built up. So I guess it's people who don't really know her and also because also when I told my boss like look her companies are worth this and this and this and she has built up this and then she was ah okay well yeah. I think that's pretty, you know. So I guess it depends also on what you know about them if you think they are just a blogger or. [00:19:45.26]

Christoph: How do you think she would fit into your circle of friends?

Svea: That's interesting...ehm...I don't know. I'm trying to think because I'm having, Viktoria and I were having our friends from Sweden over for the weekend, if she would fit in there. I don't know, I don't think she would fit in so good to be honest. [00:21:28.19]

Christoph: Why? What makes her not fit?

Svea: Yeah I'm trying to think, maybe I have never thought about this if she would fit into my group of friends. Maybe a bit, I mean she's very energetic and all that but I guess maybe she seems maybe to be a person who speaks about a lot about herself and she's maybe not so interested in others. I mean I don't know but that's the, I think it would be difficult to be friends with her because I think she's so into her life and her like you know and her things, and it that way maybe it wouldn't be a like equal friendship or how to say. [00:22:04.21]

Christoph: And what do you think would others think if you had her as a friend? Let's imagine you had her as a friend.

Simon: What would they think of you?

Svea: They would probably think I was an attention seeker. No. Like this free rider on fame. No. I don't know. I guess people in my age would probably think it was pretty cool. I don't know, maybe...what would people think. Yeah I think people wouldn't really mind it or you know. [00:23:24.23]

Christoph: How important is it general that other people like the influencer you follow?

Svea: That's not so important for me. I know a lot of my friends maybe don't like Isabella. Like it's nothing really I sit and discuss with my friends. We don't sit and speak so much about influencer. So no that's not important for me.[00:23:57.24]

Christoph: How does Isabella make you feel when you look at her posts or at her blog posts? Let's talk about the blog.

Svea: How she makes me feel. [00:24:30.29]

Christoph: When she's posting something new on her blog.

Svea: It doesn't really make me feel anything special. I think most of them time I'm pretty neutral but if it makes me feel like I would never, I know people strongly react like if she writes something about the kids and that she's a bad mom or whatever that doesn't affect it at all. I guess if she makes me feel anything it could maybe be a bit more inspirational I think. But it depends, it's not every time I read her blog and I'm just like tada I'm so inspired. No. [00:24:41.07]

Christoph: What does Isabella mean to you?

Svea: I don't know. Sometimes I'm wondering why I read blogs because you know with yourself when you are on a holiday and you haven't had a wif for a while you haven't really missed it. But what does she mean to me. I think for me, maybe it's not what she means to me personally, but I think she's a very good example of like a successful woman in like and entrepreneurial world and that's you know you don't have to be an 60 year old man to succeed with your companies. So I think like that's what she means to me or how to say, that she yeah. [00:25:25.12]

Christoph: And do you care what happens to her?

Svea: Yeah I guess a bit. I guess, I think it has been pretty cool to follow her journey and I hope it goes good for her. So in that way yeah. But it's not that I would cry when she got divorced or something like that but you know. Yeah I guess a little bit. [00:26:14.23]

Christoph: When she's revealing her emotions and feelings about something how does that make you feel?

Svea: I don't think it affects me so much. No because also its not a person that I know. Mm ... Im trying to think, I guess maybe when she wrote a bit about you know... I guess it more if she tells. Yeah, she had an interview with Alex Shulman and se told that people criticise her a lot for all the choices she makes and what hit her most is when people criticise her as a mom. And then I felt likely know I felt a bit sorry for her because it's very hard to be that exposed especially with the kids and all that. That was one of the few times I have been very like you know affected or how to say. I don't get so affected, no. [00:26:55.00]

Christoph: Would you like to meet her in person?

Svea: Yeah that could be pretty cool. I have actually seen her once but that was a long time ago in Stockholm. But I wouldn't be the person that would stop them and say like hi! But maybe if I met her at some event. But I would never stop a person if I met them on the street because I guess they should have their privacy too. [00:27:56.02]

Christoph: What is the content that you are interested in when you look at her blog?

Svea: It's ehm, when she writes about her companies. Yeah when she writes about what she's eating for dinner I usually don't read about that so often. I don't care so much about the salad she had or whatever. So its more about her companies. I'm trying to think... For her... about her kids, I would write it, read it, but not so much because maybe it's because I don't have kids myself. Yeah and I like also I guess I also like pictures of her clothes even though I said before that I don't follow fashion bloggers and now I'm saying against myself a bit. I yeah I think I like them I think she has a pretty good like clothing style so that would be something I look at sometimes. Yeah, but mostly I think it's interesting to read about her companies.[00:28:36.01]

Christoph: How important is that type of content for you?

Svea: That's important. I think if you only would write about her family and yeah what she eats for dinner. I wouldn't read the blog. [00:29:39.12]

Christoph: If you could think of some content or some category that she should delete. What would that be that she should write less about?

Svea: I think that she shows what she eats maybe (laughs). I don't care about that. [00:30:03.25]

Christoph: How would you describe the information you find on her profile? Her blog or her instagram?

Svea: Like if its reliable or what? [00:30:22.11]

Christoph: Like more like what you would consider as informative for you?

Svea: Yeah, well it is what we have been talking about. She think she is very strategic so she has certain amount of family time, my time, company time, friends you know. That's very obvious at least for me. But mhm I think it's pretty informative she has a lot of text. Like many blogger have just big pictures and writes a bit. But I would say she's the opposite, she writes more and then she posts pictures. But how it is, I think it's pretty informative its pretty detailed but not too detailed like in the way: This is how I put milk in my coffee. Like some people. And I guess also since she posts many posts during the day. It gets more like you know, centred. Which I think is more interesting. Because some blogs they would just describe their days you know. And that I think is super boring. So I like it that she has kind of themes on her posts, then you can also kind of fast see if it's something you will think is interesting or if it's something you want. I don't read every post that she posts if I find, like see if its nothing that would interest me.[00:30:31.21]

Christoph: What would be a post you would be interested in?

Svea: Yeah maybe when she writes about her companies, when she writes about... Yeah like travels and trips. I like that also. When she have been to different cities and she posts about that. That I would always read. [00:31:58.28]

Christoph: What do you like about that?

Svea: I don't know. I guess it's also that I like to travel myself. It's nice to see when someone has been somewhere or maybe even though I said I don't like to see what she eats for dinner I think it's nice maybe when she has written about some restaurants and stuff because maybe I think that's different. It's more like, maybe I could try this place out. [00:32:17.15]

Christoph: And how important is it for you that find some information or informative content on Isabella's profile?

Svea: That's important I guess. Otherwise I wouldn't read. I guess thats why I like this blog instead of yeah you also asked about Isabella ingrosso. I don't know so much about her so maybe Im totally wrong but I wouldn't assume I would get out as much of reading her blog because I feel. I don't know because I never read her blog. But just my me being judgemental I assume it's more like oh look at my top or look at me

and my friends. And that doesn't interest me. I think that, I think because this is like podcasts and stuff. I listen to a lot of podcasts. But I think I like it more when it's more hands on and like some advices. I don't like these podcasts where they just talk about themselves and I think that's why I like Isabella's blog because it's a bit more relevant. [00:32:47.14]

Christoph: And you just mentioned the restaurant before that you could be like oh yeah maybe I could go there. How likely is it that you would receive new ideas when you go on her blog?

Svea: I think that's pretty likely. In different ways. It could be both because she... I think she posted now that she was in Madrid and I was also in Madrid last weekend. My Boyfriend is from Madrid. And then I was like oh, maybe we can go here next time. So for example like that. And maybe also a way of thinking sometimes. I think she has a pretty positive like way of seeing life and she seems to be very pragmatic which I think is nice. So in that way you can get ideas from that also how to think or how to tackle problems you see in your life. So yeah... I think it's important. Or you said if it's likely? [00:34:04.01]

Christoph: Yeah or important?

Svea: Yeah I guess I can get some ideas yeah! [00:34:57.12]

Christoph: Do you remember the last time you went on her blog? When was that?

Svea: Yeah it was this morning [00:35:09.26]

Christoph: So how did you feel when you were on there? Or maybe before?

Simon: What were you doing when you ... ?

Svea: Yeah, it was when I had my breakfast. So I usually read some blogs or news, I have a long breakfast. I don't know how I felt. I don't think it makes me feel anything special. It's also a bit because you have it as a habit in one way. But I guess, in one way it must make me feel a little bit good, otherwise I wouldn't do it, I guess. But I can't really. Sorry I'm missing out on some nice quotes in your thesis now. But I can't say (laughs) It made me feel anything special. [00:35:24.29]

Christoph: Have you ever received something in exchange for visiting her profiles?

Svea: Like for me personally? [00:36:11.08]

Simon: Yeah, or it could be something more tangible if she had competitions or?

Svea: Okay, no, no products. No, I guess it's more what we talked about before that you can get some inspiration. So, for ideas. And I think also and thats. You know it's also a way of spending time so thats what's a bit sad about it because when you're restless you just put up your phone to read a blog. [00:36:21.29]

Christoph: And some influencers they post those discount codes, have you ever stumbled upon them?

Svea: Yeah, I'm trying to think. Yeah I think I've used it once. It was from what are they called this, N-A-K-D. This Swedish fashion brand. Yeah Nakd, yeah. That I have used once from her blog actually. I don't mind, I think it's great. It's a win-win situation, I know that they get money on that but I mean that. I know some people get very upset that they don't mark some posts that they are sponsored or not. That doesn't really matter to me at all. I just think if they can make some money, why not? Ehm, so yeah I have used it once. [00:36:57.12]

Christoph: Does Isabella symbolise the kind of person you are inside?

Svea: No... [00:37:52.17]

Christoph: Or parts of who you are inside?

Svea: No, I wouldn't think so, I think she's... no as we spoke about before, I guess both have ambitions but I think she has much more ambitions. I think she's probably a bit more like restless more than me. Ehm, yeah maybe some parts. She seems to always achieve something and find something, you know do well in what she does. It's also difficult to say because what they show on the blog is probably not how they are as a person. They also choose to depict, you know I think in one way the glorify themselves a bit. So it's also so no I wouldn't say she is like I am inside. [00:37:59.26]

Christoph: Does following her have an impact on what others think of you?

Svea: Yeah we spoke about this a bit. I don't know, ehm, I don't think so no. I think it's so common these days that all people follow influencers... and maybe it does, I have never thought about that. What someone would think about me if I follow them maybe it does I don't know. But if they would think something I don't think it would affect me. [00:39:03.23]

Christoph: Mmm, when you visit her could be blog or Instagram, what do you usually do on the platforms?

Svea: Mm, I mean if I... It's the blog that I read the most. Then I go into the blog and then I would maybe there's two new posts or something. Maybe I would just, like if I think they're interesting I read them if I don't I don't read them. And then I leave. [00:39:53.03]

Christoph: And like on her Instagram?

Svea: mhm! [00:40:14.25]

Christoph: You go on her Instagram?

Svea: Yeah I think I actually I do follow her but I I'm so rarely on my Instagram and I think for some reason they don't show me her so often in my feed. I think they have some new algorithm or something. Because I would probably never like her posts, I don't think I do and since I like my friends posts more I think that's what come up more. So I don't see her that often on Instagram but if I see her, sometimes I would like look at her stories. It doesn't happen so often. Maybe twice a month or something. I would not actively go in and like be like let's look at her story but it would just be like if I see it you know up on the little circles on top. So that's what I do on her. I don't comment, I don't think I've ever written a comment. I'm one of these lurkers as it's so nicely called. (laughs). [00:40:21.02]

Christoph: Have you ever saved anything, took a screenshot?

Svea: Hmm, maybe. Maybe ehm, like some... Then it's probably some clothing piece or something. I can't recall it but I mean its been ten years I have followed her so I guess it must have happened. Yeah maybe like a skirt or something, yeah a lipstick once and she said yeah use this! And then I put a screenshot to remember. [00:41:39.29]

Simon: Do you ever press like on Instagram?

Svea: Very very rarely... So maybe there because you spoke before if I care if people. I don't know if that's why I don't do it. Because then it comes up. I don't know if that's included to that but I would never. I don't know, I guess... I guess also I don't like influencers posts so often because I guess it feels like it doesn't really matter to them. But I know if I like my friends post they think you know it would mean more to them you know. If you see what I mean. So, that's probably why I don't like... that's actually interesting I don't know if its the same for you but it's you're closest friends, you like everything they put up no matter what it is right. And then if it is...yeah...so that's probably why I don't like anything. Unless it's something very special. [00:42:07.00]

Simon: And on her blog you can only comment right?

Svea: Yeah, I think so. [00:43:12.05]

Simon: There's no other things you can do?

Svea: No. [00:43:18.11]

Simon: Then we switch the topic a little bit and talk a bit about sponsored content. How would you describe sponsored content on social media?

Svea: I don't mind it. And it's how the whole kind of advertising industry has developed. That's why most of the companies put in a lot of money right now. I don't mind it. I feel actually with Isabella I think also because she is so big she can also be very critical. With her it Never feels like hypocritical because she can be very...she probably gets a lot of suggestions so she can be very picky of cooperating with companies that suits her. If I go into like a smaller blog and they, I don't know stands with some juices or I don't know. But, for her I think. She has influencer, yeah sponsors that fits her own brand it feels very coherent with what she does so I don't mind it at all. [00:43:26.11]

Christoph: So you think you're able to recognise sponsored content at all?

Svea: Mm, yeah I mean now it is required that they mark it. Eh, so in that way they would do. And it's like these links you can click into or like a store they always have to mark it. I think it's a very long time ago bloggers could you know getaway with just writing, oh look at this nice thing and then not mention it's sponsored. But I think she doesn't really write like, ooh... But I think she's also very transparent, like, she has some clothing brand for kids that she had cooperation with for a long time and she writes that oh now baby shop and I have another cooperating and I think, I don't know I think most people know that's how it works. [00:44:37.01]

Christoph: And how do you feel about the fact that she's posting sponsored content?

Svea: I don't mind it. I would probably not read these posts about baby shop because I don't buy baby clothes. But no I don't mind it and I think in her blog it's not maybe it's not as high percentage as you can see in other blogs. Because yes in like clothing links she has a lot but those you don't really, me I don't really pay attention to them it's more when it's a whole blog post assigned to you know a company. But also she does it in a different way because she has these companies I mean because she has her own company. Like you know skincare company, she has the shoes. So I guess maybe there are some people that are upset because why didn't you admark this when you wrote about your own shoe brand. But for me it's obvious when she writes about her own shoe brand. Of course she... but I guess I think her entrepreneurship is interesting so also that's why I don't really mind it when she writes about it. Because I also know that she has invested in this natural cycles which is like this birth control and she has invested in this nordic tech house and this other big clothing brand so I think you see mostly those sponsorships in her blog actually. [00:45:34.06]

Christoph: And you say that she's kind of like open when she posts sponsored content. Do you think she's trustworthy in general? How do you perceive her?

Svea: I perceive her as pretty trustworthy, also I think that the biggest bloggers have to be that because they also get pretty controlled and you know. But that's not super important to me I don't think I think also what I said before that her cooperations feel a bit genuine it's not that she stands with some kind of cookie that she never would eat. So I guess in that way it feels trustworthy too you know. And she is also pretty transparent about how much money she makes out of sponsorships and how much money she makes out of her blog for example. [00:47:24.28]

Simon: Would you say that, that makes her trustworthy? To be transparent?

Svea: Yeah, I think so that she's open with, Yeah I can take this amount of money, I think she has explained that in a post. Like, this is how much I charge and... Yeah in that way I think she's transparent. [00:48:19.06]

Simon: If she started posting sponsored content, for example you said cookies that she doesn't like? How would you react to that?

Svea: Then probably I would be a little bit annoyed. Yeah, I would. Because I think she and her blog has been on kind of a good balance on weaving it into her posts so it feels natural. Some blogs that I read, I read sometimes Mikaela Forni's blog, also do you know her? [00:49:23.22]

Simon: Yeah!

Svea: But she is very you know it's so obvious. Oh, now we write this post about this hairdryer and that I don't find that interesting. So if she started to do that more maybe I wouldn't be as interested in the blog. [00:49:36.03]

Christoph: And would you consider yourself loyal to Isabella?

Svea: Yes, I think so (enthusiastic). I mean both that I read the blog and what I spoke before that I kind of defended her in front of my boss in one way. I have read her blog back and forth for ten years. Maybe in some periods I haven't done it but yeah that's the blog I have read the most always. [00:49:48.15]

Christoph: And how would you describe the connection between Isabella and yourself?

Svea: The connection between us? Ehm...How do you mean?[00:50:29.12]

Christoph: Like ehm.. How you feel like connected to her? Like the relationship maybe?

Svea: I don't know. I mean if I...If someone would say, like okay you can't read her blog anymore. Then I wouldn't be devastated or how to say. But a connection...[00:50:39.11]

Christoph: Like for example if she would delete her blog and her Instagram and all that social media profiles, how would that make you feel?

Svea: I guess in the beginning it would be a bit like what I said. Out of habit you go in and read those blogs. I remember she had some... some breaks from her blog. When she was... I don't know how to say it English, gå in i väggen. Like kind of crashed.[00:51:21.10]

Simon: Like kind of hit the wall?

Svea: Hit the wall., yeah And I'm trying to think how I reacted then, because then she didn't blog for like a month or something. Ehm, I don't know. Yeah maybe it would be a bit empty then but its not that it would like ruin my life. [00:51:49.29]

Simon: If you think about the other blogs you read for example and you compare your connection maybe to other bloggers and your connection to Isabella. How would you describe that?

Svea: Yeah maybe I have a stronger connection to Isabella. Just as I said because that's the blog I have read most frequently. And others it's a bit more spontaneously or it could be like oh now I read it for a few months and then I don't read it for year or something. So in that way, and it's also the blog where I get most inspiration from and if I could only choose one blog it would be that blog. [00:52:25.17]

Christoph: You already mentioned that you defended her in front of your boss. Are you also talking to others about Isabella?

Svea: Maybe sometimes it would probably be with my friends if it comes up something about her. But not super often. I know, Victoria for example I don't think she follows her so it's not like we sit and discuss. Maybe sometimes, but its not... with some friends but it's more maybe if something special happened. [00:55Simon:10.06]

Christoph: So what do you think would be a topic you would discuss?

Svea: A topic we would discuss...Yeah I think we discussed it a little bit that she was questioned in media because she has invested in these natural cycles and natural cycles have been questioned if it really can be called a birth control and then I think we discussed. I think yeah, wonder if she really thinks this is a smart idea or if it's just an investment opportunity. That I think is the last time I discussed her with someone. [00:53:47.15]

Simon: Yeah, then we just have one last question. Would you keep visiting Isabella in the next few years?

Svea: Yeah I would![00:54:46.09]

Simon: Why?

Svea: Because I like it, I most like her blog, since I followed it for so long I think it's a nice blog. She has as we spoke about a lot of good informational content and I think I get a lot out of reading her blog. [00:54:48.21]

Christoph: Alright

Simon: Perfect!

2.2.4 Michaela

Respondent: Michaela

Interviewers: Simon and Christoph

Location: University

Length: 00:49:01

Date: April 11, 2018

Simon: How old are you?

Michaela: 24

Simon: And is it okay that we record that interview?

Michaela: Ehm yes.

Simon: It's anonymous and there's no right or wrong answers, everything that comes into your mind just say it. And we are going to talk about influencers and Social Media. So first we have some general questions about Social Media and influencer. Could you describe the last time you used Social Media?

Michaela: I think it was when I waited for you guys when I was at the library. I just scrolled through Instagram. [00:00:41.09]

Simon: Did you see anything interesting?

Michaela: No I don't think I recognized anything. Nothing special.[00:00:57.01]

Simon: How often would you say you use Social Media?

Michaela: I think maybe like 4 hours a day or something like that. Like more then I think I use it but five minutes there, five minutes there.[00:01:09.08]

Christoph: And how is it split across the whole day? When do you usually use Social Media?

Michaela: I usually use it more when I work and I'm studying. When I'm like bored or just if I wait for someone. So less on the weekends, more on the weekdays.[00:01:30.21]

Simon: And when you use Social Media, which platforms or apps do you usually use?

Michaela: Ehm so it's Instagram, it's Facebook, it's LinkedIn. Yeah those three.[00:01:49.28]

Simon: Which one is your favorite?

Michaela: Instagram.[00:02:01.29]

Simon: And why is Instagram your favorite?

Michaela: Because you can know what all your friends are up to and see what's happening and you can also get inspiration. You can be there for hours and do anything.[00:02:07.07]

Simon: If you think about the people you follow on Instagram, what type of accounts are these?

Michaela: I would say I follow like my friends accounts and maybe ten extra. Like ten inspirational accounts. [00:02:31.16]

Christoph: If you say inspirational accounts, what kind of accounts are these?

Michaela: Like with nice content. Not like famous people. More like nice pictures put together. But I change those ten. I have like those ten for a while and then I change them. [00:02:47.17]

Simon: And what type of content would you find inspiring in those ten accounts? Or what are you looking for?

Michaela: A feeling I think. Ehm I don't want to know that it's sponsored or anything. I want to have the real feeling behind and people are doing it because they are thinking it's nice or beautiful or like that they have done it for inspiration as well. [00:03:14.29]

Simon: How would you describe an influencer?

Michaela: Like a salesperson. Like someone who want you to buy the products. Or like the middleman between a company the customer. [00:03:43.23]

Simon: And what type of content that they post on Social Media would you associate with an influencer?

Michaela: Like pictures of clothes for example. And then you can like see the tags if you click on the picture. And then a lot of content with products and be like yeah have you tried this one it's so nice. Very obvious that it's like sponsored or influenced by something.[00:04:12.06]

Simon: How is that obvious? Or how do you know that it's sponsored?

Michaela: Because nowadays you have to like mark everything if you got money for it in certain way. So I think before it felt more they have chosen it themselves but today they have to state it's so obvious that it gets more like unpersonalized.[00:04:41.27]

Simon: And now we are going to talk a bit more about Isabella Löwengrip's case. When did you first come across Isabella?

Michaela: I think I was maybe twelve. Back then she was called Blondinebella and she was just very provocative. Said so many crazy things and very political active in Sweden. I think she was one of the first bloggers. [00:05:23.28]

Christoph: Do you remember how you found her?

Michaela: No. No idea. No I don't know actually.[00:05:48.26]

Simon: So your first impression was that she was provocative. And how would you describe her now?

Michaela: Very likem she feels like so much older then she is and she's very like, everything should be so like perfect. And everything feels like it's following a strategy. So it's not so spontaneous anything she does. But it's a very good like mix of all the content she's posting.[00:06:19.03]

Christoph: How would you describe that mix?

Michaela: It's like family, work, travels, food, some inspirational content with like food and fashion. [00:06:50.09]

Simon: How do you find out new information about her? Or how do you keep up to date?

Michaela: I think I go to her blog. Or maybe I visit her Instagram. But more blog than Instagram.[00:07:17.15]

Simon: What is it that makes you go to the blog than Instagram?

Michaela: Because I think I want to know more. I want to get everything instead of just of get the picture. [00:07:36.15]

Simon: Would you say your image of Isabella has changed from the provocative, political Isabella that you talked about to what she's now?

Michaela: Yeah to some extent yes but I still think she's quit provocative right now. When I think of it she doesn't do anything herself and she has all the stuff working for her all the time. I heard some podcasts with her and something she says is so like rude. She had one example when her boyfriend was talking about his day and she don't think she finds it interesting she's like no I don't want to hear it because I just want to like focus on things in my life that are important and about your day is not important to me. So in that sense she is quite provocative still. [00:07:59.17]

Simon: How would you describe the way she talks to her followers?

Michaela: I think she mixes between like wanting to connect with them and wanting to like and say something that people really get upset to. So they are like really engaged with her but they hate her. That's the only engaging. [00:08:57.07]

Simon: Do you think she listens to what the followers have to say?

Michaela: Yeah I think so but I still think she's always trying to be one step ahead of her followers so she is trying to shape the industry more than the followers are shaping her. If you compare to many other bloggers or influencers. [00:09:24.13]

Christoph: If you say she is listening to her follower, how can you see that?

Michaela: I would more say if she's first like written something provocative and started debating her on a blog I would say that she is trying to do something more nice in the next blogpost to get people more like happily again or more friendly and starting to..Oh okay so I don't think she listens so much to her follower. I think she does it for her own protection and more to follow her strategy than to listen to her followers.[00:09:52.04]

Simon: Is she responding to say questions and comments? On her blog or Instagram.

Michaela: I haven't read so many comments so I don't know to be honest. But I don't think so. It would surprise me if she did. It feels like it's a really big distance between her and her readers. [00:10:40.26]

Simon: How do you feel that distance?

Michaela: I don't know. It's just a feeling I think. It's maybe because she has this extravaganza life or just because she has done it for so long. But it's something. It feels like more distance than other bloggers or Instagramers. [00:11:06.08]

Simon: Would you say this has changed since you followed her for a long time? Like how she connects to her followers has changed?

Michaela: I think she has been more and more distance every year. Like every five years or something like that.[00:11:36.21]

Simon: How does she communicate? In terms of tone of voice or the topics she usually talks about.

Michaela: I think everything concerning her day to day life is quite provocative. She communicated very honest I think. She doesn't spare the details, which could make people upset. And It think in regards to her business life she talks a lot of like overall and like telling people about her new products and projects. But not like in detail. So I think that she's more distance on the business side but in her personal life very detailed. [00:11:57.00]

Simon: You mentioned honest. Is it important for you that an influencer is honest for you to follow them?

Michaela: Yes.[00:12:49.10]

Simon: Why?

Michaela: Because when you follow someone for a long time or just like very intense you start to build up a relationship in your head with the person and you start like trusting the one like you trust your friends. And if the person starts to showing off that the person just does collaborations with anyone or like any products without having any personal passion about it it just like loses its value. So it feels like you don't are friends anymore because you don't know this person anymore because they have changed. [00:12:56.27]

Simon: In terms of influencers and Social Media. How would you see private information? Or what would you perceive as private or personal information?

Michaela: From their perspective?[00:13:52.00]

Simon: Yes.

Michaela: I don't think that you get shocked about anything today. Like you maybe did before. I don't think that you have any information that you feel are too personal. Especially if you start feeling that you are following them and you are like friends, you want to know more. You want to like understand why they are behaving in a certain way or why they are changing their way of living.[00:14:03.12]

Michaela: Oh I changed my mind. I think that if a person is constantly feeling bad you don't want to read about it. You want to have the happy life, like a high level of happiness and then you want to have some peace instead of like the darkness. But most like be happy and sunny stories. [00:14:38.03]

Simon: In terms of Isabella, would you say she is sharing information openly?

Michaela: I think she has a more filter than you are perceiving. I think that she is like a pro on this. So she knows exactly what she needs to be sharing in order for the information to feel really like intimate. But if you would get like the whole picture, I think that the information she shares is quite far away from the truth. And she has told in after hand that before, in like her teen years, in her twenties, she lied a lot on her blog

so she could be writing a blog post about her drinking champagne at some club and she was like yeah I was home. So I think that it's easy to when you read the story you feel like you get the whole story and you are buying it. But maybe it's another truth.[00:15:06.06]

Simon: How would you describe Isabella in comparison to yourself?

Michaela: Oh far away. So different persons. I would say that she is like very good in what she does and in her work she is really focused. And she sometimes comes of a bit emotional cold. And very mature in some ways. And very goal oriented. Important to target her own goals. [00:16:13.12]

Christoph: Do you see any similarities between you and her? Or not at all?

Michaela: Not I would not say. We are both Swedish, we are both blonde. But no. I think when we started follow her, we, me and my friend, thought oh she's so cool and she has such fun life. And we grow older and she grow older it's like the difference just like became bigger and bigger. So it's more like she's interesting to read and she's really good in what she does. So I think it's more about that why I follow her than I feel any closeness to her. Like her personality.[00:16:54.14]

Simon: How would others describe Isabella?

Michaela: Entrepreneurial. Successful. I don't know. I think that people either love her or hate her. It's like nothing in between. [00:17:46.18]

Simon: And if you imagined her in your circle of friends. Where would she be? Could she be there?

Michaela: Oh that's a tough one. I think maybe but it wouldn't be like a close friend. Somebody that you take a dinner with or take a drink or meet up once or twice a year. No one that you are like calling every day. [00:18:23.01]

Simon: Why is that?

Michaela: Because she is too busy. She doesn't have time for it and I don't think she want to..The feeling that I have of her is that she doesn't want to have a close connection when you are talking about your everyday life and your everyday problem. You need to like contributing more to the conversation than she just like talks about ordinary stuff. [00:18:43.29]

Simon: What would others think of you if you had her as a friend?

Michaela: I think that people maybe be like impressed. Or be like OMG why are you friends. And maybe thought it was interesting for a month or two but then it was like it's different. She never have time for you.[00:19:14.12]

Simon: If you imagined a friend who wouldn't know who she was, would it be the same? Would they think the same of you if you had her as a friend?

Michaela: I think that you feel like you just saw her. It think you could have hard times to place her. So if she is like walking into a restaurant and you are going to have dinner with her and you have never met her before I don't think that you would say that she's like OMG she is so successful, she is a business lady and so on. Maybe more she's a club girl, like an exclusive club girl. But as fast as you like start talking to her you would change your opinion about her I think. [00:20:02.19]

Simon: Why do you think you would change your opinion about her by talking to her?

Michaela: Because I think she talks a lot about business all the time and tries to talk about new markets in order to develop herself. And she never has a boring conversation in her opinion. I think a lot about this girl but I have never met her. [00:20:43.02]

Simon: What would you say that Isabella means to you?

Michaela: If she closes down her blog I wouldn't care so much. But I would be wondering what happened. What is she doing now. So okay I would care a bit but not like..I wouldn't be devastated. [00:21:22.22]

Simon: In general. When things happen to her, positive and negative, how does that make you feel? Or do you care about that?

Michaela: I don't know if it's just like my opinion but I live with three other girls and she's the main topic at our dinner to be honest. (laughs and feels a bit ashamed)[00:21:52.00]

Christoph: How do you talk about her?

Michaela: We have different like ideas if she's like... she lost a lot of weight I think two years or one year ago. And we have the discussion why is this happening now. Okay this is like (laugh). So one of our friends had dinner with her and this boyfriend have had dinner with her so she can tell us all about, like the details, how she's in real life. Yeah (laugh) this is awkward. I sound like a stalker. [00:22:04.16]

Simon: This leads us to the next question. Would you like to meet her?

Michaela: Yes. [00:22:55.16]

Christoph: Why would you like to meet her then?

Michaela: I don't know. But I think it would be hard to like meet her and be like I kind of know everything about you but at the same time be like cool and chilled. So maybe it would be easier to just not meet her. But I would like to like observe her. Maybe if I was here and she was two tables away. And just sitting here and watch her for the entire dinner. That would be perfect.[00:22:00.02]

Christoph: What about having a dinner with her or a coffee with her?

Michaela: Yeah. But I think then I need to like have something to..so like we are more equal in like our meeting point to not be like yeah I'm a fan, how are you? More like I know something that you don't know like I could help you with that. Something like that. [00:22:26.19]

Simon: And when she, in her posts for example, reveals how she feels or her emotions about something. How does that make you feel?

Michaela: Like her emotions?[00:24:01.21]

Simon: Yeah. If she's super happy or super sad.

Michaela: I think that maybe on her side when she's happy it's like it makes me feel good and when she's sad it's maybe like oh poor her. It's not like poor, it's like that's sad. Because you don't want anyone to be like sad. But it's not that I'm like sad for real, like really really down. It's just like I make a note and then continue my life. [00:24:13.01]

Simon: In terms of the content she posts, what is the most interesting to you?

Michaela: I think when she's like travelling. To be honest the content is maybe not that interesting. But I still read it and look at the pictures. But when she's travelling the pictures are always more appealing then when she's like just at home. [00:24:56.16]

Simon: You mentioned the blog in the beginning that you go through. Is there any specific content on the blog that you find more interesting?

Michaela: I like when it's not too much text. So it's like pictures and then small pieces of text. It's just easy to grasp the entire like context and like all the information in the blogpost.[00:25:34.00]

Simon: Any specific topic?

Simon: If you could choose one thing she could post more of and one thing she could post less of. What would that be?

Michaela: Sometimes I think like pictures with her and her business partner when they are just like posing and just like oh a new deal. It's quite boring. It's more interesting to see like life in action. Her life everyday pictures. [00:26:07.02]

Simon: On Instagram there is the content but there's the stories as well. Do you watch both?

Michaela: First of all she doesn't do anything herself on her Instagram. She's like not writing any text or fixing anythings. I have seen some of her stories and they are trying to be so like international and be like no, they are like cringed, no, not nice. [00:26:40.02]

Simon: How would describe the information you could find on her blog or Instagram for example? Or how informative would you say the content is?

Michaela: I think the differences between Isabella and many other influencers is that she owns a lot of companies or are parting a lot of companies that she is posting about. So her information it feels like she is really standing behind it she is like really part of it and I don't think that she needs to do the same labeling on her posts that other people need to be doing. So maybe it makes it feel like more real and more like personal. But it's very very like much information about her own products.[00:27:26.09]

Simon: How important is it for you to find informative content on for example blogs or Instagram? It could be information about products. Information about new trends. Like informations very broad.

Michaela: I think that information about products is just interesting if you want to buy the product otherwise you just get annoyed. But if you want to buy the product and the information isn't there you get annoyed. And you get even more annoyed if you want to buy it. Or at least I do. And I think it's nice when you are mixing up maybe something more interesting information about in the sense of history or something about the world or something about fun fact, with like all the inspirale content.[00:28:30.13]

Simon: How likely is it that you would get new ideas or inspiration from Isabella's content?

Michaela: I think that I get more affected than I realize. And I think that maybe in my unconscious mind I recognize or registered things she does maybe recognize it later on. But I wouldn't say I would get so inspired every time I visit her blog or visit her Instagram. [00:29:22.24]

Simon: You mentioned all those ten accounts in the beginning that you follow for inspiration for example. Would Isabella be one of those?

Michaela: No.[00:29:52.18]

Simon: Why not?

Michaela: Because she is too much of like a person. Just too much of like a figure. I would say more some smaller accounts and I have like no accounts with over 20'000 I think. It's smaller accounts and they are not posting as much of what they are doing.[00:29:54.00]

Simon: How did you feel the last time when you visited Isabella's profile?

Michaela: It was actually today. This morning. And I haven't visited her for maybe a week or something like that. So I had some posts to scroll through. And I just reacted over...you can see two or three comments on every blog post when you are scrolling through her content and people are sooo negative. It's like she wrote a post about her ex husband is going to get the kids and someone was like you mention her ex husband really often. That's a mean comment and it's not like helping anyone. [00:30:24.20]

Simon: How did you feel about those mean comments?

Michaela: I don't know. I think it made me feel like people are mean to her and this is unnecessary. And maybe you understand her behaviour more because you see that you need to be more distance in order to not get all these comments getting to you.They are not like super mean but they are a hint of mean. [00:31:15.24]

Simon: Have you ever received something in exchange for visiting her profile?

Michaela: No. Or how do you mean? Like monetary value? [00:31:54.06]

Simon: Like not spiritual. But it could be something real or something less tangible.

Michaela: Yeah. I would say, I must have been given inspiration sometimes. And I think it's hard because you have so many impressions all day long so if you read a blog post so maybe you get some feelings or get something from it but you will like forget it and won't remember where you saw it and why it affected you. So it's easy to forget everything quickly. [00:32:13.28]

Christoph: And if you more think about products, sample or that kind of things.

Michaela: No but I actually bought one pair of..She has like this company called Flatter and it's making like shoes. So I bought one from there and I bought one for my mother as well and for my sister as well. And I think I hadn't done it if I didn't see it on her website. [00:32:48.23]

Simon: A lot of influencers post discount codes as well. Have you ever seen it on Isabella's profiles?

Michaela: I haven't recognized it.[00:33:28.19]

Simon: Would you say Isabella could symbolize the kind of person you are on the inside?

Michaela: No. Nonono. [00:33:40.18]

Simon: Why? You seem pretty sure.

Michaela: No. I don't feel any like similarities between us. It's just like, I think she's an interesting person but I wouldn't want to become like her. Or maybe successful but I wouldn't want everything else. Or not that successful maybe. But I don't know, I wouldn't want to be like her.[00:33:48.18]

Christoph: Does she have an influence on what others think of you, that you follow her?

Michaela: I think that Isabella before she was quite like geeky and would be like uahh and would be like her. And I was like yeah, she's cool. And now she is like turning everything around and people are like OMG she's so impressive, she's so successful and she works so hard. And since she is like so big as a blogger, Instagrammer and influencer and like entrepreneur, it's hard to like have a different opinion about her. I think you don't get connected with an opinion in that sense. She is like too mainstream to get connected in a specific way. [00:34:19.11]

Simon: How often would you say you visit her?

Michaela: I think her blog maybe twice a week and then it depends on the Instagram where you can find all the accounts that people have liked. It's like the second site where you have like..the explorer. Then I visit her more.[00:35:14.03]

Simon: When you visit her what do you usually do? In terms of Social Media stuff that you can do.

Michaela: I think I just look at it. Just scroll down. Maybe read her caption but that's all. [00:36:10.08]

Simon: Commenting?

Michaela: No never.[00:36:17.08]

Simon: Liking?

Michaela: No.[00:36:18.12]

Simon: Why?

Michaela: I don't know. It doesn't give me anything. It's just like an empty like.[00:36:21.23]

Christoph: And how is it usually? Do you ever like content on Instagram?

Michaela: No in general not. Or I like my friends of course, people I follow. But not just randoms. If it's something like really inspirational then I could do the saving function so I could find it later but I wouldn't like it. Because then it's just disappearing anyways. Or I could like print screen something. But I wouldn't like it. [00:36:35.11]

Simon: In general. How would you describe sponsored content on Social Media?

Michaela: Ehm it's boring. I don't know, there's so much sponsored content nowadays. It's not nice. [00:37:10.03]

Christoph: How would you describe that sponsored content?

Michaela: They have like two types of sponsored content I think. You could have like this sponsored content by like companies, only companies behind it and then no influencers as a middle hand. And I think I trust those kind of sponsored things more. And then you have like the sponsored things with influencers as a middle hand. And I just think that's too much of it. Like every other post of influencers is based on some kind of collaboration or something.[00:37:27.23]

Simon: You said you trust the other sponsored content more. Why is that?

Michaela: I don't know. I just like see myself when I see some sponsored content I would never click on it if it's more a influencer. But if it's just like a pure company site then I could click on it. And I could buy something from it. [00:38:06.12]

Simon: Does any type of sponsored content come into your mind when you think about Isabella?

Michaela: Yeah her own brand, like Stylein, Löwengrip Color, Flattered (brands). I would say that those three are the first that come into my mind. [00:38:35.24]

Christoph: Can you think of one specific post where she does sponsored content. How is she doing that?

Michaela: Yeah like all the premiers or parties she attends she always wears like Stylein. Which she recently has bought into. And then she's like ah this is from my own brand. And then the Löwengrip Color is more like in a business sense. And she's like we are doing a launch at Arlanda today for example. And then she's posting on all the products or they are in the process of changing the packing of the product and then she like ask the followers which one do you prefer? So it's more like in a business way but it's a really smart way of hiding the more commercial behind it. [00:39:00.16]

Simon: How would you in general describe a trustworthy influencer?

Michaela: Someone that shows like values and opinions about other things. Like maybe the environment or the animal question or the consumption or anything like that. And then follow the strong opinions in the collaborations. So you can see like a red line between everything they are doing. And someone that is not posting too many collaborations. Then you have to be honest with it. I don't know if you know Petra Tungården she is like one of the biggest influencers in Sweden. And everything she does feels so like sponsored and it feels so fake and like her entire apartment they renovated completely and everything was like sponsored. But she was like OMG we bought this thing and everyone was like no you got it for free, come on. [00:40:01.10]

Simon: Do you think Isabella is trustworthy?

Michaela: Yes.[00:41:03.04]

Simon: Why do you think so?

Michaela: I think that she has like so much money and she has done it for so long so she knows that if she does like a bad collaboration it will affect the trust in her brand and she could like buy something for herself that she would that she would rather have that to be sponsored by something. So I think when she is doing sponsored things she is more like I want this, could we maybe do something from that. And not be like who wants me. [00:41:07.04]

Simon: Do you think that Social Media platforms, for example her blog or Instagram, itself is trustworthy?

Michaela: I would say more her blog then her Instagram. Her Instagram feels like everything is so professional all the time. So it could be quiet impersonal. But yeah I guess it's trustworthy.

Simon: And if you think about Instagram in general for everyday stuff. Do you think Instagram is trustworthy as a Social Media platform.[00:41:47.05]

Michaela: Okay. Now I think that Instagram is maybe from the beginning was more trustworthy but today it's more just like a facade. It's just like a very small part of your life and you're always trying to pick as nice pictures a possible and people are posting you know those stories. These stories are just like people skiing or lying on the beach or having some amazing dinner or just like highlighting all the best parts and sometimes it can just like make everything boring. Not so trustworthy. [00:42:12.17]

Simon: How does it make you feel that Isabella is posting sponsored content?

Michaela: I actually think she is one of the blogger that maybe does it more discreet. And that they follow the content more than just being like a blog post about something sponsored. So it doesn't bother me. I don't recognize that often that it is bothering. [00:43:07.15]

Simon: So this would be kind of in contrast to what you said about Petra before?

Michaela: Yes. I don't read her blog anymore or visit her Instagram because she's like sponsored everywhere. [00:43:28.26]

Simon: Would you consider yourself loyal to Isabella?

Michaela: Yeah I would. [00:43:43.00]

Simon: Why would you consider yourself loyal?

Michaela: I think I changed my opinion. From the beginning I was like nah I just read her once or twice but now the more we talk about it the more I think she affected me and I didn't realize it. And I think since I followed

her for almost ten years, it's some like loyalty in the following part and also because I trust her like I buy her products and like her products so it makes it even more trustworthy. [00:43:48.18]

Simon: How would you feel if she deleted her account?

Michaela: I think that I would not be sad but more like curious if she disappeared. If I want inspiration for something specifically, she's not the one I'm turning to. She is just like... I want to have travelling, fashion, food and so on. I think that she's more something I visit because it's nice than to like get something from it. So I don't think I would miss it that much but I still would be curious about her personality more. [00:44:32.03]

Simon: How do you feel about Isabella in comparison to other influencers?

Michaela: I think that she sees everything in a longer perspective than others. Maybe they are doing a collaboration for some quick money or to get some products but she is like it's just really fitting with my brand. She has a strategy for everything. And she feels so much more mature and professional in her connection to the blog and her Instagram than a lot of other influencers. I feel like sometimes like Bianca Ingrosso for example she feels like more like diverse in like doing a lot of different things all the time. And like small collaborations to like bigger. But I know that she makes a lot of money from it but sometimes I feel like it's too much and too like many directions. [00:45:22.22]

Simon: You mentioned that you talk about her sometimes? How often would you say you have a conversation about Isabella with others?

Michaela: I don't know. It's so hard. If something happens in her life it's like..when she got divorced it was a hot topic at home. But now it's just facing out, it's like nothing fun has happened in a while so now it's not so often. So maybe twice a month.[00:46:53.14]

Simon: Those accounts that you change, do you remember them now?

Michaela: I follow some yoga account. And some other girl who wrote a book I think. (Laugh). And eight more.[00:47:43.20]

Simon: Why do you think Isabella has been so long with you?

Michaela: Because she's always developing herself I think. I mean you know that in ten years she is going to be in completely different place compared to where she's now. So it's like going to be a journey I think. [00:48:14.20]

Christoph: Would you say you would follow her in the future?

Michaela: Yes. [00:48:41.11]

Christoph: Why?

Michaela: Because I want to see what's happening on her journey.[00:48:46.05]

2.3 Transcripts for the case of Matilda Djerf

2.3.1 Carina

Respondent: Carina

Interviewers: Christoph and Simon

Location: Café

Length: 00:55:47

Date: April 19, 2018

- Simon: First we are gonna ask some general questions about social media behaviour. Could you describe the last time you used social media?
- Carina: To check something or? [00:00:06.22]
- Simon: For whatever? When was the last time?
- Carina: Thirty minutes ago I guess. [00:00:14.18]
- Simon: And what did you do then?
- Carina: I just checked my Instagram.[00:00:18.21]
- Simon: Was it anything in particular or just like?
- Carina: No just checking the feed.[00:00:24.11]
- Simon: And what did you see when you checked?
- Carina: Ehm just a lot of pictures from friends and bloggers and famous people. [00:00:30.10]
- Simon: Ehm and how often would you say you use social media?
- Carina: Too often.[00:00:43.27]
- Simon: What does too often mean to you?
- Carina: I think I do not really realizing it because it's just in my hand. So if I do anything boring or waiting for people or like almost, I have a Snapchat group where we are thirteen people in it and it's going crazy when one people just starts a like conversation. So I think I do it to keep up with my friends and I just it's a habit. Maybe a really bad habit but it is a habit. You know the feeling when you pick up the phone to check the clock and you put your phone down and someone asks you oh so what is the time and you are like oh I don't know I didn't realize. I actually think I can do the same with checking my instagram and people could ask so did you see the picture and I would be no I missed it even though I didn't. [00:00:55.26]
- Christoph: Which other social media platforms do you use besides Instagram?
- Carina: Facebook, Snapchat, Twitter, Linkedin. Okay I can check what I have on this phone. Pinterest. Ehm yeah I think that's it. [00:01:55.10]
- Simon: And which one would be your favorite?
- Carina: Ehm Instagram.[00:02:29.28]
- Simon: Why Instagram?
- Carina: Because a lot to get the inspiration. I think I started to use Instagram more and more as a way of looking things up. So if I have to go traveling I use Pinterest a lot of the same but Pinterest is more like the ideas before I get there when I get to a new place it's an easy way to look at people and kind of get the word of mouth perspective even though I don't know people if they want to share it on social media often it's because it's nice. [00:02:36.13]
- Simon: And which is your least favorite?
- Carina: I don't know if I have a least favorite. I use them all for different things. So my Linkedin and my Twitter they they are more serious than the rest. I think my Facebook is very very private and I'm not really sure

if I really use my Facebook but it's still an easy way for me to get in contact with people and it's an easy way to keep the contact with people who you have met outside of Copenhagen or outside of Denmark. I know that people are saying they are not really using their Facebook, I actually think I use my Facebook more than I think because it's a really easy way to get in contact with people. And be updated without even talk to them. [00:03:23.22]

Simon: And in terms of who do you follow on social media?

Carina: It's very different. On LinkedIn I'm really focusing on people who inspires me workwise so yeah mostly people about design thinking and design studios and stuff. The same thing about Twitter. Mostly Swedish people actually on Twitter from ad agencies. My Instagram is more it's friends, it's family and it's bloggers and famous people. I think I have a lot of photographer at my Instagram. [00:04:34.03]

Simon: And how would you describe an influencer?

Carina: Influencer. Ehm someone who have the influence on other people and someone who's getting paid for it or not paid but do..I don't know. I think it's someone who kind of earns something in doing that because you could talk about really famous people they still do ads for their own movies or own companies. I'm not really sure if I have a description for it or definition.[00:05:27.16]

Simon: And how would you describe the content an influencer would post?

Christoph: Or maybe categories or topics.

Carina: I think there is really different topics or categories because you have the fashion and you have the guys who take crazy photos of nature and buildings and you have people who have, I think you can put everything in it and you can find everyone, or not everyone but you can find every crazy little detail that you are interested in so I think I'm sure there is someone who is only taking pictures of chairs and gets paid for it. But some of the biggest would be fashion and food and travel and maybe design too.[00:06:37.14]

Christoph: Who are the one that you follow the most?

Carina: Can I check my phone?[00:07:34.26]

Christoph: Yeah of course.

Carina: I think one of them it's Jon Olsson because I'm following him on Instagram and Youtube like one of the few. Christians Dell too Ehm but I think I'm mostly follow people who travels a lot so that you get really jealous. Kenza.[00:07:46.06]

Simon: Uhh.

Carina: But most of them are traveling people.[00:08:24.28]

Simon: And you mentioned Jon Olsson for example you follow on Instagram and Youtube. What makes you follow him on multiple channels?

Carina: I actually think he's more fun on Youtube than he is on Instagram. It's some really nice pictures but I think his movies are really nice which is not him which is some friends but I think he's just somehow living a life that you are a bit jealous of because he's just doing all of this adventure stuff. Like who don't want to try to drive a batmobile in the snow? That would be so much fun to do. Or going to India for surfing for two weeks and even get paid for it so I think I'm more following his lifestyle than him. At the same time he's really rich and was that before he started the Youtube channel.[00:08:46.16]

Simon: Just a detail. Okay so now we gonna talk a bit more about Matilda. How did you find Matilda? Or do you know how you stumbled upon her?

Carina: No. But I guess that's because I'm following often they all connect with each other somehow so I'm sure I was following someone who linked up to her and then checked her profile. [00:10:06.08]

Simon: Do you remember the first impression you got from her?

Carina: No. Not really. But if I look at her pictures now I would. When I looked at her profile I remembered why I'm following her. And that's because she has some really nice hair. But that's kind of it. And she's the typical girl that I'm following but at the same time I think I'm following more travel people and I think

she's more into fashion. But I still think she is really pretty and she takes some really simple pictures.
[00:10:30.20]

Simon: Ehm how would you describe the pictures she posts for example?

Carina: Really simple and pretty. Sometimes unreal if you can say it because I don't think she has one picture were you think oh I could look like that or like any oh I just woke up pictures. But I think social media or especially Instagram is becoming more and more not fake but you don't show the awkward or bad moments on Instagram. You probably do that on Snapchat because that's only the closest friends. And it's a business for her so it's a company for her I guess and I'm not sure if any company wants to show the bad side of the story so it makes sense but I guess I'm forgetting it sometimes to so that they earn money on it and for them it's their business to have these profiles.[00:11:37.28]

Simon: And how would you, based of what you see of her on social media, how would you describe her?

Carina: Ehm she seems like a really nice girl, like I don't know. She just seems like, I don't know how to say it. Like a real girl not like, but she seems really nice and open at them same time a bit shy so she also seems like a girl you could hang out with and I guess why she's doing a really good job. You can relate to her.
[00:12:58.02]

Simon: In what way would you say that you could relate to her if you explore that?

Carina: She just reminds me of some of my home friends I guess. Some of the girls I know even though. I think she has this twist where she can be some of my girlfriends and at the same time she's living a lifestyle that I can't even relate to. Because I'm studying. I'm sitting in the library most of my time. So she has this twist. But I think most bloggers do these things that you can relate to, at the same time they have this crazy life where they fly around the world and see things which I think is really nice because it could be, sometimes it's really nice to see that you can live your life differently. But I'm sure it could be, I don't know, for someone probably think it's a really bad thing to show all the good things without showing the bad side. [00:13:46.01]

Simon: How do you follow her? Or on what platforms?

Carina: Only on Instagram.[00:15:22.17]

Simon: And how often that she would pop up in your feed?

Carina: To be honest I have no idea. But that's because I don't really check who is posting it. I'm more checking the picture how it looks.[00:15:33.15]

Simon: Do you remember roughly when you started following her.

Carina: I will guess around one year ago. But I'm not really sure.[00:15:43.00]

Simon: Have you seen how she communicates with her followers?

Carina: No. [00:16:03.16]

Simon: Would you say in general for an influencer would you say that it is important to kind of communicate with followers.

Carina: I guess it will be more and more important to do it. I think most of the, or I have no idea, but I think most of the bloggers who are doing really well is doing really well because they are personal too and I guess a way to be personal is by how she reacts or how she acts in front of her followers. [00:16:19.09]

Simon: If you had a question for her do you think she would respond?

Carina: No. [00:16:57.18]

Simon: Why?

Carina: Because I guess she will get a lot of questions. But at the same time I would actually have the idea that a girl like Janni would answer but that's because I think she is more. Okay I think she's more like friendly, or like a friend, where Matilda is more, I don't know, like famous or acting as a famous person.
[00:17:02.15]

Simon: How would you say she communicates?

Carina: If I remember it correctly, can I check her profile?[00:17:56.04]

Simon: Yeah sure.

Carina: I think she is more direct in her things which I sometimes can be really annoyed about because or. I think she is one those girls who just write advertisement and then not really doing a capture, a long captures to her pictures. But no she's just doing like really small simple words so yeah. And then she is just doing paid collaboration with. And not really anything more. So that's also, I guess I'm more following her for getting inspiration than. Yeah maybe I'm more following her for inspiration about the pictures instead of these people who are almost writing a whole blogpost one day. [00:18:12.01]

Christoph: How important is it for you that influencers in general share personal or private information about them?

Carina: Ehm I wouldn't say it's necessary if you mean but if they stopped doing that I think I could easily be annoyed if they like I don't want to talk about stuff. So if you already started it then you have to do it. Then again I don't follow her blog or her Youtube. I looked her up on Youtube so for me it's more the pictures and the style and it's following her life meanwhile I'm watching Jon Olsson's Youtube sometimes and that's probably more him and his crazy lifestyle that I'm following than crazy pictures.[00:19:24.08]

Simon: In terms of like sharing private information, what would you consider private information on social media?

Carina: there are these people that are sharing that they are at the hospital. I would never share that and I don't really understand why people have to do that or want to do that. And I can see again how they are living of them and how their life is but I don't know. I wouldn't want to do it myself. I don't think I would care if they didn't but then again if they already started. It's like with the Kardashians if they would just be like oh we are going to be private now like yeah I'm not gonna follow you guys because then you will lose it all even though their life is crazy. But to be honest they started to do you can say but they really know how to run a business through social media. I'm sure they wouldn't have been this size that they are now if they didn't know how to use social media and they are really good at it. I even think they have an app where you pay for looking up their app. Like how many people can do that in the world. And honestly what are they famous for? Nothing. Besides taking selfies. And I still watch the show.[00:20:43.12]

Christoph: What's the impression you have of Matilda, would she share private information?

Carina: I don't think so.[00:22:32.01]

Christoph: Why not?

Carina: I have never read her blog to be honest but I think she's just. I don't know.[00:22:39.06]

Christoph: Or from the pictures she posts.

Carina: I think that she doesn't really view a long capture and it's ehm it's always perfect pictures so she is never sharing the bad side of it or the pictures she took before getting the right one. And on her Youtube she is, on the videos that checked out, she is more like this is how I do my hair or this is how I do my makeup, so she is not really doing this Q&A's at the same level as Jon Olsson does. And she is not using her Youtube channel to follow her life. She is using her Youtube to get snapshots of her life. Meanwhile some others who are really big on Youtube it's more reality show somehow they are doing. And I don't think she's doing a reality show. She's more just a blogger I guess, on fashion. [00:22:58.06]

Simon: How would you describe Matilda in comparison to yourself?

Carina: Really different. [00:24:14.10]

Simon: In what way.

Carina: I actually think in every way. But that's because she seems so nice and so girly and so, everything is just so right for her and it's not I even take any pictures of myself so even that point wouldn't. But I'm still fascinated about her because I think she's really pretty and I think she has a really nice style. [00:24:21.06]

Christoph: Do you see any similarities?

Carina: I think I just get inspiration from her clothes and how she styles herself and on how she does her hair. I think she became really famous for her banks. So yeah. I think I would find small points but basically no and I think we have a really different lifestyle.[00:24:56.03]

Simon: When you follow an influencer how important is it for you that they share any similarities?

Carina: I think with some of them I follow, it's really important that I have similarities. But I actually think that it's more important that if I can't see myself in it, if it's more like I wanted to see myself in it, because I know I would never get that lifestyle like some of the big big bloggers but somehow I still, it could be really nice to try it out to travel the whole world for a year. Not doing anything else than posting Instagram pictures. But I guess at the same time it's to get inspired and I'm sure for some of them. Maybe I can't see myself but I can see parts that fits in to the life I want to create. [00:25:45.18]

Simon: And how do you think others would describe Matilda?

Carina: I think the same way. I'm sure there's some girls that she can relate even more than I can. I think at the same time that she's really out there and she's really like somehow she seems a bit shy to which I think is a compliment for her because you don't always have these Instagrammer or bloggers that seems out there too much. Because she seems a bit shy you can maybe better relate to her or she doesn't seems so terrified if you met her even though I don't think she, if I text her I think she would never answer me but at the same time I have this idea that if she'd walked in hear and I said hi and told her that her Instagram and Youtube was really nice, I have this idea that she would be thankful and not just be like oh thanks and walk around like you would think about some people. [00:26:57.29]

Simon: And you mentioned before that she could be like a friend. What would others think of you if you had her as a friend?

Carina: I actually think that depends on if I just met her or if she's an old friend. Because I think that if its an old friend I think people would just be like they're old friends but at the same time I think that if you become a new friend some people would more be oh are you guys just friends because she's famous on instagram. Ehm, but I guess she would be I don't know, a nice friend.[00:28:40.25]

Christoph: What would they think if they didn't know her as famous on Instagram, like of the impression that you have of her personality?

Carina: I don't know probably think she was nice. Quite pretty girl. [00:29:29.09]

Simon: Ehm, and when you follow influencers how important is it for you that other people like them?

Carina: I actually don't think thats so important. Or I don't think about it. Ehm...No! But I guess we all. I have some people who I'm following and then I get annoyed by them on their stories. And somehow I end up following them again. And I'm not really sure why because I have like been unfollowing the same three persons like four times but because I'm so curious at the same time I keep following them again. Which is a bit weird and it's really weird when I'm saying it out loud and you have it on tape. [00:29:54.16]

Christoph: It's anonymous.

Carina: Thank god for that![00:30:47.29]

Simon: Ehm, and when you look at her posts on Instagram how does it make you feel?

Carina: I don't know how its like how exactly her pictures make me feel. But in general when I, when people I follow. I guess it depends on what mood I am in, because sometimes I can be really oh my god I want to do that or we follow, my friend and I followed some people. And we were like we're doing that this summer and booked a flight ticket by what others were doing on Instagram. But at the same time you can be really depressed when you're sitting in the library doing your thesis. It can be really annoying, ok people are just having fun without studying. Why do I have to sit here fiver years? So I think it depends on the mood I'm in, sometimes I can be really inspired by it and sometimes I can be really like why the hell am I following you guys. You guys are so annoying, you have the easiest life or it seems like it. [00:31:05.04]

Simon: What would you say would be the most annoying thing they post?

Carina: Most annoying things, that's mostly if they're in a country that I really want to visit or if they're doing something that I really want to try. Or if I'm sitting inside and it's sunny outside and someone is putting up that they're traveling the world. And I'm like I'm not I'm stuck in Copenhagen. [00:32:35.22]

Simon: Do you care about what happens to Matilda in general?

Carina: I don't hope she dies or like anything bad happen to her but I don't know, I'm not really interested in how her life turns out. [00:33:13.14]

Simon: If she would talk about her emotions how would it make you feel?.

Carina: I wouldn't watch it. But that's probably because I'm only following or mostly following her because of inspiration and not really about the person who's behind it. [00:33:31.23]

Simon: Would you like to meet her in person, in real life?

Carina: I don't think she is one of the people that I really wanted to meet. I guess it could be fun to meet her, to ask in general how it is to be a big instagrammer like her and get these big collaborations. But I guess that's more because my education and what I work with than it is because follow her.[00:33:52.00]

Simon: You mentioned before if she would walk in here, how would you feel if she would walk in her?

Christoph: Like right now?

Carina: I don't think I would recognize her, that's the main thing. But somehow I would probably recognise her. I'm not sure I would probably say oh have you seen, If I was here with friends, we would be like oh yeah that's her and then go on. Yeah. So I will probably say something to my friends but I don't think I would go up to her and be like oh I follow you on Instagram. [00:34:27.05]

Simon: Ehm, how would you describe the content that she posts that you're interested in?

Carina: The fashion.[00:35:22.27]

Simon: Oh I'm sorry I didn't get it?

Carina: The fashion. But that's mostly her clothing style. And how she puts her hair. I actually have two friends who got bangs because of her (laughing).[00:35:39.18]

Simon: And in general, when you follow influencers how important is it for you to get inspired?

Carina: I think that's the most important. But I follow people just to be updated in their life. But mostly to get inspired or see new things. [00:36:03.11]

Simon: How would you describe the information that is on Matilda's profile or in the content that she posts?

Carina: Not a lot. I think she lives more about just her pictures than about writing stuff. So it's not because she's making a diary out of it. Or somehow she is but only with pictures.[00:36:28.13]

Simon: And in terms of news or new trends or that type of information is that anything you would find on her profile?

Carina: I don't think so. I don't think she's an influencer where I would be like, oh I remember to have seen something and then look her up and check her. I think I would do that more with other people. I'm not really sure. But I don't think she's doing these. A lot of Instagrammers and bloggers are doing these stories where they are talking to the camera. Kind of talking directly to the followers. I don't think she's doing that too. I think she's more just doing pictures. So I'm not really sure if she evolves the followers at the same level as others do. [00:37:15.17]

Simon: Have you ever received something in exchange for visiting her profile?

Carina: No, like what?[00:38:22.07]

Simon: We talked a lot about inspiration, that's very abstract. But also I don't know if she has any competitions or that kind of stuff?

Christoph: Or a lot of influencers have discount codes on their pictures.

Carina: No, I have never done that. Not with her. [00:38:43.11]

Simon: Would you say that's something you look for?

Carina: It's not something I look for but sometimes it happens. I think in the beginning but this is from Facebook. I had this idea the last four years that you can't. When people are doing these competitions, no-one wins. Its all fake. But the thing is last year I won two tickets for a famous festival and sleepover and beers. And after I won I was like okay someone is actually winning. And I won for about 10 000 DKK. And I already had my ticket so I gave it all to my parents. But after that I was more like oh okay maybe someone is winning this stuff. Because I happened to be the one person out of a couple of thousand. [00:38:56.03]

Simon: Do you think Matilda would symbolise any part of who you are?

Carina: No![00:40:08.09]

Simon: Why not?

Carina: Somehow I think she lives in a really different world and I think she...I have no idea and I don't think she has any interest of how I live my life. This is really about judging a person you have no idea how they are. Please don't send that to her. I'm actually feeling a bit bad about it...[00:40:11.16]

Simon: Why do you feel bad about it?

Carina: Because I don't know her so I'm just assuming a lot of things that I can judge from her Instagram profile without having any concrete examples. And I'm sure I do that with a lot of people. And that's probably the baddest thing, that you have this picture about people you have no idea how they really are. But when you see them you're like oh I know which type of person you are. And you honestly have no idea how they react or if they're shy or if they're really outgoing or if they are...maybe she is really depressed. I don't think so but honestly you wouldn't know because she's just really good at taking pictures.[00:40:48.19]

Simon: What do you usually do when you visit an influencer?Let's say if one post of Matilda would show up. What would you do when you see it?

Carina: If I like something you're wearing I'll probably check if she tagged any of the companies. Then I would... I don't know. If I think the picture is nice I would like it. And then just scroll to the next one and do the same thing. [00:42:05.28]

Simon: Would you ever comment?

Carina: I would never write a comment to her but I could...If she was wearing anything I thought was really nice I could tag my friends in it. I would be like, hey have you seen this or yeah...I think I do more tag my friends if I see something is nice or funny or anything that reminds me of something we have done together then I would write. I have a friend...she's really good at writing to people being like, hey thank you for the show if went to a concert or anything. I would never do that. Somehow I think it would be a bit weird to do. On the other hand if it were yourself who done a performance and someone wrote, hey nice show, you would be really happy. But I just have this idea that they wouldn't even see it. So why do it? So why be one of those freaks and write it which you probably should do since I'm sure everyone would be happy for a comment. [00:42:39.10]

Simon: Now we're going to talk a bit about sponsored content. How would you describe sponsored content?

Carina: I hate it! Or no...It's actually a really nice subject. I get why you're doing it and if you're really good to show it or not show that it is sponsored but if it makes sense for the influencer you are I think it's fine. It really doesn't matter. But I have this, I think it is according to the law here, I don't know if its the same in the rest of the world. If you're a swedish person and you do it. You have to write sponsored or advertisement or anything and I think it's so annoying and people that are doing it when they put it up in the picture so you don't really look at it if its a story. Then you're like. Now I'm really not going to buy anything because you're going to somehow keep it a secret that it's sponsored. [00:44:11.15]

Simon: Eh you mentioned that it's better if it makes sense? Can you give an example of when it makes sense to do the sponsored content?

Carina: For a girl like Matilda if she's doing a collaboration with any fashion company it would make sense but if she's doing a collaboration with I don't know a car company I would probably think that's a bit weird. Because she's more fashionista but at the same time it depends on how your profile is. Some people can do a lot of different collaborations like Jon Olson. I'm not really sure what he can't do because somehow he know how to fit it in to his account but there are these people who do it where you're just like you would never buy it if it wasn't paid for you. And at the same time actually when...most of the time you follow people that are in the same communities and if they all do sponsored deal with I don't know Volvo. I would be more annoyed about it because why not pick the one that actually suits the company and not just take all of them. [00:45:26.20]

Simon: In general you would say you are able to recognise sponsored content?

Carina: Yeah, mostly because they have to write sponsored now. But I think they're some that just write sponsored and then the caption. And then there are people that really do it nicely somehow. Somehow they're just better at seeing it like it's not something they had to do, but it's something that they really want to do. So it makes sense, instead of just posting the two pictures and just buy this. I think it's nice. [00:47:03.07]

Simon: And what type of sponsored content would come into your mind when you think of Matilda?

Carina: Fashion stuff, collaborations with companies and mostly high end companies. [00:47:51.01]

Simon: How would you describe a trustworthy influencer?

Carina: A person who is loyal to the followers but also to the persona they have created. So when they just start to do random stuff it kind of really doesn't make sense. I think the trustworthy would be changing instead of if they do this long collaboration I guess Matilda is someone who could do designs for a company and stuff. Then she's not just a person who wears the clothes but actually a person who is designing the clothes and I think that would make her more trustworthy somehow. And I think that would make her more trustworthy somehow. [00:48:12.02]

Simon: How does it make you feel that Matilda is posting sponsored content?

Carina: It's fine if she just doesn't do it every picture. But It would be... like... I think that's kind of it. That I can find annoying to but at the same time that's how the company works for them that's what they wear money for. So I'm more annoyed about it if they're trying to hide than if they're just be like we're doing to this to develop the company. [00:49:14.15]

Simon: Would you consider yourself loyal to Matilda?

Carina: No, because if she starts to posting boring pictures or I really don't think her style is nice anymore or probably if she cuts her hair I would probably not follow her. [00:50:00.21]

Simon: What would it mean for you to be loyal to an influencer?

Carina: Probably if they gave more of themselves or if I read their blogs or if I kind of follow their lives instead of just using them as an inspiration I probably would be more loyal to them. And at the same time I would trust them more if they say this is really nice or don't use this. I don't think anyone will say don't use this. But if...I were...I dont know...more invested in them say more invested like but If I follow them on more channels...but I don't know if you had anything to do with swedish bloggers. But there are some pretty fashionable bloggers and most of them are getting kids. And that really don't have my interest, all of the kids stuff. So I've decided to follow them because I can't relate to that anymore. So that's the thing, if their lives change so much that I can't relate to it then I wouldn't follow them. [00:50:28.22]

Simon: So how would you describe the connection between Matilda and yourself?

Carina: In order to relate to her? [00:52:03.17]

Simon: Mmm

Carina: I don't think I can relate to her but I still think she has really nice style and I think she's really inspiring because she's pretty and then again like I said before. If she cut her hair I would probably not follow her.

Because I have long hair so I wouldn't really care how you do a good style for your short hair.
[00:52:09.26]

Christoph: How would you feel if she deleted her account?

Carina: Probably wouldn't recognise it to be honest. But that's the thing to, I could name people where I think it's really not sad but it would probably be... miss them or be like why did you do that. But I don't think I'm that loyal to her. And I think you can find people who are quite alike her, but that's because for me she's like giving me maybe she is giving personal stuff out but I'm not following her on a personal level at the same time I really wouldn't care if she deleted it. [00:52:43.13]

Simon: How do you feel about Matilda compared to other influencers that come to your mind?

Carina: Mmmm...For me she's like more...like I said before...for me she's just an inspiration than someone I follow a life with. I have no idea where she lives or her family or anything. That is when you kind of feel like you know them when they walk in. Which is a bit scary too. Ehm, its yea...I don't think she's. She makes nice pictures but I don't have this deeper...[00:53:41.20]

Simon: Are you ever talking to others about Matilda?

Carina: No! [00:54:25.27]

Simon: You mentioned before that you had two friends that cut..?

Carina: Yeah! That cut like bangs. Yeah we have been talking about her but not like deeper. But that has been more like..Oh I'm thinking about cutting my hair. I'm like how? Oh I want to get bangs. Then I've been like, oh like her? Yeah! That's the inspiration. [00:54:36.19]

Simon: Ehm...great we only have one last question. Would you keep following her in the next few years?

Carina: I don't know if I would keep following her in the next few years but I'll keep following her for now. I guess it depends on if she changes or if there's anything crazy that I could really. I don't know if I really could relate to her or if she started to do I don't know something that I really don't have an interest in I would probably stop following her. But for now I'll follow her. [00:55:05.09]

Simon: Perfect! Thanks a lot! [00:55:47.29]

2.3.2 Maja

Respondent: Maja

Interviewers: Christoph and Simon

Location: Café

Length: 01:05:39

Date: April 11, 2018

Christoph: Could you describe the last time you used social media?

Maja: The last time, Mmm. Is Airbnb social media. No? [00:00:03.21]

Christoph: Not in our sense

Maja: Then the last thing I did was to check Airbnb. but otherwise it would be during lunch now when I checked instagram. [00:00:08.25]

Simon: What did you see?

Maja: I saw all the peoples Insta Stories, but they were kind of boring. And the thing is that I don't have someone to talk to during lunch because no one wants to speak to me. So I'm alone I didn't have anything to do. I didn't look really. I mean wasted time. [00:00:15.20]

Simon: Why were they boring?

Maja: The instastories? [00:00:49.13]

Simon: Yes

Maja: Because there wasn't like anything special that i'm interested in. it was just like views and you know ooh beautiful house and i'm not interested in that.[00:00:58.13]

Simon: What would you say you're interested in?

Maja: I'm interested in, actually I'm. I realize now what I'm interested in. I'm interested in getting like information. I want to see like I love like when people do like beauty tutorials and when they talk about products and if they talk about clothing or hotels. I love to get like reviews. I want some like information. I also like, i follow one that's called nina rum she's the. A swedish kriminolog and she like always puts up these like news articles about like sexual abuse of children of like that so I also love like to read her posts because they're like informal or like no informative. And she talks about like you know yeah, interesting stuff. [00:01:09.22]

Christoph: Nice so when do you usually go on social media then?

Maja: Morning evening, during the day (laugh) all the time. [00:02:08.17][00:02:15.24]

Simon: When is your favorite time.

Maja: My favorite time is when I lay in bed and check like instagram Facebook, Snapchat. And then I fall asleep. [00:02:21.20]

Christoph: And which social media platforms do you use?

Maja: The most or?[00:02:32.26]

Christoph: Just in general which ones?

Maja: I use instagram, and now with the new Snapchat update I don't use it that much because I think it's very like complicated and not user friendly, So I use Instagram the most but then I also use messenger. Is that a ? [00:02:38.12]

Simon: Yeah

Maja: Yeah that one but not as much just the facebook app. I have turned off the notification and everything because I think it's boring it's just shit. And you're friends with so many people that you don't even know of and you don't even care about. So mostly instagram.[00:02:58.02]

Christoph: So is that your favorite one?

Maja: Yes its my favourite I love instagram.[00:03:11.03]

Simon: Is it anything special about it that you love? What makes you love it?

Maja: I love the new thing that when you check like,mmm. You know when you check like the popular page or what it is. You can see that it's like it's suited for you. So on like the popular feed I only get like things, like things that I like and like to watch. And that I like. (Laughing). So its like only things that I like care about and not like boring stuff. [00:03:22.12]

Christoph: Who do you follow on social media.

Maja: Who? So many Like I follow friends but also a lot like people I don't know of that I think I can just find someone on like the popular feed and like oh she's cool I want to follow her. And then I follow her for a while and then I stop. But I don't like to follow my friends because they put up so boring things. I think it's more fun to see like other people that I dont know of. Because if i want to know what like a friend is doing then I can just, Hey what are you doing?. Like I don't need to see it on instagram So I love to follow people that I don't know but that I consider cool. [00:03:49.02]

Simon: Why do you consider them cool or what do you consider cool=

Maja: I consider them cool when they doesn't have a lifestyle like mine when they do something totally different. That maybe I wish I could do but can't, due to like different things maybe they live in another country or maybe they have more money than me or maybe yeah stuff like that. Yeah and I also think people are cool that like put out their lives on Instagram because I would never do that I'm like to shy and to like aware of what other people think. [00:04:36.19]

Christoph: How would you describe an influencer?

Maja: An influencer. Ehm but aren't like all people on Instagram influencers that have like over a thousand followers? Like I would say that. Okay like this, people that can get like, that can do like a business of their self. I would say that is an influencer. So if I follow a company and like hey do you wanna sponsor me with this, then I'm an influencer. So whoever who can work together like, I mean, that can do commercials with their own name. [00:05:19.14]

Christoph: How would you describe the content that influencers post

Maja: The content, ehbm? [00:06:09.13]

Christoph: What kind of posts...?

Simon: What is it about?

Maja: Ehh, but isn't it about. It's different due to who it is. So you can't say like. This is what you should post. [00:06:27.25]

Simon: What could it be?

Maja: I think it's important that its stuff that is related to who they are or like how they want to brand themselves. So it has to like go in line with their, yeah with their personal brand. But it could be like. Yeah just like inspirational things. It could be whatever. [00:06:36.27]

Simon: Is there any pictures that comes into your mind when you think of the influencers content?

Maja: Outfit posts. And a beautiful colorful background. I would say. Ah Yeah that's so typical. [00:07:05.29]

Christoph: So now we would like to talk a bit more specific about Matilda.

Maja: Oh yes! [00:07:16.02]

Christoph: So how did you find Matilda?

Maja: Actually it was my mom and my sister who found her, I think it was my sister. Because actually she has, she has a friend in common with her. So I think that was how she started following her. And then she told my mom and my mom started following her and then we have like chat group me my mom and my sister and there we always send like oh my god look at this look at this bla bla bla. I think my mom sent me a

picture of Matilda in that chat group. One like oh my god look at this cute bikini and then I started following her too. Yeah so I think it was my sister or my mom that told me. [00:07:26.13]

Christoph: When was that?

Maja: When? [00:08:11.01]

Christoph: Yeah when?

Maja: Maybe it was like. Maybe two years ago or something. Yeah it was a long time ago. Because I remember she didn't have that many followers then. My sister she was like it's kind of awkward that I do follow her because it's like, I it's not like they're friends she's definitely not friends with her but she has like met her once and she's like it's like she doesn't have that many followers to be considered big on Instagram but she still has that many followers so she won't like see that I'm following her. So I think it was like two years ago. Two and a half maybe. [00:08:17.00]

Christoph: So when your mom sent you that picture what was like the first impression you had when you saw Matilda for the first time?

Maja: That she's so cute!! (Laugh). That she's cute and has a beautiful face and I love her hair. And her skin color is amazing. and I love her style. Everything. [00:08:54.07]

Christoph: And how would you describe her now.

Maja: So cute! No actually I would say because in the beginning I read her blog a lot. And also followed her on Instagram and I liked her blog a lot because it was like yeah you know like. Basically, Hi this is what I've done today I wore this bla bla bla. But now I never read blog because it's only like, what do you say, collaborations with companies. So it's only like so it's only that kind of posts and that is so boring. Because I want to see like more of her. I follow like her, not the companies. So that's boring. But I look on her Instagram a lot because I think her instagram is super nice and so I would she's a bit sell out now but I still like her. [00:09:09.03]

Christoph: So would say your image of her has changed from like how you would look at her in the beginning?

Maja: Yes. [00:10:09.10]

Christoph: In what way?

Maja: That she's more like of a business. She's doing this as a business now. Maybe in the beginning she did it more for fun. Maybe this was her goal all the time but now you can really see that like it's really, it really is a business. [00:10:17.12]

Simon: How can you see that?

Maja: It's only collaborations, partnerships like everywhere. But also she's only posting, before it was like I had this for breakfast bla bla bla. But she can still have that kind of post but then its like and try this new oatmeal it's so good. I guess, always, you know, something. [00:10:34.29]

Christoph: And you mentioned you like looked at her blog before? and Instagram. Is that the main platforms you keep up to date with her?

Maja: No I barely check her, blog. But I follow her on Instagram.[00:11:05.25]

Christoph: How would you describe the communication between Matilda and her followers?

Maja: How?[00:11:21.17]

Christoph: Yeah

Maja: Like can you explain, I don't understand?[00:11:29.08]

Simon: Can you observe how she is talking to the people that follow her?

Maja: She's talking like ooh angels, baby I love you you're my friends ooh. Like that. (Laugh) She's like we're one big family I Love you. Like that, she talks like that. [00:11:38.23]

Christoph: And do you feel like she's listening and kind of like talking to her followers?

Maja: Yes, but I don't feel like she's talking to me. But I like maybe some people feel that but it's not like I'm oh my god, Matilda loves me. Because I don't feel like a part of her community. [00:11:59.16]

Christoph: How do you know that she's talking to like some followers?

Maja: Because I see that she writes, I love you guys you're so sweet. Thank you for all your comments And i never comment or like or anything. I can like like once in a while maybe. If i'm in a good mood. mostly I don't. [00:12:21.25]

Christoph: So let's imagine you would like ask her question. Do you think she would answer you?

Maja: I asked her a question once. But she didn't answer. [00:12:39.02]

Christoph: No? (laughing)

Simon: What did you ask?

Maja: I asked about a pair of, a jeans that she had on a picture and I thought they were really nice and I wanted to know what brand it was. But she didn't answer. Or at least I checked like, it was like on a comment on her blog and checked like. During two weeks I checked and was like hello what the fuck can you answer? But then I was like okay whatever. So I didn't check and I didnt buy the jeans because I don't know [00:12:53.20]

Christoph: So she didn't answer you. In general do you think she's answering people?

Maja: I don't know since I'm not like, since i'm not like into that. Ehm. I never like check her comments or anything. but yeah I think she answers like or maybe she doesn't like answer like one each everyone direct. but she answers like oh thank for your sweet comments because that is like in the description of the photos. and like thank you for all your birthday wishes. Because she turned was it 20 or 21. This week I know! [00:13:18.00]

Christoph: And how is like Matilda's communication?

Simon: Like in terms of her tone of voice and like the topics that she's talking about.

Maja: The tone is like Angels (sweet voice). or what do you mean? [00:14:17.16]

Christoph: Yes like that.

Maja: She uses like words like how do you say, like. I mean like baby, cuties, lovies (sweet voice). [00:14:25.05]

Christoph: And like topic wise. What is she like?

Maja: What is her main topics? [00:14:42.17]

Maja: I checked her blog yesterday actually. It's mostly clothes and swimwear. Yeah that's basically it. Because she's always traveling, so its most like yeah summer clothes and outfits and travels and yeah. So I would say that's like, If you want to follow a girl that travels a lot and has cute outfits you should follow her. That is like the thing. [00:14:56.07]

Christoph: What is private information in terms of influencers to you?

Maja: Private? [00:15:29.20]

Christoph: Yeah, private if you think about influencers...

Maja: Like what I would consider private information from her? Like oh this is private? [00:15:40.24]

Christoph: Yeah.

Maja: Aha, I don't know. Nothing is like, isn't private individual, what you consider private? [00:15:50.02]

Simon: Yeah for example what do you consider private?

Maja: Aha, but I don't. What I would never tell anyone? [00:15:58.28]

Simon: Yeah you could say that

Maja: Because I mean she can, she can write whatever and I wouldnt be like. I wouldn't consider it private if she writes about it. Because the things you don't write about then those things are private. Because I think

private is what you chose to keep to yourself regardless of what it is. So everything she does write about I would say is private. [00:16:09.13]

Simon: Then would you say, she keeps a lot of information for herself or is sharing?

Maja: Ah, about her personal life? Yes, yes it's not that yeah. Yes she does. I would say. But I yes, I mostly look at the pictures. but now on her vlog it was like I looked at her vlog yesterday and was like oh here are my morning routine and all my tattoos. So then you could see like all of her tattoos and also she told the story behind them. So Maybe people would consider that private but I wouldn't since she decided to talk about it. If she would have been like this is private to me then she shouldn't have than a vlog about it. That's just stupid. [00:16:39.05]

Christoph: How did it make you feel when you were watching the video before.

Maja: I was like oh my god you're so cute. (Laughing) She is so cute it's crazy and I love her hair. [00:17:25.05]

Simon: And If you think about the topics that she is talking about, is there like. In terms of private. Would you say that it's a difference between different types of content?

Maja: Comments? [00:17:58.08]

Simon: Yes, but how personal the content is.

Maja: The thing is I don't look at the comments that much[00:18:09.08]

Simon: No sorry, the content.

Maja: Ah the content. If there's a difference. But I saw that she did like a vlog about like contraception and then she did about natural cycles. Then it was like a collaboration so well you could consider that private but since she did it as a collaboration, It's like, then its not private. Then your doing it for a business purpose. So no I wouldn't say that I see any like difference in the behaviour. But I'm not sure if I understood the question. If I think like if she changes her? [00:18:25.22]

Simon: No, but if it's a picture of an outfit for example and then there is a blog post of natural cycles. How do you perceive those two in terms of privateness?

Maja: Aha, it's all like. Everything thing is in line. her brand and her like...So I wouldn't say I recognize a difference. No, I don't see any difference. [00:19:16.05]

Christoph: How would you describe Matilda in comparison to yourself?

Maja: She's younger than me, she has better hair than me. She wants to do other things with her life than me. But yeah, so I would say that we're like kind of different. But yeah we're kind of different. But at the same time I like to follow her more than like say someone else on Instagram. Like a victoria secret model. Because she feels like I like those influencers that are like only like only like human and not like that just made a business of themselves and not like if they are actors or singers. I wouldn't follow like Zara Larsson or something like that because that is like no. a swedish girl, i'm a swedish girl. But I would say that she is like super different. But I like her style but I wouldn't say, like I would definitely buy stuff that she wears but I wouldn't say that we have the same style but I think she looks like, no we're kind of different. [00:19:55.06]

Christoph: Are there any values, ideas and thoughts that she has. That you have too?

Maja: Mm, the only one I think of is that she talks a lot about self-love and that I think is important and good that she talks about. I'm not like. I don't her values that much. That is the only thing I can come up with. And that I like agree on and think is important and bla bla bla. But I can't come up with anything else. She lives in Borås I would never want to live in Borås. [00:21:29.24]

Christoph: How would others describe Matilda

Maja: Cute (Laugh), no they would say. Since like I talked a lot about. Because I like, I like, I don't idolize her but she's like my favorite one on Instagram and it's like I have a girl crush on her because I think she's so pretty and cute and everything. And then I met my sisters friend who knows her and I was like oh my god can we talk about her. She's so cute and she was like oh she's such a bitch. And then my sister said like yeah she's such a bitch. But im like I don't know. So they are saying that shes a bitch but me and my mom

love her. So we always talk about her. Were like did you see Matilda's last photo? So I don't know how people talk about her. But the thing is that I wouldn't like come up to you and be like hey do you follow Matilda. I would only talk about if I knew that you did. [00:22:11.15]

Christoph: How does Matilda fit into your circle of friend?

Maja: Perfect! [00:23:23.25]

Christoph: Why?

Maja: No I don't know, people say she's a bitch so maybe she doesn't fit but if she's nice and if shes like cute. But she seems also kind of boring, because she's like, I don't say that you have to drink to have fun. But she's like i don't drink I love to be with my family I love to be by the ocean. I also like to be by the ocean but its not like the only thing I want to do I want to do other stuff too. Yeah, she can be my friend if she wants to. And I can be her friend. But I don't think that we have that much in common. I mean she still lives in Borås. [00:23:33.02]

Christoph: So what would others think if you had her as a friend?

Maja: They would think, why do you have a friend living in Borås? And she's so young. [00:24:11.20]

Christoph: Do you think that there would be a difference between the people that follow her and the people that dont know her?

Maja: If there's a difference? [00:24:26.29]

Christoph: What would people think that dont know her and see that you have her as a friend.

Maja: They would just say ahh a normal girl with tattoos and sun kissed (laugh). [00:24:55.01]

Simon: Beautiful hair

Maja: BEAUTIFUL HAIR, she doesn't do anything with her hair. She just wakes up like that. How crazy?

Christoph: How does Matilda make you feel when you're looking at her posts?

Maja: S he makes me feel like I wish i had that hair. I wish was that sunkissed. I wish I also could travel more. I wish I didn't have her boyfriend because he's not that good looking (laughing). I'm happy that I don't live in Borås. So there are parts of her that I'm jealous of and other parts that I'm like you can keep that. [00:25:14.26]

Christoph: What does she mean to you?

Maja: She means a lot. [00:25:29.03]

Christoph: In what way

Maja: If she would be like, I'm going to stop. Instagramming. I would be like, Noooooo. [00:25:41.08]

Christoph: Why?

Maja: Because I think she has a nice style and I think her like Instagram and her visual expression is different from others that I know of. Of course there are like tons of girls that look exactly like her and wear the exact same clothes and bla bla bla. I don't follow them. And I dont know of them. So she's the only one of the people that I follow that is like that. And I really like it like its like yeah I really it. I think she takes good pictures, I just like her style. I like the feeling you get from her posts. [00:25:47.14]

Christoph: Do you care about what happens to matilda?

Maja: Yes! of course. [00:26:32.24]

Christoph: Could be good things or bad things?

Maja: If she would like break a leg I would be so sad for her. Yes! of course. Because she's so young, cute. (laughing) of course i would care. Because I like her, like im not like a hater. So it's not like I would send her oh my god take care. But I would be like poor her, if something bad happens. But its like its sad if anything bad happens to anyone. But yes I would of course care. [00:26:42.29]

Christoph: How would it make you feel if something really good happens to her?

Maja: I would be jealous, but happy for her. Asså jag skulle va avundsjuk men inte missunna henne det. How do you say that in english? I wouldn't take that away from her. You'd be like good for you but I wish I had that too. [00:27:18.08]

Christoph: Would you like to meet Matilda?

Maja: Yes! [00:27:44.14]

Christoph: In person? why?

Maja: Yes I think I would never ever ever ehm reveal that I like know who someone is. Like I would never do that. Because I dont know, its just something like oh no no no no. I would never. I'm too proud I'm like what I don't know who you are. But of course I know. [00:27:53.19]

Christoph: What makes you want to meet her?

Maja: Because I just want to see her in reality. Because I wonder if she retouches her pictures. Because I don't know. I wonder if she looks like she does in the pictures. And I wonder how her skin looks like really close. [00:28:22.21]

Simon: How close?

Maja: Like super close, like this (holds hand in front face) close. [00:28:51.19]

Christoph: How do you feel when Matilda is talking about her feelings and emotions, if she does that?

Maja: I feel good, like on this vlog I saw yesterday with her tattoos. I thought it was really cute that she talked about her feelings behind it and the story behind it. I thought it was very brave to do that. Even though it wasn't like super like huge things but it was still like. I don't know I don't have a tattoo so I can't really relate but for me it would be like a super big thing to do one. And when she actually tells how and why she did it. I think its a huge thing or for me it would be so I think she's brave and think she like she has like a good, I mean good values. so I feel like you go girl. [00:29:06.21]

Christoph: Could you describe the specific content that you are interested in?

Maja: The skin care and the clothes. And beauty. [00:29:53.16]

Simon: Why is that so important?

Maja: Why? Because I'm interested in that. That is like, like especially with her. That is what I like most about her. Because I think she has great style, I think she or it looks in the picture that she has like really like good skin and like she takes care of her skin and I just thinks like she looks good and have like a, yeah I like her style and everything so thats why. But if I follow someone else then maybe that wouldn't be it's not like the main focus on everyone I follow. But on her it's definitely that. I don't care about oh go to this breakfast place or oh go to this gym. Or like natural cycles. I'm like ooh boring. Only like the clothes the beauty and the skin care. [00:30:14.03]

Christoph: What would be your most favourite type of content?

Maja: Ehm, I thought it would be like beauty routine thing. But I saw the vlog and it was so boring. She was just like I do this I do this and then she had this for your skincare thing that everyone has and then I understood oh my god she's bought. So it was boring so my favourite would maybe be like, see everything in her closet. [00:31:01.20]

Christoph: And if you could like skip one, delete one kind of content. What would that be from her?

Maja: Things on her boyfriend. (laughing) and like her dog. But it's not that much of her boyfriend but like sometimes it is. Like family stuff, because I care about her I don't care about her family. If I would care about her dog or boyfriend I would follow them. [00:31:41.24]

Christoph: How would you describe the information that you find on her profile.

Maja: Like her profile in bio or? [00:32:08.12]

Christoph: On the social media platforms she uses?

Maja: It feels actually like she doesn't have that much awareness (koll), it feels like just. Say like this natural cycle for example. I didn't even watch it but I can imagine, that like someone told her like say this and

this and this. And she was like okay! So it doesn't feel like she has that much knowledge but I don't know maybe it's just me. I don't know why I feel that. It's just it doesn't feel like genuine. She's like she did like a collaboration and made her own like clothing line and doesn't fit, I don't think she knows where they got made or the fabrics or even if she like "designed" them. [00:32:26.02]

Christoph: Is it anything in particular that she does or says that makes you feel like, that gives you that impression. That she doesn't have that much knowledge.

Maja: Maybe because she doesn't talk about like the process maybe. Like she never ever before showed interest in like, production or something so maybe that's why. Like take Blondinbella for example I would much more, I trust her products more when she puts her name on something. maybe that's because she talks about the process and she's like transparent with that and be like and she's like I care about this but I don't care about that. So I made someone else do that and I'm going to do that. And when she says, Oh I'm like I designed a collection. I'm like, did you really design a collection or did you just put your name on it? [00:33:19.17]

Christoph: If we stick to the information, how important is it for you to find informative content on Matilda's profile?

Maja: It depends on what you mean with informative. [00:34:19.16]

Christoph: Like information in terms of that you can keep up with trends or like that kind of thing?

Maja: Yes! Ehm it's not like super important but it's like if I see something I like I would have like I would like to have information about that. Eehm because when I see her pictures I like always click so you can see what she has tagged. And so I guess that is important because I always want to see the brands that she is using. Yeah okay so I guess that is important. And since I asked about her pants. Okay it's important. [00:34:34.08]

Christoph: How likely is it that you receive new ideas from her?

Maja: If there is a big chance? Yes, things I considered ugly before and then I see her wear it. Then I'm like oh that's nice. And then I'm like, like especially like clothes and stuff like that. Oh I would never wear that but look it's cute. So yes definitely. Not like new ideas but like I maybe change my mind of stuff and things. [00:35:21.16]

Christoph: Why do you think you change your mind?

Maja: Since I have a positive attitude towards her, I think that...like whatever she wears or put on I would be like oh my god that's so cute. My overall picture of her is that everything she wears is nice and looks good on her. And like so since I have this picture of her. So If I see her wearing something that I maybe didn't like before and I see her wear it I'm like ok wait then it's good because I think she has great taste then those pants are nice. And I think she can maybe like brave is the wrong word but I think her style is different from other people or at least people I know of in Sweden. So I think she is like brave in that way she doesn't look like Kenza or all those other girls. In Sweden especially. So I think, I just like it. [00:36:03.03]

Christoph: You said you visit her Instagram account today right, how did it make you feel?

Maja: Ehm...But I don't like go in on her page but if she puts up something I'm looking but it's not like I'm searching for her. it's not like that. But when I watched her vlog yesterday, actually I did, then I searched for it and was oh my god I want to look at that. Because I wanted the, I was tired but I didn't want to sleep yet and I just wanted to lay down and then I didn't, I didn't feel like doing something on my phone because I was too tired to see something and then I went in on Youtube and then I love to watch beauty tutorials and then I remembered that I saw somewhere that she had like a 'get ready with me' video. But then there wasn't anything get ready basically but then I watched it. [00:36:49.20]

Christoph: Have you ever received something in exchange for visiting her profile?

Maja: A like from her? [00:39:11.16]

Christoph: No but like, we talked about information before but it could also be like you said that you thought that you looked at a dress and you thought that nice or that's not nice.

Maja: I have a pair of pants that both me my mom and my sister has. Because we saw them on her blog so we all have them. So I know of like brands I've never heard of before and now I know of the brands and I like check them out sometimes or I'm aware of the brands and would consider to buy something from there. Only because I've heard her talk about it. So I yes, I would say yes. [00:39:27.05]

Christoph: Did you buy the pants online, was there a link or something?

Maja: Wait how was it? I think my sister and my mom bought them online and then I was like because we don't live in the same country and I was like what the fuck why did you buy them without telling me. So then I went to a store and bought them because I live super close to that store. [00:40:10.29]

Christoph: Some influencers have discount codes on their profiles. How is it about Matilda?

Maja: Yes she has them. [00:40:35.15]

Christoph: Did you ever use them?

Maja: I have never used one but i would definitely do. but I can use, i mean it's not like not specifically her codes. I would google up discount code. Ehm. Yes. [00:40:51.15]

Simon: When in the purchase phase would you look up discount codes?

Maja: At the end. Because like mostly if you. If she is like oh here's a code with 30% then before I would have checked the website and then bought something. But now I learned that you should only buy when you really need stuff. So then that's why when I'm like now I need this and then Im checking the codes up. [00:41:22.12]

Christoph: Does Matilda symbolize the kind of person you are inside?

Maja: No [00:42:26.03]

Christoph: Why not?

Maja: Because I'm like, I'm afraid of the water. (Laughing) I like to be near the water but I'm afraid of the water. And I don't like, I don't even like sunshine. I don't like heat I would never want to . She's like I love the sun blablabla. I'm like no. I like the sun but I don't love the sun so no I don't want her lifestyle. I think it looks nice and everything but I wouldn't like, I wouldn't change it. But I wish thought it was nice but I don't. But I definitely would look like her. She's so cute. So she symbolizes what I wished I looked like. [00:42:50.00]

Christoph: Does Matilda have an impact on what other people are thinking of you? If they know that you follow her

Maja: No. no I don't think so it's not like I talk. I only talk about her with people I know like her to. [00:43:04.12]

Christoph: What do they think then?

Maja: They think, but they like her too so they think it's good. [00:43:14.21]

Simon: If a person would look through the people you follow on instagram for example and they see Matilda, what do you think they would think of you?

Maja: They would think, ehm. Either they would think who is that. Other than, or they can think oh she's so cool. And she is good and everything or they would think oh what the fuck. i don't know but its just my feeling that shes not that big. I don't know many friends that know of her because it feels like ses younger than me and she also has a younger target group it feels like. But it also feels like she has many more not swedish followers because she like speaks english and writes in english. So like in my world I'm the only one who follows her. So I think most of my friends wouldn't know who she was. But otherwise I think, But I don't know how people consider her. So i don't know. [00:43:32.11]

Christoph: How often do you visit Matildas social media platforms?

Maja: But I never like go in on. But the blog maybe once every second week when I'm at work and have nothing to do. But it's like, when I'm like okay I checked every other blog then maybe I can check in on her. But her instagram, i never as I said go into her page or profile. So I But I like see her pictures. I don't know if she posts everyday but it feels like that because It feels like I have full control over what she's

doing. So I would say that I get in contact with her everyday. But I don't know if that's true but it feels like that [00:44:57.26]

Christoph: Yeah you said you don't go into her profile. When you see her pictures what are you doing with those?

Maja: I take it in. And then i let it go. [00:45:52.28]

Christoph: Did you ever like something,

Maja: I can save the photos. But I don't like that much, because I think its awkward. [00:46:04.02]

Christoph: You said you have groups in your family? What are you doing there then?

Maja: If we think something is cute we take pictures of it and send to each other. But it's not that often it's not like all of her posts. It is if something goes inline with me and my mom and my sister thinks is nice. Ehm but I can save her posts if theres something that I want to buy. Like that was a good, or if there's something like this was a nice outfit she put together I want to look like that or if she has an inspirational photo. Ehm but I don't like her pictures that often. [00:46:24.25]

Simon: Why is it awkward?

Maja: Because I don't want to be like a groupie. [00:47:14.00]

Simon: Is that in general on social media?

Maja: Actually I could like her. I don't have a problem if people know that I follow her and think she's cute or anything, because I really do. It's not like I have to defend her. But with like Blondinbella for example, I don't follow her on Instagram because I think it's like even awkward to follow her. I check her instagram every day but I don't follow her because that one I feel like you have to defend because there's like divided if you love or hate that person but since I don't know with matilda I believe that everyone thinks like me and I would Yes. yes. [00:47:31.06]

Christoph: How would you describe sponsored content on social media? What types that you know?

Maja: With her or ? [00:48:15.00]

Christoph: Just in general if you think about social media platforms and sponsored content?

Maja: They're everywhere, that's my thought? [00:48:44.06]

Simon: What is everywhere?

Maja: Sponsored posts.

Simon: How do they look? How are you able to tell that they are sponsored?

Maja: Because I see that little in collaboration with up above the picture. Eh yes.

Christoph: Are you able to recognize it?

Maja: Not if I don't see like the text up there?

Christoph: So you think that there's sponsored content where it's not that text or what?

Maja: But if there's only a picture without in collaboration with then it's not like I would see oh this is sponsored. Maybe if someone sits with like a brand or something, like something superobivious. Nowadays I don't think the pictures are that obvious. I've seen that a lot of people or influencers get sponsored by Dubai. So they go there and get like the travel the trip for free because Dubai want to do like commercial for their country. And then I understand that it's a collaboration since it says in collaboration with Dubai but its not like I would understand if it's like a picture of a girl standing on a beach. I'm not like oh my god that must be sponsored by the country. Because I don't think like I mean clearly what they want to promote. Like I have a saved picture on my phone and that is a picture that is a collaboration with cartier. And it's a picture of a girl holding up her hand. And on her wrist. And then she has like a watch and a ton of bracelets but then I know like since it said in collaboration with cartier I know the watch is cartier but its not like, you can see if you know the model of cartier but it's so far away so you cant see its cartier on the watch and I mean if it wouldn't say in collaboration with cartier then I would only be like shes taking a picture of her like accessories this day. But since I know Im like aha its

commercial for the watch but maybe it's also for the bracelets as well but I don't know I've never seen those. So you understand what I'm trying to say? [00:49:15.25]

Christoph: And what type of sponsored content comes into your mind when you think about Matilda?

Maja: Clothes, Saboskirt. [00:51:35.23]

Simon: Why is that?

Maja: Because she always wears clothes from there. and she also, I think it was that brand she did a collection for. Saboskirt. It feels like she's very into, or like Australian companies very much like sponsor her. And like smaller brands, Gina Tricot. Oh my god, here the companies I think of; Sabo Skirt, Gina Tricot, Nelly, and Nakd but mostly Nelly. [00:51:48.21]

Christoph: How do you know that they sponsor her?

Maja: Because whole her blog is only Nelly. It's look at this, look at this. I have this discount code bla bla bla. And she posts a lot about Nelly And she was on this trip with them and she's always there to take product photos. Because I know that Nelly has their photo studio in Borås and she lives in Borås. That's why they take her because they don't have to pay the travel. [00:52:12.28]

Christoph: How would you describe a trustworthy influencer?

Maja: A trustworthy influencer is someone that isn't too broad that sticks to your subject. And also for me a trustworthy influencer would also be someone who is like honest with what they know and what they don't know. So for example say with this collection, we designed this collection. I don't like, all 100% trust that she designed it but if she says like I helped them design this or I picked out the material you know. If they're like, then it would be trustworthy for me. If you like, if you're more like more accurate in your explanations. [00:52:52.10]

Simon: You mentioned transparency before, is this something similar?

Maja: Yes, yes this is kind of similar. But I think she's like trustworthy with maybe like she's doing a lot with Nelly. I like that because she's doing a lot with one company instead of some people just do that and that with some company. Like Petra Tungården for example, she has like first she did this then she did that. Like everything with so many different companies but it feels like Matilda she sticks to Nelly. [00:54:01.29]

Christoph: How trustworthy do you think Matilda is?

Maja: On a scale, 1-10? Maybe 6. [00:54:32.13]

Christoph: Why 6?

Maja: But also because she's younger than me, so I'm like I know more than you do. [00:54:47.15]

Christoph: But Why 6?

Maja: 6 because I mean I think she is I mean exaggerating her words a bit. She's like we're a big family like what the fuck were not a big family come on. So that's why, but you know Hanna and Amanda. there I don't trust them at all, they're like oh my god this is the best dry shampoo I ever tried. Come on it's not it's only because you make money of it. Like you have to be like, eh. If I'm going to trust what she likes then I also want to know what she doesn't like and be like. She only talks like positive things about everything. [00:55:05.26]

Christoph: Do you think that, the blogs or Instagram as a platform are trustworthy?

Maja: Eh. Yes! Why? Because now these days like consumers are so well educated and you can find all the informations yourself and bla bla bla. So people don't have the yi mean there is no space or room to lie. You only have one chance to... I think. Because their so big competition. [00:55:52.00]

Christoph: How does it make you feel that Matilda is posing sponsored content?

Maja: It makes me feel, I like it because then I get to see new brands. Sometimes. And I get to see clothes nice clothes. And hopefully she makes money of it and that's good for her. So yeah she can post as much as

she wants unless it doesn't like take over everything. it has to be a balance and it also has to be inline with her brand and herself. [00:56:48.12]

Simon: What would you say would be inline with her?

Maja: Clothes, bikinis and stuff she's very like, she always wears bikini and stuff. it has to be like her style. I would say that her style is very feminine but very also relax like boho. So clothes that are in line with that. And also things that she has expressed, like I mean that she likes. So maybe she has super many tattoos she can do collaboration with a tattoo studio. She talks a lot about trips then she can collaborate with travel agencies but it would be weird if she was like look at this bike or like look at this home insurance. Or you know. Stuff that she hasn't talked or don't give that much space otherwise. [00:57:38.04]

Christoph: Would you consider yourself loyal to Matilda?

Maja: Yes super loyal! [00:58:49.09]

Simon: Why?

Maja: Because I like her [00:59:00.12]

Christoph: Why do you like her?

Maja: She's cute (laughing). I think she looks good. And I like that she's not super duper she doesn't have that many followers. I like it. I like that I have followed her for a long time. And I like that my mom and my sister follows her. I like that she doesn't look like everyone else that I know of that I follow. So would say that i'm super loyal to her. Im loyal in that way that it doesn't. The only thing that I have to pay is time. If shes like you have to but this then I'm not doing that. Say for example that she would, Like Im loyal because I look at everything but it's not like a like and stuff but I still like follow her but maybe that is, That is one follower. So I would say that I'm loyal to her and if she would be like i'm changing blog platform I would read it there. But its now like I would, if shes like im in stockholm come visit me, I would not go there. But Im loyal in a way that it only cost me time on social media. [00:59:09.22]

Christoph: How would you describe the connection between you and matilda?

Maja: The connection? Well it's only a one way connection, she doesn't know I exist. But there is almost no connection since I don't like or I don't show her that I exist so I wouldn't say that we have a relationship, it's only me having a relationship with her. She doesn't have one with me. [01:00:34.15]

Christoph: How would you feel if she deleted her accounts?

Maja: No it would be so boring, I would be so sad. Because then I need to find a new one. [01:01:03.17]

Christoph: If you think about other influencer you follow? How do you feel about Matilda in comparison with them?

Maja: I don't follow that many? There are few of them that I follow that I know who they are. Or especially Instagram. Blogs I only follow people that i know who they are. But on Instagram I can follow a random person like a girl that I only think has nice style but I don't even know her Instagram name or where shes from. Nothing like that I don't have the background information I only think she posts background information but with Matilda I know like personal information and so I would say she's like the only influencer I know who it is. Especially on Instagram. Because I don't follow...but like pure influencers, then it's like the only one I like know who it is. Now I follow this cartier watch girl but I don't know who it is. The only thing I know is that she doesn't speak swedish or english. I don't know which language it is. I think its german or maybe dutch. But I look and everything but I don't understand a word. [01:01:30.04]

Christoph: You already said that you talk with your mom and your sister about her, what kind of stuff are you talking about?

Maja: Look at these pants look at these shoes. My mom has her own store, clothing store so I'm like oh my god look mama this is the brand you sell. Can you buy this to me or it's like oh look at this brand you should sell this. Or its like i want to buy this what do you think or look how cute. It's only like what she wears, its only about that. We comment, but never if there's something ugly only if its nice. [01:03:30.20]

Christoph: Like for example the tatoo video, did you talk about that?

Maja: No we never talked about that. But it's because we don't like tattoos. So if we love tattoos we would have been like oh my god. [01:04:05.04]

Christoph: What about her boyfriend? Did you talk...

Maja: No we never talked about him. Because he's not (laughing). We don't like his face. We only talk about people we think are like good looking and have nice clothes. We talk a lot about benjamin ingrosso. But I know the boyfriends instagram name freddiephotos. And in his bio it says like turned into instagram husband, influencer husband or something. [01:04:25.21]

Christoph: We only have one last question, so sad that it's coming to an end. So we would only like to ask you, if you would keep visiting her in the next few years.

Maja: Yes [01:05:27.26]

Simon: Why?

Maja: Because I'm not tired of her yet! And I don't have a reason to stop. like she hasn't done anything that I don't like or. Why would I? [01:05:39.28]

2.3.3 Viktoria

Respondent: Viktoria

Interviewers: Christoph and Simon

Location: Researcher's home

Length: 01:09:49

Date: April 9, 2018

- Simon: Welcome to our interview. We are going to talk a bit about influencers and Social Media Behaviour and specifically Matilda Djerf. Before we start there's or right or wrong answers. Just say whatever comes into your mind.
- Christoph: We don't judge or anything.
- Viktoria: Thank you guys, I appreciate it. [00:00:23.06]
- Simon: I have your name already. I have your age as well. And your a student and female.
- Viktoria: Is it anonymous? [00:00:36.29]
- Simon: It is anonymous, I was just about to say. We will just start then. So let's start with some general questions. When was the last time you used Social Media? Can you describe it.
- Viktoria: Like in the elevator on my way here. I'm kind of obsessed with Instagram so I check it a couple of times a day. So I do it like past time thing I think so when I was in the elevator I openend Instagram to see if somebody who I follow updated something. [00:01:00.21]
- Christoph: When would you say do you usually use Social Media?
- Viktoria: Like... [00:01:30.29]
- Christoph: Or could you describe your typical daily usage.
- Viktoria: My typical day of Social Media..I wake up and then I check on my notification which is usually Snapchat and maybe messenger and then I go into Instagram and then I scroll a little but I don't check the post that much I more check the stories to begin with because that is more like if somebody updated or they doing something right now and then I check it maybe, I don't know how many times a day. Too many I guess but like all the time when I'm bored, when I'm maybe just studying I take a break and check the Social Media and unfortunately sometimes at work and when I'm checking more like the post for example on Instagram that I do more like set off time to do not like schedule my time to check it. But then it's more like I actually sit down and scroll through Instagram to check the posts because I got a lot of inspiration from Instagram so then I really like to more be able to scroll through and to see a lot of them at the same time but during the day I think I check like stories and also my friends sending me Snapchat directly to me a couple of times a day. I have the notifications on on all of the social medias so I check them as soon as I got the possibility. Such a nerd.[00:01:35.16]
- Christoph: Do you also have other Social Media platforms you use?
- Simon: You mentioned Snapchat, messenger, Instagram.
- Viktoria: Does Pinterest count? [00:03:33.13]
- Simon: Yeah as Social Media.
- Viktoria: Pinterest I use not that much but sometimes. And I used to use Twitter but I don't really use it that much anymore because I feel like all of my friends went of frome Twitter so I think it's not that much fun. And I'm much more of a picture person. I really like pictures so I think it's kind of boring with Twitter nowadays but I still have it but there I more check if something is happening for example if I'm biking to work and the way is closed or something then I go to Twitter and check Copenhagen police and see if it's closed and I know which way I should go. Does Tumblr really count. [00:03:42.29]
- Christoph: Yeah like a blog.

Viktoria: I used that but not from my phone so I only use it from my computer so I don't use it that much. Then I don't think I don't use anymore.[00:04:45.16]

Simon: And you said that Instagram is your favorite.

Viktoria: It's my absolute favorite. Of all time.[00:05:00.28]

Simon: Why is that?

Viktoria: I think I chat on before that I really like pictures and I like taking picture myself so I get a lot of inspiration of looking at others pictures. Both from my photograph point of view but also from fashion and beauty and music and of course keeping up with my friends but I think it's more the inspiration part because according to the algorithm I think that's the ones which comes on top as well so I maybe miss out on my friends post and I go in and actually look and see if they have posted something so the main reason I am on Instagram is more to get Inspiration.[00:05:08.14]

Simon: To go off that, how would you describe the people you follow or the accounts you follow?

Viktoria: Like I told Chris before I follow almost 900 people on Instagram which is quiet a lot. I think I follow many different range but the majority is fashion and lifestyle profiles but I also follow my friends but I think that is the small part of it. And then fashion lifestyle accounts I follow some music accounts and like celebrities both from music and models and actors and everything. So I think most of them I would say is fashion, lifestyle accounts and they differ in range if you consider the amount of followers they have. I think I follow everything from the really big ones like I don't know is it still Selena Gomez which is the biggest one? I think it's Selena Gomez with like 100 Mio. Followers. And then I follow more like micro influencers with maybe 2000 followers. And then of course my friends which have like a hundred of followers. I don't know how much I should elaborate? Where I worked before, I worked at that company called Whisk where I was recruiting for a new fashion influencers for their community and then we were searching for...we went into Instagram and checked like trendy places like for example before when it was the Café Atelier September for example then you always went in to that geotagg and you checked the pictures and you see which of them have like a good quality and if they were like trendy and everything kind of and after I quit there I actually sometimes do that for myself to find new accounts that I want to follow. So that is also part of my Social Media routine.I'm the most nerdy of them all.
[00:06:09.00]

Simon: You mentioned influencers now, how would you describe an influencer?

Viktoria: I think it depends a little bit like... you can be an influencer in different ways I would say. I think the ones that I consider influencers are the ones that are having like a niched accounts which are doing something that they want to inspire others with and that could be everything from fashion to music to lifestyle or whatever. And I think their purpose of having their accounts is to inspire others and to gain of course a lot of followers they can earn money but I think the main connection with the word influencer is somebody that wants to inspire others in some kind of way.[00:09:01.02]

Simon: In terms of this inspiration. How would you describe the content that influencers would poste? Or what kind of content is there?

Viktoria: Since I follow a lot of fashion influencers it's a lot of outfit of the day. There is a lot of breakfast pictures and those kind of things. I think the content overall or what I'm looking for is kind of professional pictures. I like when the feed has like...when all of the pictures matches, if it has a good flow. It's like a theme. It's a total picture, you can open the profile and you should be inspired by the whole profil. So I think that the content is not that you just put up like one picture that is good but that the whole feed needs to be good. But then also if you think about content wise I hate when people post too many pictures of the same thing. I wanted it to be a little bit of variation of it. Like not only outfits for example or not only breakfast pictures.[00:10:16.29]

Simon: Now we are going to go a bit deeper on specifically Matilda. How did you find her? And when did you start following her?

Viktoria: I started follow her like a little bit more than a year ago. And I think I started to follow her because I saw somebody liked her picture and I thought that her hair is really nice. This is the through. I thought she has really nice hair and that's the reason why I started to go into her profile. Then I saw she really had the things that I'm looking for in the accounts that I follow. She really has a theme of her like all content, of her whole profile. It feels like she is really representing her pictures. Like if she posts pictures of her home it feels it's the same style of the clothes she is wearing. So it feels like she is not just like one of the influencers who try to be fashion influencers and just go on every trend and then post that in order to get followers. I feel like she has a real style. I think that's why I started to follow her, I really like her pictures. They have a little bit of a vintage kind of feel so I feel like she really has a special touch of her pictures. [00:12:09.29]

Simon: How would you describe her?

Viktoria: I feel like she's quiet young. I'm actually not really sure how old she is but twenty maybe. And I feel like she maybe doesn't yet realized her Instafame or what to say. She feels like she's still down to earth. And it feels like she's really happy about her followers. I sometimes watch her Instagram lives for example and there it feels like she's very genuine and I feel like she...of course she does it because she earns money on it but I actually think that she likes what she's doing. And she seems like a nice girl. [00:13:44.26]

Simon: Is there something in particular that she does that makes you feel like that?

Christoph: You said for example that she's genuine.

Viktoria: I don't exactly what it is but I watch some of the Instagram lives and she also puts up YouTube videos. And it kind of feels like it's not that like much she's reading from a paper. It feels like it's actually her and then it's some of if you for example Janni Dellér. She has this like really professional like vlogs that she does. It feels like it's really recorded and added and it's like a professional thing while Matilda's it's her boyfriend who films her videos because you sometimes see him in the mirror or he's talking in the background. It feels like she's editing the videos herself and it feels like a small production. It feels kind of real I would say. And I don't know what she does in specific but it doesn't feel like she's...when she's writing something on her blog or whatever it feels like..for example she just did a collaboration with Nelly for example, a Swedish brand, and then it feels like she really appreciate that she got the chance to do it because she's like I'm so grateful, everybody should live their dream because I didn't know this a year ago but now I'm here living my dream. So I feel like she's really happy about it. [00:14:56.10]

Christoph: Which are the platforms that you follow her on?

Viktoria: Like I said all of them. I follow her mainly on Instagram. Then I also read her blog quite frequently because it feels like on Instagram I more follow her because the pictures themselves gives me inspiration and then I go more to the blog to maybe see if she posts collage or maybe if she does a hair tutorial or something that I feel like I cannot get from Instagram really because there is more like just one picture. And also because I also watch also some videos so I would say YouTube as well but I don't have a YouTube account so I don't follow her on YouTube. It's more if she posts a video on her blog, then I go to YouTube as well. I don't know if she has Snapchat but I don't follow her on Snapchat. [00:16:41.01]

Simon: If you think about your first impression of her and think about her now. How would you describe that?

Viktoria: I think it's quite kind of the same. Maybe it has actually got better. I would say. Because when I saw many pictures of her in the beginning because I think she looks good, she's very pretty and I felt like she posts a lot bikini pictures for example. She's always in Bali or California or wherever. And then I felt like she's maybe one of those that are a little bit like cocky about it but when I follow her more I feel like I get this that she is more genuine kind of thing. Maybe if I should say a more negative thing, I kind of feel sometimes she is pretty young and naive kind of. When she's talking in some of her videos I'm like OMG and then I turn off because..But mostly I think she seems cute and that's kind of the same as I had from the beginning. [00:17:52.25]

Simon: How would you describe how she speaks to her followers?

Viktoria: I think she's speaks very nice to them. I watched an Instagram live video maybe two weeks ago or something, which was when I kind of started watching them and then she was just sitting and drinking tea and then she was really like that she's so happy that she's doing this and it's all thanks to her followers and she really appreciates everybody who follows her and when people in Instagram live comment she respondet very good to people commenting to her like thank you that's so cute of you. I feel like she has a good tone to her followers. Not like a lot of influencers who get like negative comments and everything and she probably does to but it feels like she's at least more addressing that everyone is nice. She speaks about body fixation and stuff. Like somebody commented that she was fat and then she was like no everybody should be the way they are and be happy. That I think is good because she has a very young audience . So I think she has a great tone. [00:19:08.04]

Christoph: If somebody is asking a question, how is he responding?

Viktoria: Like how? [00:20:43.02]

Christoph: Is she responding or not?

Viktoria: I don't know but I think I feel like she's honest and tries to answer in a way that should be correct. Like if somebody ask her about her hair for example, because she gets a lot of questions about her hair, I feel like she's always thank you so much, I posted this video on YouTube with that tutorial go check that out. I feel like she's trying to be helpful in the way she's answering the questions.[00:20:47.23]

Simon: Did you ever ask her a question?

Viktoria: No.[00:21:31.07]

Simon: If you would ask her a question do you think she would respond?

Viktoria: Yes. If I would ask her for example how she styled her hair then for example I think she would be check that video out. I actually haven't checked her comment field in her blog so I don't know how active she's there but I feel like she's kind of active in her Instagram comments at least. But I actually don't check her comments that much, I check her pictures. [00:21:37.24]

Simon: What is active to you in this context?

Viktoria: In the comment field kind of? I think if you look at blogs the once that are active are for example Isabella Löwengrip or Kinza or those who get like 50 or 100 comments on one blog post and that is trying to respond the majority. And I know those people have assistance who are answering questions for them so of course they can answer more. But sometimes you see and the more smaller blogs then it's maybe only four comments for example and then you see that they don't even answer those four comments and I think this is weird because that's how you should deal with it. And on Instagram I also I think active is trying even if you don't answer every single comment I think you should always write one big comment to like know that you get some response for example follow on other influencers that I know she's kind of big and I think she's answering almost all of them. Even if it's just like with an emoji or something or liking a comment I think she does that even if she has like 100 comments or something. And that I think is being active in the comment field. [00:22:17.06]

Simon: We kind of touched upon it a bit but how does Matilda communicate? In terms of the topics she talks about and the tone of voice? Is it clear or not? What she talks in her blogs or how she talks about different subjects for example.

Viktoria: I think she talks a lot about fashion and lifestyle overall. And the way she is doing that I think, I know she has a lot follow me through the day kind of things. She does videos on YouTube for example. There I feel like she's trying to answer questions that she gets frequently. Like to address those all at once. Like how she's communicating, I don't know. I feel like she has kind of a direct tone from her to her followers. I feel like she tries to be the friend a little bit and maybe it feels like she has a lot younger followers so I think she wants to be a little bit of a role model as well. They way she's communicating is like...for example somebody called her fat and then she's like this is not fat, everybody can be whatever size they want to be. So I feel like that she wants to address the things that she knows makes her a better role model. [00:24:20.15]

Simon: What would you consider as private information in terms of influencer or Social Media?

Viktoria: I think there's always all of the bloggers for example they are always saying that they are trying to differentiate between being private and being personal. And that I think is kind of interesting because I think that you can be personal and share a lot of information about yourself without being private or still being private. You can talk about things but not reveal too much about yourself. But you can still be personal and tell about what you think about stuff but you don't have to be like okay so this night I do exactly this and this and this and I'm in a fight with my boyfriend for example. That you don't have to share but you still need to be kind of personal because otherwise if it's just like, since I follow a lot of fashion influencers, it's just like outfits and it's just like nothing personal and then you kind of lose interest. So I think it's important to tell a little bit about yourself. It's like with celebrities I guess, you want to get to know them and feel like you are kind of a part of it a little bit and you know small secrets then I mean even if they sharing things like ten things that you didn't know about me then those ones can be personal but not private. For example pasta carbonara is my favorite dish but they don't have to tell that my brother got really sick when I was young. [00:26:28.18]

Christoph: What is it about Matilda? Is she doing that to you?

Viktoria: I think she's kind of personal but not too much. I feel like you still get to know her. It feels kind of you know a little bit of her life. For example I know that she has a boyfriend that works with her. And I know that she lived in California before. And I know that she goes on a lot of trips for example. So I kind of know these things about her but I don't really know maybe how her childhood was for example. So I feel she's kind of doing great there. Like revealing somethings about herself but not too much. Because I don't want to know the most personal stuff either. Because I don't need that. But you want to know something that gives you a better picture of her. [00:28:20.09]

Simon: How would you describe Matilda in comparison to yourself?

Viktoria: She has my dream hair, that's why I cut bangs. So I would say she has better hair than me. No I don't know. I maybe feel that I'm a lot more goal oriented then she is. I feel like she's still very young and she, that's maybe an whole other discussion, but the influencers I admire are mostly the ones that build on more than just on their Instagram, as for example Isabella Löwengrip does more, like they do collaborations and things to expand like if one day they would not be able to do Instagram they would still have something else to do. And I feel like there she's maybe a little bit naïve because I think that maybe she could be just a trend and maybe she's just a little bit too young to realize that. So in comparison to myself I would never risk that much with not doing education and everything. I think I'm more afraid of just like living that kind of way. [00:29:35.13]

Christoph: Do you see any similarities between you and her?

Viktoria: That would be kind of the inspiration kind of thing in that case. That she also likes to create that kind of content with both fashion and beauty and photographs. Even though I'm not doing that at all on a professional level, I do that a lot for myself. I do a lot of those kind of things and I think with we have that interest in common. But then I don't do it on the same purpose that she does but I think maybe we have the same interest. [00:31:19.16]

Simon: How would others describe Matilda?

Viktoria: I actually feel that a lot of people that I know don't know who she is. So I don't really know how they would describe her. I think maybe like just a pretty influencer kind of. What I have notice, yeah because I'm a super nerd, I noticed that a lot of the bigger like more established influencers they started to comment a lot on her pictures. Like the ones that are kind of famous. They started commenting on her photos and are like oh you are so cute and so on. So it feels like they think she is cool and she is on the rise so they want to be kind of like influencer friends with her. Like for example she did collaboration with Nelly and then she was with Janni Delér which is like a lot bigger than she is followers wise. And I feel like all of them were like oh I met this girl and she is super cute. I think that people would describe her like cute and super good style. [00:32:08.19]

Simon: How would she fit or not fit in your circle of friends?

Viktoria: Like if she's here? [00:33:34.20]

Simon: Yeah like she would be your friend?

Viktoria: That's difficult. When you say it that way then it's that you actually don't know her that good that you think that you do because I really don't know how she would be like in my friends circle. But she seems nice. I think she maybe could be kind of obsessed with her Instagram and stuff so maybe you wouldn't have that much to talk about. And also I said thousand of times that she is young. Maybe you would notice that but I wouldn't be afraid to invite her to dinner because she would do good but I don't think maybe she would be the one that would be returning on every dinner. [00:33:50.11]

Simon: Imagine this dinner. What would others think of you if you went to a dinner and you invited her with you?

Viktoria: You guys would maybe think now she's turning into an influencer as well, she is too obsessed with this Instagram thing. I don't think you would think she's weird or anything. I think you would be nice you have more friends, congratulations. No I actually don't know. I think she would be nice and funny. And you would think that I'm nice because I'm bringing one more funny friend. [00:34:55.11]

Simon: How does Matilda make you feel when looking at her posts? Or how do you feel when you look at her posts?

Viktoria: I kind of feel inspired when I look at her pictures. Her pictures kind of makes me move to California and just go around in bikini and kind of live her life. But I don't think if you are referring to if she gives me bad complex or those kind of things, I don't think so. I think I get inspired by looking at her pictures. I don't feel like that is not me. I think I feel inspired. [00:36:14.26]

Simon: What does Matilda mean to you?

Viktoria: Right now I would say she is one of my favourite influencers on Instagram. I don't follow that many blogs. I follow 10 to 15 every day and her blog is one of my top sites. [00:37:12.05]

Simon: Do you care about what happens to Matilda?

Viktoria: If somebody would be mean to her, yeah.[00:38:10.24]

Simon: It could also be something nice.

Viktoria: I felt kind of like oh that's good for her when she did this collaboration with Nelly because I thought that is, because I know she has done some collaborations with some other brands before, she is doing with both, Nelly and Gina Tricot for example, and I think if you reached that kind of level, you kind of established among influencers in Sweden I would say. And then I was like that's good for her. So I was actually happy for her. But it's not like if something would happen to her I would be super sad or anything. And it's not like I follow her personal life that much but as I said before I really like when influencers are doing something beyond their channels. So there I was ah that's nice for her. [00:38:28.08]

Simon: Would you like to meet her?

Viktoria: Both, yes and no. I don't think in general for the influencers I follow, but the celebrities I follow I would like to meet. Especially if somebody has the contact information for Harry Styles, let me know. But for the influencers it's not that I like to meet them that much. I don't really care because I most follow them because of inspiration and not because of maybe the persons that they are. But I think she seems to be a nice girls so it's not like if somebody would say can you take this coffee with Matilda, then I would not say no because I think she would be nice and she would have nice things to tell about her like what she's doing. But if she would have for example, a lot of influencers have a meet and greet kind of fan events, then I would never go to one of these. Some influencers have like oh come and take a coffee with me at this place or whatever; I would never do that because I'm not that interested in her as a person. [00:39:15.01]

Simon: You mentioned that you are happy for her businesses. When she reveals her feelings and emotions, how does that make you feel?

- Viktoria: That I don't think I care too much actually. Like I said I kind of know many of the influencers but I'm not like too much of them like as persons. So I don't really care too much about what happens to them. Sometimes I could be like oh that was nice for the business but it's not like I care too much about the personal things. Maybe of course I something really bad would happen to her I would probably be like wow. But that's would also be to a person I cross on the street so that's because I'm an emotional person. [00:40:44.24]
- Simon: You mentioned that you are inspired by her content. Is there any other posts that she does that you don't find inspiring or that are something else?
- Viktoria: Yeah to be honest it's her videos and her Instagram live kind of things, those one doesn't really inspire me I would say. I think I really like the pictures because the pictures are nice. But when she is doing Instagram lives and talks about what she was doing the other day or where she is going to travel those kind of things don't really inspire me, so then I close down. On her blog for example I don't really read a lot the content, I'm more looking at the pictures. For example because I really like her hair, I watched her hair tutorials and learned something from that but otherwise it's more inspiration I would say. So if she would post something that is about her family or something for example then I don't think I would spend time at that for example.[00:42:14.02]
- Simon: The hair tutorials for example. Is it important to you to find that kind of content?
- Viktoria: Yes I would say. I hate when, especially influencers who are into fashion for example, put up outfits and then they don't tag where they have bought the things because I think their job is to inspire others and for the followers to be able to buy the same things or to find something similar and I think it's just a waste of time and I think she gets tons of questions about her hair and then I think it would be really stupid of her to not address that. So I think a part of that inspiration is of course like some of the content I look because the pictures and etc. are nice but when it's like the clothes or beauty or for hair, then I would like that she tells me how she uses the product or whatever. I follow a lot of beauty influencers and then I really like when they are showing how they apply the makeup or their routine and everything. I think that is an important part I would say. [00:43:26.05]
- Simon: Could describe the last situation you got inspired from something that she posted?
- Viktoria: I think right now she has done a collaboration with a brand that's called something like Sabo Skirt. And then she has done her own collection and then I thought it was a dress when I thought that was really pretty. It was white with off shoulder things. And then I was like that would look really cute in the summer. And then always the hair. [00:44:43.14]
- Simon: Have you ever received something in exchange for visiting her profile?
- Viktoria: If you mean in terms of actually receiving something. Like products or things. But if you mean in terms of inspiration for example yes. I think she has with Nelly and Gina Tricot she has discount code because I think she's on that level now.[00:45:29.28]
- Christoph: Do you ever use them?
- Viktoria: I usually don't go if I'm on a blog of an influencer and they post like I have 15% on like Gina Tricot for example then I don't go to Gina Tricot to shop but usually if I'm on Gina Tricot and want to buy something online, then I search for the influencers to find discount codes. Got to be smart. So that I think you can get in exchange but nothing like real thing.[00:45:45.23]
- Simon: You mentioned that you were not that alike, you and Matilda. Would you say that she could symbolize the kind of person you are inside?
- Viktoria: No I would not say so but I think what I'm inspired of is like I said before that she is not maybe as, how should I say. Like sometimes I plan too much and worry too much about my future and that I should learn from people that are more naïve and free kind of that she is. That she just goes with the flow while I would never, maybe I have some dreams that I really want to do but I don't do those kind of things because I know that okay then I maybe wouldn't get like a proper job or maybe I would lose all of the

money I saved. I would not spend it to go to Bali to get some content for my Instagram for example. And I think maybe she's representing that part of me that should be a little bit more carefree. [00:46:48.13]

Simon: Do you think following her has an impact on what others think of you?

Viktoria: Maybe a little but not that much. From my friends from home for example I think they kind of see me like always keeping up with the trends and having like a real good, even though I don't dress in that kind of way, I feel like I always have like a good picture of like the fashion industry or the beauty industry or whatever and when they see I follow that kind of girl they think that's okay she's having it under control. For example one friend of mine she is going to have, she's working for a beauty brand in Sweden and she is going to have an influencer event here in Denmark and then she asked me like okay which influencer should I invite and then when I said I follow these people then they got inspired by those people. If they see I follow Matilda they think that's maybe interesting. [00:48:00.21]

Simon: What content would make you want to visit her profile? And what content would make you not want to visit her profile?

Viktoria: I think the content that makes me want to visit her profile is kind of the majority of her feed I would say. Like pictures of her, pictures of pretty places she goes to. Those kind of things. If she would post more about her like everyday, I don't think I would be that interested. Like I mentioned in her videos I feel like it's a lot of her talking or her talking with her boyfriend and those kind of things and that doesn't really inspire me. So more of the nice pictures and less of her everyday kind of things. [00:49:28.14]

Simon: And when you look at her content, what do you usually do with the content? How do you interact with the content?

Viktoria: For example with her hair, I took a lot of screenshots on her hair because I thought that looks nice and I brought that to my hairdresser. And then I have a folder or I use Pinterest for example on my computer and save a lot of inspirational pictures. Then I could pin a lot of her pictures because I think they look nice. On Instagram sometimes I go maybe into her profile and like scroll through if I want to get some inspiration. I feel like she always has kind of like a summer feel on her content. So right now I'm maybe not that inspired but during the summer I would be like oh that's a nice scarf I will do the same or maybe those kind of things. So I think I would use it for getting inspired.[00:50:30.01]

Simon: Do you like stuff?

Viktoria: I'm a little bit bad with liking but I try to do it because I know it's important for influencers if you like it. I never comment because I don't really feel the need because I don't have any like direct questions or things and maybe it would be nice to just comment a nice picture but I feel like it doesn't give that much. But I try to like pictures. [00:51:29.05]

Simon: How would you describe sponsored content on Social Media in general?

Viktoria: Like how it is actually executed or how I react to sponsored content?[00:52:29.09]

Simon: Both. Tell us about you and sponsored content.

Viktoria: I think it depends a lot on how it is executed. Like if it is badly done, like for example Petra Tungården, another Swedish influencer, I know she got kind of like a shit storm because she was doing a lot of collaborations in a row and it was everything from save money to fixing her teeth to all of different stuff. And then you kind of lose trust with influencers because then you understand okay they are just doing this because they earn money on it. So I think it's important that it's executed well both like in terms of the connection with the influencer but also like the amount and that it should be divided up with other content. And for example when I worked with influencers through Benefit, the cosmetics brand, then it was really important that you find somebody that matches your brand in order to get it trustworthy and I feel like a lot of influencers are just taking like everything because they earn money on it and then I feel that's like, I get a better image if they are just doing sponsored things that is nice. But if you are thinking about sponsored post or you mean like if they sponsor influencers because then there's also like the sponsored posts on Instagram but that is not like with the influencers.[00:52:44.22]

Simon: What type of sponsored content comes into your mind if you think of Matilda?

- Viktoria: I think that she gets sponsored by for example Gina Tricot and Nelly. I think they do both collaborations but I also think that they sponsor her clothes. Because sometimes I can feel she maybe wouldn't have chosen that top if she would have chosen it herself. So there I think it could be sponsored sometimes. And then I think sometimes with beauty products I would say she is sometimes sponsored. And then she did with Natural Cycles, I don't know if you know what it is, and that felt a little bit odd I feel like in her content. I mean it's a good thing but I felt like it was maybe a little bit, I don't know. It felt like maybe she got paid a lot to do that. Because it doesn't really, of course it fits because it's for girls so it's like okay everybody can use it so it should fit to everyone but it feels like she's very like on fashion and lifestyle kind of things and then it feel a little bit weird that all of a sudden it's this product. So then it feels like oh maybe she's sponsored or she is getting a lot of money for doing this collaboration.[00:54:49.24]
- Simon: You mentioned trust a bit that is important or that you can lose it. How would you describe a trustworthy person?
- Viktoria: Somebody that keeps their promises. And doesn't say one thing one day and another thing the other day. And somebody you know you can always go to even if it's bad news of good news. And you can always trust that they will be there for you. [00:56:37.02]
- Simon: In terms of Matilda or in a Social Media context with Matilda specifically, would you describe her as a trustworthy person? Or how would you describe a trustworthy person online? Is it different from what you mentioned?
- Viktoria: A little but I think in like the bottom of it I think it's like the same. But it get's different because if it's from my friends I trust them because they should be there everyday and deliver things more in other ways then influencers should. But I think it's kind of the same thing still that they shouldn't say one thing the other day and another thing the next day for example. And you should know maybe that they are real and they are not like promoting something that they just get paid for but they are saying that they are not. So I think basic stuff it's kind of the same but it get's different because they are not that close to you. So you don't have that much pressure that it needs to be the same. [00:57:29.21]
- Simon: And would you consider Matilda as a trustworthy online person?
- Viktoria: I think so, yes.[00:58:22.03]
- Christoph: Why do you think so?
- Viktoria: I think it feels like if you are thinking again about sponsored posts and collaborations and those kind of things I feel like she's kind of good like writing that she is doing it and like in collaborations with somebody. Okay now they have to do it in Sweden because of the rules but also I think she is kind of good in doing this. And also I feel like she is really like representing like her style because you can see as I said before like some people they change style like after the trends come and go and it feels like she is trustworthy in her style I would say so. Because otherwise you couldn't keep that content for so long so I feel like she is really the person that she is like posting online as well. [00:58:30.20]
- Simon: Do you think that the Social Media platform is trustworthy?
- Viktoria: Both, yes and no. I think it's easy to get fooled by stuff so they could be not trustworthy because I think you get exposed to so many things you maybe are not really aware of that you are actually exposed to or they are trying to sell you things that you don't really are aware off. So in that way I would not say trustworthy but I think if you think about security and those kind of things I'm not very afraid of what happens to Facebook and stuff because if people want to know my name and age and whatever they can find out anyways so I feel like Social Media is like a secure place in that way and therefore also trustworthy. But I think it depends a little bit on which view it seems trustworthy from. [00:59:28.25]
- Simon: How does it make you feel that Matilda is posting sponsored content?
- Viktoria: Again I think it depends on the sponsored content. Like if she's posting something like I mentioned from Gina Tricot or Nelly for example, I know that they sponsor a lot of influencers and I don't really get like uh they are trying to fool me because I know I'm smart. But no I understand that that is sponsored content

and I don't really care about it. But sometimes as I say when it is maybe a mismatch or feel like they are just trying to get me to buy something then maybe I could feel like a little bit like okay they are trying to make me feel stupid and go after this purchase. But that she posts sponsored content I think is good for her because then she is earning money and then it's like a result of that she is doing good on her Social Media. I think there you can maybe use the word trustworthy like she becomes a little bit trustworthy working with like other brands and sponsored content because that means that she has kind of reached a level where she's accepted by those brands. But if it would just be a small brand then I wouldn't feel the same. [01:00:53.13]

Simon: Would you keep visiting her if she would post more sponsored content?

Viktoria: If she would start posting kind of only sponsored content or the majority of sponsored content I think that could make me unfollow her. But again it depends a little bit. If she is posting sponsored content that is from for example Gina Tricot and I like those things she is picking out then I don't really care that it is sponsored because it still gives me inspiration but if she would post just because she is sponsored and it would be things that are not in line with her content anymore then I would maybe unfollow her because I follow her for her content and inspiration that it gives me. So if that would be ruined of because she is using sponsored content then I think I would unfollow her. [01:02:26.12]

Simon: Would you consider yourself loyal to Matilda?

Viktoria: Yeah I would say because I follow her for a year almost and that time she didn't had that many followers and I think that I try to like her pictures. I checked out her collections that she dropped. I didn't buy anything because I didn't like it that much. But I checked it out. When she is recommending something I try to check them out for example hair or beauty products. So I think I would say I'm loyal in that case. And I don't follow her and unfollow her. Yeah I think I'm kind of loyal to her. [01:03:21.21]

Simon: How would you feel if she deleted her account?

Viktoria: I think I would be a little bit sad because right now like I said she is one of like maybe top ten, fifteen influencers that I follow. So I would be sad because it's like a lot of influencers and blogs that I follow that all of a sudden quit or just stop updating and then you always get like ach damn because it was good inspiration source but it's not like I go home and cry kind of. So it would be sad if she deleted her account because I think she's good at what she's doing but I think also that I can find a lot of influencers that are equivalent to her. [01:04:15.09]

Simon: So how would you describe her compared to other influencers?

Viktoria: I would say that she's kind of like the typical influencer of her size kind of. [01:04:58.13]

Simon: In terms of number of followers?

Viktoria: Yeah that she's equivalent to them. But I think maybe she has a very specific style and feed that she has so maybe there she's a little bit different but still she's very similar to a lot of other influencers that also post bikini pictures or fashion pictures and that is also looking good and doing kind of the same thing that she does. So I would say she's pretty similar to a lot of like the ones that have same number of followers. [01:05:12.28]

Simon: What her stand out? Or what makes you follow her instead of those other similar influencers?

Viktoria: I think that what she's good at is that she has that flow of her content that I think is constant. That she's always like uploading content that is trustworthy in that meaning that it's you know kind of what to expect and a lot of the influencers in that size I think maybe they can kind of all of a sudden switch style because they are just trying to get more followers so I think she's very consistent in her feed. I followed her for a year and otherwise I would have unfollowed her long time ago if I thought that she like dropped off that kind of style. And also I like to follow Swedish influencers because I think it's kind of supporting them. Because in other countries you can maybe earn a lot more money also so I think that it's nice to support the Swedish ones. [01:06:11.09]

Simon: Are you ever talking about Matilda with others?

Viktoria: Not that I much. I have one friend that was also like have you seen this picture of this hair, it's so nice. Then we talked about her. And then I have some other friends that are also kind of nerdy like me and then we are sometimes like oh do you have like any tips of people you follow right now. Maybe then but she's not like other people maybe I would say Isabella Löwengrip. Then it could be more like, did you read what she said about that thing. Or did you hear her in that podcast when she's telling that she has like 15 people working around her. Those kind of things I don't really talk about like of Matilda because again she's more the picture inspiration then the person inspiration. [01:07:17.20]

Christoph: Would you keep visiting Matilda in the future?

Viktoria: I think I mentioned it before. It's very rare that's people that I have followed for..or there are maybe ten, fifteen people that I have followed since they kind of started like the really big ones in Sweden like Isabella Löwengrip and Kenza and those ones that are really big, that I followed like fifteen years so what they have been doing. And some internationals as well. But Matilda for example I feel like she could be one that I switch out to a new kind of. Because it also depends if she can keep up with this content that she's doing then I think I would follow her but I'm a little bit unsure if she will be able to manage to do that actually. It feels a little bit she has a hype and that it will last for maybe two, three years more but not much more then that I would say. Then it will come somebody new. Then also I think Social Media will change so I think that's another discussion. [01:08:37.14]

Simon: Perfect, thanks![01:09:49.06]

2.3.4 Malin

Respondent: Malin

Interviewers: Christoph and Simon

Location: Skype

Length: 00:48:49

Date: April 21, 2018

- Simon: First some general questions about social media and then about Matilda in this case, just answer them as you feel like.
- Simon: Could you describe the last time you used social media?
- Malin: Ehm. Today. Ehm. [00:00:32.26]
- Simon: What did you do?
- Malin: I was on Instagram and I don't use Facebook a lot but instagram and yes that's about it. No. And snapchat. [00:00:45.27]
- Simon: What did you do on instagram for example?
- Malin: Not anything special just stalking people (laughing) no just kidding. I was just scrolling around. [00:01:11.27]
- Simon: And how often would you say you're using social media?
- Malin: Everyday I guess. Yeah everyday.[00:01:34.16]
- Simon: During any specific time during the day?
- Malin: Ehm mostly when I'm bored or when I'm trying to find more inspiration if I want to paint or do anything creative. I use social media just to see if I see something that inspires me. Or if I just want to see some gossip or some other things. (laughing) [00:01:57.11]
- Simon: You mentioned facebook, instagram and snapchat. Are there any other platforms or things, apps that you use?
- Malin: I don't think so. Facebook, Instagram, Snapchat... Ehm. No! [00:02:32.29]
- Christoph: Which one is your favourite of those.
- Malin: Instagram! [00:02:52.10]
- Christoph: And why instagram?
- Malin: I don't know I think people use Facebook that much, maybe older people I think. Ehm haha. I don't know. It's easier to...Its more fun to see picture than reading what do you call it...people's status updates on what they are doing. Or what they like. While its the same on Instagram and you can see on Instagram what people like, if they like pictures or videos. But yeah, I don't know. [00:02:58.22]
- Simon: And who do you follow on social media?
- Malin: Okay, let me see. Like famous people or regular people? [00:03:55.15]
- Simon: Kind of the mix or what is the mix in the accounts your follow?
- Malin: Its some art accounts and some well design accounts but eh not that much bloggers. But mhm let me see. No I think it's just Matilda.. Djerf...Oh and Bianca Ingrosso! Oh and another girl. Oh! And and and, a blogger Nicole, Falciani. And it's just because of their style. [00:04:12.24]
- Simon: How would you describe an influencer or what is an influencer to you?
- Malin: Someone that is...That's a..I don't really know...Because all the blogger are influencers and.. I..aa...I don't know. What should I say... [00:05:09.28]
- Christoph: If you had to explain it to somebody that doesn't have a clue what it is?

Malin: Someone that posts pictures of themselves or...promoting events and products. Ehm. There just more like an ad I would say. Yeah! [00:05:48.04]

Simon: How would you describe the content that these blogger os influencers are posting? Or what type of content are they posting?

Malin: It depends on what kind of blogger it is. Some people like design. But not that much. Most of them are just like selfies or promoting things. It can be all types of stuff like bags, clothes. Well mhm. [00:06:39.25]

Simon: And now we're going to talk a bit more about Matilda. How did you find her?

Malin: On my feed. [00:07:23.06]

Simon: Ahh

Malin: I just saw a blouse that she was wearing and I liked it so I tried to find it. So thats how. And then I saw some pictures that liked. She had nice shoes and nice styles. [00:07:36.03]

Simon: And when was this, do you remember?

Malin: No, but I think it was a month ago maybe. [00:07:55.23]

Simon: And what was kind of your first impression of her?

Malin: She had a good tan...or she has a good tan!. And I was also wondering if it was real or fake. And ehm. No I just liked her bohemian style. It's no like the other bloggers I guess, they have the same style, they look exactly the same but her's is more, it's more like mhm the seventies. And it's more hippie. I guess or bohemie. [00:08:13.00]

Simon: If you would describe her what would say. As a person?

Malin: I have no idea. Ehm I don't know. I don't know her so I don't know. [00:09:15.26]

Simon: And how does she show up in your social media or how do you keep up with what she does?

Malin: I follow her on instagram some pictures show up. I don't know how much posts in a day. But I see a lot of pictures of her in my feed. [00:09:47.11]

Simon: Do you ever go in and check her profile specifically or is it more in your feed?

Malin: Sometimes if I want to, browse and shop I go to her page and see if I can find something. Or if she promotes what do you call it clothing brands. And then I check it up and see if I can find something. Oh! And she has discount code! (Excited) [00:10:19.10]

Christoph: Did you also check her other channels? Because she also has a blog and a YouTube Channel.

Malin: Ehm No I haven't. Yes no but. I just grab the discount codes from her stories. [00:11:15.14]

Simon: In general, what do you think about instastories compared to the regular pictures on Instagram?

Malin: What do you mean?[00:11:48.13]

Simon: Do you prefer one over the other?

Malin: Ehm, I don't know. It depends if you're interested in her life or just the picture or what she is promoting or wearing something. I'm just there for the clothes. [00:12:00.14]

Simon: Have you seen how she talks to her followers?

Malin: Yeah I saw her. She had a live video on her insta stories. Yesterday I was waiting for the train so I had nothing to do so I saw the video and she was talking about her... I don't know really what she was talking about she was answering some questions but she seems nice! [00:12:46.29]

Simon: When you follow an influencer or a blogger, is it important that they are kind of active and responding to their followers or listening and talking to their followers.

Malin: I guess so. She has a lot of followers so I guess its good for her if she stands out more and tries to talk to her followers or answer some questions if they ask her something in her insta live stories. They feel like they can connect to her I guess. [00:13:38.01]

Simon: Would you ever ask a question to her?

Malin: If I'm very desperate maybe (Laughing). Maybe... [00:14:12.29]

Christoph: Do you think she would answer you?

Malin: Ehm No! (laughs)[00:14:22.21]

Simon: Why not?

Malin: I don't know...Maybe if I would like write her in caps and exclamation marks and a lot of stuff. Just to get her attention! [00:14:30.27]

Simon: In the live videos that you saw. How was her tone of voice? You mentioned that she was answering questions could you say anything about how she was communicating?

Malin: Eh, she was very calm. I think she was looking at herself. I think she had a mirror or something. Or maybe she saw herself in the camera. She was very focused on I don't know what. She seemed sweet and tried to answer all the questions. And some questions were kind of inappropriate. She didn't like ignore them. She understand them and she asked the person who wrote the question what they mean and so on. I think she's like trying to be authentic I guess. [00:15:16.21]

Simon: Did she share any personal stuff or private information in that live video?

Malin: Maybe she did but I was like in there...I was there for like 5 minutes. [00:16:23.29]

Simon: Would say that it's important for you when follow an influencer or blogger that they are open or are sharing private or personal information? Or like you said authentic?

Malin: Ehm, yeah I think it's important that should be real. Authentic and just ehm honest about how they live. Most of them are just living their fake lives. Oh are you supposed to mentioned that? Maybe not. What was the question again? [00:17:00.00]

Simon: If it's important for you that they are sharing personal and private information?

Malin: I don't read that much eh...I don't go to bloggers that much or read their blogs. But I think if I were I would like to know. Maybe I would like to know a little more about their lives or how they are as a person. Because If they are like...If you are in to fashion I guess you don't really care if they are like bad people or just trying to sell their brand but if you are very interested in the person who writes all of the blogs I guess that you would like to know more about them. [00:17:46.12]

Simon: In terms of social media. What would you consider to be private information or personal information? wHen someone is sharing something

Malin: It can be something about their family or their partner.[00:18:49.13]

Simon: And with the impression so far you have of Matilda. Do you think she could share this information?

Malin: I don't know. I don't know if she even does. Like I said I just follow her on Instagram I don't think she has talked about him...Or her boyfriend. I think she's kind of private. I don't know. That's what I think. [00:19:20.26]

Simon: How would you describe Matilda in comparison to yourself?

Malin: She has a great tan. (laughing) good hair colour. She has money. She's younger. And She has a great style. [00:20:05.01]

Christoph: Is she in a way also similar to you? Do you see any similarities?

Malin: Mm, I guess I like the bohemian style she has. I think I have some of the clothes she's wearing. I think I have some them in my closet. I try to combine the clothes I have and see if I can find maybe a top that looks similar and try to get some inspiration. [00:20:33.17]

Simon: From the accounts you follow or the blogger or influencer you follow on Instagram. Is it important that they are similar to you?

Malin: No![00:21:19.10]

Simon: Why not?

Malin: Because then I would just follow one person. I think most of the influencers are very much alike. They have the same style. The same hair. The same everything. The same feed. I don't think that's unique. [00:21:33.27]

Simon: Okay great! How do you think others would describe Matilda?

Malin: I think (laughing). That she has a great tan and a good style.[00:22:14.09]

Simon: And how would she fit into your circle of friends or not fit into your circle of friends?

Malin: Ehm. Oh I don't know. I think she would. What was the question?[00:22:39.15]

Simon: If she would fit into your circle of friends or group of friends?

Malin: Yeah I think so, she's quite young but yeah I think she would. We're very... We are nice people and we... we don't judge people for what they do. It wouldn't matter if she's a blogger or a... If she's a nice girl or funny or intelligent then I think she would fit in quite well I guess (laughing).[00:23:00.12]

Simon: How important is it for you to follow an influencer that is liked by others or that other people like?

Malin: Not that much, is just that I find the people that are most popular I find them easier on my feed. Like Matilda I wouldn't search for her. I just found her Instagram and I think it's because she has a lot of followers or she's just popular I don't know. Ehm. So maybe it's important for the person who is the influencer or the blogger. For them it's important to be popular because it's easier for them to show themselves ,ehm yea. [00:23:52.06]

Simon: And when you look at her post how do you feel?

Malin: Ehm..like right now if I would go to her feed, I'm free today so I just want to go out and shop. So yeah. Ehm she makes me wanna shop. [00:24:56.13]

Simon: Why does she make you want to shop?

Malin: Like I said she has a good style so. So yeah she makes me want to spend some money on clothes and shoes.[00:25:25.22]

Simon: And what does she mean to you?

Malin: Ehm nothing but inspiration.[00:25:43.27]

Simon: And do you care about what happens to her?

Malin: Like how do you mean?[00:25:56.25]

Simon: If something good happens. If something bad happens. Just news, if she would share news about something new in her life or something that happened, how would you feel about it?

Malin: I'm a very sensitive person so maybe I would cry, I don't know. Ehm I don't know. I'm kind of sensitive, maybe I would shed a tear, no maybe I would just feel for her I think, I guess. But that's how I am in general. If my neighbour cried I would cry too. [00:26:15.17]

Simon: Would you like to meet her?

Malin: Ehm I think that would be kind of awkward I guess. [00:26:48.04]

Simon: I couldn't hear, what did you see?

Malin: It could be quiet awkward.[00:26:57.08]

Simon: Why would it be awkward?

Malin: Because I wouldn't know what to say, or maybe I do. But ehm it depends on the situation.[00:27:11.18]

Simon: And you mentioned before that you get inspired from her. What type of content inspires you? Or which of her posts do you find inspiring?

Malin: Ehm let me see. I have to see it right now. I think it's she travels a lot so I think it's the pictures when she takes when she travels. And yeah. [00:27:43.07]

Simon: You mentioned her style before. Is that something something that inspires you as well?

Malin: What did you say? [00:28:45.08]

Simon: Is that something that inspires you as well?

Malin: Ehm yeah. Ehm exactly. She has like more of a chic style and she always has a lot of colors. So yeah that makes me want to wear more colors.[00:28:55.28]

Simon: And how important is it for you to get inspired by her content?

Malin: It's not that important but ehm...not it's not that important. I just, I don't know.[00:29:30.21]

Simon: And how would you describe the information you find on her Instagram in general?

Malin: Like what kind of...what do you mean?[00:29:56.15]

Simon: It could be if she posts anything about news or clothes brands, trends or something like that. Is that something you would find on her profile?

Malin: Yeah. Sometimes she has like in collaboration with. Yeah exactly, with different brands and has some collections from Nelly or other clothing brands or webshops.[00:30:15.10]

Christoph: Do you appreciate that she has that information? Or do you use that information?

Malin: Yes I do. [00:31:01.22]

Christoph: In what way?

Malin: The discount codes. And if she has a collection with a Swedish brand I would just go to the store and see if I can find something similar or the same top. [00:31:09.29]

Christoph: How important is it do you think that Matilda has that on her profile?

Malin: What was the question? [00:31:48.13]

Christoph: Like how important is it for you that find that Matilda has like, that it says she has that collaboration?

Malin: Well in my case it's important because I follow her. I think it's good if she writes down or maybe comments her collaboration or gives more information about the product she is selling or the clothes. So yeah it's very important if she wants to have me as a follower. [00:32:02.24]

Simon: Could you describe situation or any situation where you got inspired by something that she posted?

Malin: Ehm...Ehm...Combinations of her clothes. And some different styles, so I think it looks good. I don't know if that's the answer to the question but yeah.[00:32:54.02]

Simon: I mean you mentioned before that she could make you want to xgo shop. Did you ever like actually go shopping and buy something that?

Malin: No I haven't yet because I had a lot to do but today maybe I will. [00:33:34.13]

Simon: And how did you feel the last time you visited her profile?

Malin: Ehm..Pale! Yeah and what do you call it. A bit beaten (laughs). No because she always looks good on her profile so on all her pictures so yeah. It's not that fun to wake up in the morning and see that she looks so good in the morning, like some days ago or something. [00:34:03.13]

Simon: You mentioned a bit you check social media when you are bored or when you have some time over.

Malin: Yeah. [00:35:15.19]

Simon: Ahm I don't know what I wanted to ask now. No skip that. I don't know. Do you think she could symbolize any part of who you are inside?

Malin: Ehm...Like how she is as a person or her style? [00:35:51.10]

Simon: Both.

Malin: Both?[00:36:00.26]

Simon: Yeah.

Malin: I don't know her so I don't know. But I guess if I would see her somewhere or if we were friends she would definitely be in my shopping friends. I would definitely go out shopping with her, that's for sure. [00:36:07.25]

Simon: And do you think that following her on Instagram has an impact on what other think of you?

Malin: Ehm that's a good question. I don't know. I don't really care what people think what I'm following but ehm it isn't like a porn site or anything so. So I think I'm fine. She has a good feed so some people would actually start following her because of me...haha no just kidding, I don't know.[00:36:45.12]

Simon: How often would you say you see her posts?

Malin: Ehm not that much. I don't think she posts that much. I think she posts like one post a day. [00:37:31.19]

Simon: Do you see that post then?

Malin: Ehm yeah. [00:37:51.17]

Simon: When you see it, what do you usually do with it?

Malin: Ehm I try to go to her Instagram and see if she maybe have had some collaborations with some brands. More maybe I search for something from her collection or something and I try to find I out if I can, it depends on what type of clothes she's wearing but if it's nice or interesting then I would go to her Instagram and see if she has posted anything or commented something about the clothes she's wearing.[00:38:05.01]

Simon: Do you ever like, comment or share any of her posts or save?

Malin: No. I have, just like them I guess if I find something cute or nice. But I have never shared anything. Maybe I have shared with my colleagues if I see something nice or I see something that I think my colleagues that likes fashion that she would like to have then I would maybe share her posts or printscreen it and share it with a friend to see if it's something for them. [00:39:01.00]

Simon: And in general how would you describe sponsored content on social media?

Malin: I think they are very strict on how they post and how they ehm. It's very important that they right that down having a collaboration or something. It's that they are getting paid for posting something. I think it's. They have something on Instagram where you can see if they are getting paid for the post that they are sharing. So I think they started with that not that long ago. So they were talking a lot about how influencer post for free. Or nor for free but they don't write that down on the comment but they are posting for money for promoting. [00:39:58.07]

Simon: How do you feel about that it's sponsored?

Malin: I think it's good because then you know they are trying to sell something. Maybe they are not that real about it. They are just in there for the money and are trying to sell something. That could, that's just going to be for them and not their followers. [00:41:07.29]

Simon: And if you think Matilda, do you think of any specific type of sponsored content ? Or what type come into you mind?

Malin: I don't know. I think I saw a post where she was talking about her skin care and I think she has promoted some of them. But the thing with her is that when she posts about skin care I think she's very real about it because she has great skin. So if there were influencers who post about skin care and say that it works for them and then if I go, I start scrolling down to older pictures and find out that they had bad skin or still have skin and I guess they are just promoting it because of them money. [00:41:40.08]

Simon: How would you describe in relation to this a trustworthy influencer?

Malin: To be just honest about what they are promoting and where they find their clothes. And try to help you to find out great things if they know something that is going on like a new collaboration or something new is happening then they will talk about it. That they would share some news with the follower, like collabs. [00:42:46.10]

Simon: Do you think Matilda would be a trustworthy influencer like this?

Malin: I think so. I haven't unfollowed her yet so. But I think so.[00:44:01.20]

Simon: Why?

Malin: Ehm because she, I think she's trustworthy. I don't know.[00:44:10.02]

Simon: Is there anything about that you see that you would say is trustworthy? You mentioned her skin for example and when she was promoting skin care products.

Malin: I think she's trustworthy. I'm kind of a stalker so if I see she's putting something on her toilet I think if I see the product then I would be oh okay she's real about because I see it in her bathroom so she must use the product like a lot. But if I see other product that are for example new then I would be like nah that's just for the money. [00:44:44.12]

Simon: And how do you feel about the fact that Matilda is posting sponsored content.

Malin: I mean good for her I guess. She makes money out of it. Yeah that doesn't bother me or anything. [00:45:35.21]

Simon: And would you consider yourself loyal to Matilda?

Malin: Well I guess so if I follow her. Well yeah I guess so. [00:46:02.28]

Simon: And how would you describe the connection between Matilda and yourself?

Malin: The connection? How do you mean? I haven't talked to her. I don't feel any connection. Maybe I would if I talked to her, like if we were talking about clothes or travel maybe. [00:46:35.05]

Simon: In terms of the other bloggers or influencer that you follow how important is Matilda?

Malin: I'm more curious about her than other influencers I guess. [00:47:21.24]

Simon: Why would you say that is?

Malin: Because of her style. And she's into it. [00:47:34.17]

Simon: And you mentioned before that you could maybe take a printscreen or share some posts of her. Are you talking to others about Matilda or what she posts?

Malin: Sometimes I just share a picture with my phone and then I like show it to my friends. Like look at that top. [00:48:02.01]

Simon: We just have one last question for you. Would you keep visiting Matilda in the future?

Malin: Yes I think so. [00:48:31.12]

Simon: Why?

Malin: Because she has a great style, I think she's interesting. [00:48:42.07]

Simon: Thanks that's great.
[00:48:49.09]

Appendix 3: Coding outtakes

Variable	Bianca Ingrosso	Isabella Löwengrip	Matilda Djerf
Perceived interactivity	<i>She [Bianca Ingrosso] tries to interact a lot with her users and followers in different ways.</i>	<i>I don't think she listens so much to her follower. I think she does it for her own protection and more to follow her strategy than to listen to her follower</i>	<i>I asked her a question once. But she didn't answer.</i>
Openness in communication	<i>She is kind of open about her private life and very much so and I guess she lets people in.</i>	<i>I think that she is like a pro on this. So she knows exactly what she needs to be sharing in order for the information to feel really like intimate.</i>	<i>I think she's kind of personal but not too much. I feel like you still get to know her. It feels kind of you know a little bit of her life.</i>
Social attraction	<i>A lot of people say that she's super stupid.</i>	<i>I mean because my friends are very driven and she's also very driven and I think in that sense they would be able to connect with each other.</i>	<i>think she would be nice and funny. And you would think that I'm nice because I'm bringing one more funny friend.</i>
Attitude homophily	<i>I wouldn't like express myself like she does and she is maybe a little bit more open than I would be.</i>	<i>Very like open minded and outgoing. I would say I'm that to. And I guess I also have ambitions for my career and my life.</i>	<i>That she also likes to create that kind of content with both fashion and beauty and photographs.</i>
Parasocial interaction	<i>If I talk about our connection it's very passive not a very active connection but still it's an ongoing connection.</i>	<i>We have some kind of distance relationship where I'm like looking into what's happening to her life and I know the like overall picture of what's going on but it's not like I know in detail what she wore yesterday</i>	<i>Well it's only a one way connection, she doesn't know I exist. But there is almost no connection since I don't like or I don't show her that I exist so I wouldn't say that we have a relationship, it's only me having a relationship with her. She doesn't have one with me.</i>

Inspiration	<i>I follow her to get inspiration in clothes and make up.</i>	<i>I wouldn't say I would get so inspired every time I visit her blog or visit her Instagram.</i>	<i>On Instagram I more follow her because the pictures themselves gives me inspiration</i>
Information	<i>It could be personal information. It can be professional, collaborative information, like I'm doing this now.</i>	<i>I think is pretty informative [Isabella Löwengrip's blog], she has a lot of text. Like many blogger have just big pictures and writes a bit. But I would say she's the opposite, she writes more and then she posts pictures</i>	<i>I think it's good if she writes down or maybe comments her collaboration or giving more information about the product she is selling or the clothes. So yeah it's very important if she wants to have me as a follower.</i>
Entertainment	<i>I think it's fun to look at a lot of nice pictures. She posts really nice pictures [...]. It's probably why I follow her.</i>	<i>Because it's a few minutes of fun. It's fun to read. Pretty simple. I mean it doesn't have to be very focused. You can just like scroll through the pictures or read the short text she has or something.</i>	<i>She had a live video on her Instagram stories. So I had nothing to do so I saw the video.</i>
Remuneration	<i>Maybe I wouldn't buy the things that she is wearing [...] maybe I have another pair of jeans or a sweater that I want to buy so I can use her code.</i>	<i>I don't think that she's actually working so much with discounts, I'm not sure now but I don't think she is taking that kind of strategy.</i>	<i>Usually if I'm on Gina Tricot and want to buy something online, then I search for the influencers to find discount codes. Got to be smart.</i>
Self-expression	<i>Yeah but it's not that I want to be her. I just think we are not exactly the same people [...] it's nothing like my inner self is striving to be either.</i>	<i>Blondinbella is a person that everyone can follow and that's fine, that's okay.</i>	<i>I think maybe she's representing that part of me that should be a little bit more carefree.</i>
Engagement	<i>If I'm looking for something specific and I'm like wait I saw something about Bianca what did she do and then I maybe go in there and depending on what I found it makes me feel, hopefully inspired.</i>	<i>I just look at it. Just scroll down. Maybe read her caption but that's all</i>	<i>I can save her posts if there's something that I want to buy.</i>

Sponsored Content	<i>To be honest I don't really read the sponsored things.</i>	<i>I mean it's okay to be sponsored because that's the way how they are earning money because that's their job, but then they need to do the good job to like connect the right products for their profile</i>	<i>I understand that that is sponsored content and I don't really care about it.</i>
Trust	<i>Sometimes I think that the things she posts can be very direct, like sponsored things can be very direct. And I think that affects the way I feel about her trustworthiness negatively.</i>	<i>I trust her like I buy her products and like her products so it makes it even more trustworthy</i>	<i>A trustworthy influencer is someone that isn't too broad that sticks to your subject. And also for me a trustworthy influencer would also be someone who is like honest with what they know and what they don't know.</i>
Acceptance of sponsorships	<i>Like I said I think most of her clothes looks nice so for me it's not a problem if she posts sponsored stuff that can give you discounts and stuff.</i>	<i>I mean if it was a good sponsorship maybe with a 10% coupon on some webpage where I usually buy then of course it's good instead. So it depends on my interests.</i>	<i>I mean good for her I guess. She makes money out of it. Yeah that doesn't bother me or anything.</i>
Brand-self connection	<i>I wouldn't say that we have any connection.</i>	<i>I most like her blog, since I followed it for so long I think it's a nice blog</i>	<i>The connection? How do you mean? I haven't talked to her. I don't feel any connection.</i>
Brand prominence	<i>Yeah of course, of course I want her to be happy and have a good life. But you can't care about every influencer then I would care about a lot of people.</i>	<i>Of the blogs I read it's the blog I check most frequent.</i>	<i>I'm more curious about her than other influencers I guess. Because of her style.</i>
WOM	<i>I could save something and send it to a friend if it's something really nice you see.</i>	<i>We talk about if she [Isabella Löwengrip] has done some funny posts for example that she is having a new reality show now. Or who she's dating.</i>	<i>Sometimes I just share a picture with my phone and then I like show it to my friends. Like look at that top.</i>
Revisit intention	<i>I think maybe not follow her but maybe go into her account every week maybe or, just because it's fun [...]</i>	<i>But if for example she would stop working then I wouldn't bother to follow her life with the children, then it would be boring for me.</i>	<i>I don't know if I would keep following her in the next few years but I'll keep following her for now.</i>

Appendix 4: Cross-case analysis

Variable	Bianca Ingrosso	Isabella Löwengrip	Matilda Djerf
Inspiration	all four respondents articulate that inspiration is a motivation for engaging with Bianca Ingrosso's content	all respondents express that inspiration is a motivation for engaging with Isabella Löwengrip. All of the respondents mention that Isabella Löwengrip's lifestyle is a source of inspiration and three of the respondents state Isabella Löwengrip's personality as a source of inspiration.	all of the respondents are motivated by inspiration when they engage with Matilda Djerf. It is mentioned that Matilda Djerf's clothing style is the main source of inspiration.
Information	all four respondents identify and mention information as a motivation for engaging with Bianca Ingrosso's content and the findings show that information can serve as a base for inspiration	two of the respondents express that they are motivated to engage with Isabella Löwengrip due to seeking information. Further, one respondent expresses the importance of finding desired information.	three of the respondents mention information as a motivation for engaging with Matilda Djerf.
Entertainment	all four respondents engage with social media in general to fill time. In terms of engagement with Bianca Ingrosso the motivations mentioned by respondents in regard to entertainment are aesthetic enjoyment, emotional release, escape from problems and filling time. None of the respondents express sexual arousal or relaxation as motivations for engagement with Bianca Ingrosso.	for two of the respondents emotional release is a motivation for engagement with Isabelle Löwengrip. In addition one respondent is motivated by aesthetic enjoyment. None of the respondents express sexual arousal, escaping from problems or relaxation as motivations for engagement with Isabella Löwengrip.	for all the respondents entertainment serves as a motivation for engagement with Matilda Djerf. Two respondents engage with Matilda Djerf to fill time and three respondents in order to experience aesthetic enjoyment. None of the respondents mention escaping from problems, relaxation or sexual arousal as motivations for engagement.
Remuneration	none of the respondents mention that remuneration is a motivation to engage with Bianca Ingrosso. However, three of the respondents express a positive attitude towards discount codes through their willingness to use them.	remuneration is not mentioned by any of the respondents as a motivation for engagement, yet one respondent mentions their favourable attitude towards remuneration in relation to Isabella Löwengrip.	remuneration as a motivation for engagement is expressed differently among the respondents. Remuneration is mentioned as a motivation for engagement with influencers in general in relation to online shopping, and as a general benefit for engagement specifically with Matilda Djerf in relation to finding inspiration on her profile.

Self-expression	two respondents express an awareness of self-expression in terms of their social self and their engagement with Bianca Ingrosso and one participant expresses a clear connection between engagement and inner self. However, the connection between self-expression and engagement appear rather weak in the respondents' answers.	two of the respondents believe that following Isabella Löwengrip is so common that it does not affect or reflect their social self. None of the respondents clearly expressed that Isabella Löwengrip is someone they follow because she expresses their inner self.	two of the respondents express a connection between their inner self and their engagement with Matilda Djerf. Additionally, three respondents exhibit an awareness of how engaging with Matilda Djerf reflects their social self. Nonetheless, self-expression is not shown to have a strong influence on the respondents motivation to engage with Matilda Djerf.
Engagement	the initial motivation for engagement is entertainment. Further, the respondents are mainly consuming content, and are motivated to do so by inspiration, information and entertainment. Likewise, information, inspiration and entertainment are also mentioned as motivations for contributing. As for self-expression and remuneration, no clear connections can be made to the different levels of engagement and none of the participants express that they engage by producing and publishing brand-related content that others consume and contribute to. Thus, in this case, the respondents are not engaging by creating.	the initial motivation for engagement is inconclusive. Further, the respondents are mainly consuming content and are motivated to do so by inspiration, information and entertainment. Only one respondent engages by contributing. None of the respondents mention creating content related to Isabella Löwengrip and none of the respondents clearly mention self-expression or remuneration as motivations for engagement.	for three respondents the initial motivation for starting to follow Matilda Djerf was inspiration. Further, one respondent mentions entertainment as the initial motivation. All of the respondents are consuming and most of the time they act as lurkers by only engaging passively. Some of the respondents engage by contributing and none of the respondents clearly engage by creating. The motivations for consuming that are most mentioned by the respondents are inspiration, information and to some extent entertainment. Further remuneration as a motivation for consuming is less prominent since two respondents mention in connection to influencers in general. The only motivations mentioned by the respondents for contributing are inspiration and entertainment.

Outcomes of engagement	the respondents low level of engagement with Bianca Ingrosso tends to lead to weak brand loyalty. This could be owing to the finding that contributing is less evident and creating is not evident, these higher levels of engagement have been found to have a stronger influence on brand loyalty than consuming. Regardless, the respondents express some revisit intentions based on consuming entertaining content and one respondent mentions WOM as an outcome of consuming.	the respondents in this case display different degrees of brand loyalty. Two respondents exhibit revisit intentions due to their engagement with Isabella Löwengrip. One respondent also exhibits signs of attitudinal loyalty as an outcome of engagement with Isabella Löwengrip and one respondent expresses WOM as an outcome of engagement	the respondents express relatively low levels of brand loyalty which seems to be connected to their motivations for engagement. Since contributing was less evident and creating not evident in the respondents' answers, connections between engagement and behavioural loyalty are rare. However, in the right context such as giving style advice, three respondents express WOM when referring Matilda Djerf to other people as a source of inspiration.
Perceived interactivity	three of the respondents perceive Bianca Ingrosso as listening and talking to her followers, especially when reacting to mean and hateful comments.	all four respondents perceived the interactivity to be low, yet they express that Isabella Löwengrip to some extent is listening to her followers.	three of the respondents perceive Matilda Djerf to be listening and talking to her followers, especially that she addresses questions from her followers. One respondent was not able to reflect on Matilda Djerf's communication, which could be due to her lower engagement. Overall, the respondents consider interactivity to be important.
Openness in communication	all of the respondents describe Bianca Ingrosso as being open in her communication due to being honest and sharing both positive and negative sides of her life. Further, two of the respondents elaborate on the importance of openness in communication for the relationship with Bianca Ingrosso and influencers in general.	three respondents perceive Isabella Löwengrip to be open in her communication yet three respondents also recognize that there is a strategy behind the communication and three respondents find openness in communication to be important for their relationship with Isabella Löwengrip.	the respondents gave contradicting answers as to how open they believe Matilda Djerf to be. This could in part be due to the fact that two of the respondents expressed higher engagement with Matilda Djerf and have been following her for a longer time period. These were also the two respondents that perceived the communication to be more open. However, all respondents expressed a positive attitude towards the variable openness in communication.

Social attraction	<p>the respondents seem to identify Bianca Ingrosso as attractive in their circle of friends and therefore she is socially attractive.</p> <p>Nonetheless, they recognize that some people also have negative opinions which makes her socially unattractive.</p>	<p>three of the respondents find Isabella Löwengrip to be socially attractive and that they do not seem to care if there are people that have a negative perceptions of Isabella Löwengrip as long as there are some people, either inside or outside their circle of friends, that have a positive perception of Isabella Löwengrip.</p>	<p>all respondents agree on that Matilda Djerf would fit into their circle of friends because they perceive her as being socially attractive. Some respondents relate her fame and popularity to social attraction and the also add it is not important to them if other people like her or not.</p>
Attitude homophily	<p>all of the respondents express several similarities between Bianca Ingrosso and themselves in terms of values, attitudes and opinions. Finally three of the participants express differences mainly about the way they are living their life in comparison to Bianca Ingrosso.</p>	<p>feelings of attitude homophily seem to be weak among the respondents but can vary in degree. When considering Isabella Löwengrip's lifestyle none of the respondents shows any attitude homophily. However three respondents recognize some similarities between their and Isabella Löwengrip's ideas and values.</p>	<p>the respondents find it more easy to describe themselves and Matilda Djerf in terms of differences which is an indication that there is a low degree of attitude homophily. Some respondents are however able to point out similarities, they generally make a separation between similar thoughts, values and attitudes and the different lives they are living.</p>

PSI	only one respondent expresses an indication of feelings of PSI. Three of the respondents show some feelings of intimacy and emotional bonds yet no signs of any illusionary experience. Since the respondents acknowledge the presence of the variables of perceived interactivity, openness in communication and social attraction, the low degree of attitude homophily could explain why the respondents do not express an illusionary experience between Bianca Ingrosso and themselves.	the respondents show no feelings of PSI through an illusionary experience, however two respondents exhibit emotional bonds and two respondents exhibit feelings of intimacy. Since the respondents express that Isabella Löwengrip is socially attractive, the low degree of attitude homophily, the general reservation towards openness in communication and low perceived interactivity could explain why the respondents do not express an illusionary experience.	only one respondent expresses any feelings of PSI in relation to Matilda Djerf and in general the respondents express rather weak emotional bonds and feelings of intimacy. When considering the antecedents of PSI, how the respondents perceive social attraction and attitude homophily could explain the differences in feelings of PSI. That Mimmi feels any PSI compared to the other respondents could be attributed to a higher degree of perceived social attraction since Mimmi is the respondent that most clearly and enthusiastically finds Matilda Djerf to be attractive to others and therefore would find it desirable to have an interpersonal relationship with her. The absence of an illusionary experience between the respondents and Matilda Djerf could be explained by the insignificant degree of attitude homophily. This is seen in how the respondents mainly mention differences between them and Matilda Djerf and scarcely recognize any similarities between them.
Outcomes of PSI	since the respondents show little to no sign of PSI, no notable outcomes of PSI are discovered	since the respondents do not express any signs of PSI, no outcomes of PSI are discovered.	since there is little to none indication of PSI in this case, the outcomes of PSI are less notable.
Sponsored content	the respondents express the importance of disclosing sponsorships to the followers and how sponsored content can appear more or less obvious. Further, the respondents show diverse attitudes toward sponsored content.	the respondents address that sponsored content has to be disclosed, it is also mentioned that there are discreet forms of sponsored content. In regard to their attitude toward sponsored content, three respondents express that they are positive towards it.	the respondents express the importance of disclosing sponsorships to the followers and they also describe the importance of how the sponsorship is disclosed. Further, two of the respondents show a neutral attitude toward sponsored content, while two respondents express a positive attitude towards sponsored content.

Trust	all respondents have the same understanding of trustworthiness in relation to influencers. Three respondents clearly express trust towards Bianca Ingrosso, while one respondent has a more ambiguous view on Bianca Ingrosso's trustworthiness. One respondent says that sponsored content negatively influences her trust in Bianca Ingrosso and one respondent expresses that how Bianca Ingrosso presents sponsored content has an influence on trustworthiness.	all respondents have the same understanding of trustworthiness in relation to influencers. Further, all four respondents express trust in Isabella Löwengrip. All respondents connect sponsored content with trust in Isabella Löwengrip, two respondents express that sponsored content has a negative influence on their trust in Isabella Löwengrip.	all respondents express that their trust in Matilda Djerf is related to their expectations of her behaviour, specifically in relation to collaborations and sponsored content. The respondents also express that they are willing to rely on Matilda Djerf for recommendations and that there is a sense of vulnerability if the trust is broken, e.g. if she is promoting products that she is not using herself.
Acceptance of sponsorship	the respondents have varying reasons for what they consider to be acceptable sponsorships. Two of the respondents say that they accept sponsorships since it is a part of Bianca Ingrosso's job and a way to earn money. Further, one respondent expresses that she accepts sponsorships that fit Bianca Ingrosso's lifestyle. Finally, one respondent mentions that she accepts sponsorship if the ratio of sponsored content is not too high and also mentions how remuneration makes her more willing to accept sponsorships.	different reasons for accepting sponsorship in the case of Isabella Löwengrip are expressed by the respondents. Three respondents mention the natural fit of the sponsored content in relation to the regular content the respondents find on her profile, these have to be aligned in order for the respondents to trust Isabella Löwengrip and accept the sponsorships. One respondent further cites remuneration as an incentive for accepting sponsorships.	the respondents accept that Matilda Djerf is posting sponsored content since it is her job and how she earns money. However, all respondents agree that their acceptance of sponsorships depends on the fit between the sponsored brand or product and Matilda Djerf's lifestyle. It is also mentioned that there is trust in Matilda Djerf's ability to decide on sponsorships that fit her regular content.
Outcomes of acceptance of sponsorship	how the respondents react to sponsorships they find unacceptable is the only prominent outcome of acceptance of sponsorships in this case.	the respondents answers show that the sponsorships that are accepted have little or no impact on brand loyalty and engagement. However, unacceptable sponsorships tend to reduce engagement and revisit intentions.	the only notable outcomes of acceptance of sponsorships in this case are related to when the respondents finds the sponsorships unacceptable.