

DIGITAL NOMAD CULTURE

A STUDY OF ONLINE DIGITAL
NOMAD COMMUNITIES

**MASTER THESIS: INTERNATIONAL BUSINESS
COMMUNICATION (INTERCULTURAL MARKETING)**

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ABSTRACT

As technology evolves, so does the way we live, interact and work. The recent years have seen the development of a movement that perfectly encapsulates this: “Digital Nomadism”. A community of young professionals have opted out of the everyday rat race in the ultimate quest for freedom in work and leisure. Location-independent, they perform their jobs in a remote capacity, relying on technology and enjoying endless travel. Whilst this could seem like a perfect scenario, this lifestyle does not come without its own set of challenges. Online communities on social media networks have emerged as a means to connect these nomads as they wander around the globe.

This thesis takes an explorative approach to generate insights about the values and practices of digital nomads - i.e. their culture - through a study of an online digital nomad community. The selected community is the Female Digital Nomads community on Facebook. The overarching aim is to understand how online communities support the development of digital nomad culture.

A combination of netnography, literature search and questionnaires is used to analyze all aspects of the community: from the motivations to join, the composing physical and psychological elements, how members engage and connect, and what value they attribute to the community. Findings reveal that it is ultimately intellectual, cultural and social value that fuel the existence of this community. In turn, it supports the development of digital nomad culture in multiple ways. By providing a platform where remote work is advertised and recruitment can take place, it develops the digital nomad economy, thus growing the movement. Furthermore, the community offers a space where female digital nomads can encourage each other and share their successes - often unconsciously advocating the culture. This helps motivate women across the world to feel positive about the Digital Nomad movement, and even ascribe to the lifestyle if they do not yet pursue it. The results are the expansion of the digital nomad movement, and consequently, the proliferation of its culture.

The explosive growth of this cultural phenomenon has many business and social implications. Immediate academic attention is required as the movement rapidly evolves, with the potential of becoming the “future of work”.

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CHAPTER 1: INTRODUCTION

This section provides an introduction to the study conducted throughout the thesis process. It will begin by providing some background information for the case at hand, before formulating the problem that will be addressed in the thesis. The aim of the study will then be highlighted, followed by establishing the research questions that will guide the development of this paper. Questions of reflexivity and relevance of the chosen topic will be addressed, and the scope and delimitations of the study outlined. Finally, the chapter will end by providing an overview of the structure of the thesis - guiding the reader through the next chapters to come.

1.1 BACKGROUND

Two thousand years ago, marketplaces were at the centre of public life. People, local or not, would gather in the heart of cities, to meet and exchange, discuss and learn. They represented opportunities for value creation: of course, economically - but also socially and culturally in the form of knowledge (Zinkhan, 2005). Today, it is possible to draw a parallel with the communities observed on the Internet. Recent technological advancements and Web 2.0 have offered a framework within users can interact with each other, collaborate, share content and participate in discussions in the online arena, as opposed to “at the market”. These group of users become “online communities” or “virtual communities”. There is much debate around the exact definition of these, what their roles are, why members participate and as such, makes the phenomenon quite interesting (Dover & Kelman, 2018).

Indeed, social media has taken the world by storm and become a part of our everyday lives. As of the 3rd quarter of 2019, Facebook had 2.45 billion monthly active users (Statista, 2019) making it currently the largest social networking website in the world. Members use the platform to interact with other users that they can add as “friends”. They can join groups based on workplace, school, or interests. The last data point recorded 620 million different Facebook groups in 2010 (O’Neill, 2010). The founder of Facebook, Mark Zuckerberg, announced at the 2019 Facebook convention that “Groups are at the heart of the experience. We’ve redesigned Facebook to make communities as central as friends.” (Stelzner, 2019) further supporting the idea of online communities playing a crucial role in how members participate in the online space. As such, Facebook groups represent a treasure trove of datasets for researchers and marketers. The discussions and interactions amongst

participants can reveal a wealth of information - including interests, similarities, differences, network structures, cultural practices and more. Langer & Beckman (2005) support the idea that it is possible to provide a “thick description of people’s worlds’ by becoming involved in online communities as part of a research process. Kozinets (2015) coined the technique of “Netnography” to understand the meaning stemming from interactions within these online communities. As such, there is plenty to learn by examining these virtual communities - which is supported by the growing number of studies focused on online groups (Lingel, 2017).

Whilst the improvements in technology are guiding and changing the way we communicate, they are also changing the way we work. The recent years have seen the development of a trend that perfectly encapsulates this: “Digital Nomadism”. Daniel Schlagwein (2018) retraces the beginning of the phenomenon to a term, first coined in 1997 by Makimoto & Manners. They predicted that the development of technology would allow people to choose to become mobile across the globe (Schlagwein 2018). As such, the current term of “digital nomads” refers to people who are location-independent, and use technology to perform their job online, in a remote capacity (Hayes, 2019). There is an understanding that these people use the freedom from not having an office to travel the world and experience the concept of lifestyle mobility (Cohen et al, 2013) based on voluntary and continuous mobility, with an uncertain return date. Often, the boundaries between work, leisure and travel appear blurred (Reichenberger, 2017). As such, it is not unfair to say that digital nomads seem to have developed their own culture, striving together towards a holistic lifestyle where work and leisure are not considered dichotomous.

Now mainstream, discourse often labels it as the “future of work”. Indeed, there is to be a predicted 1 billion digital nomads by 2035 according to a study published on Levels.io (Levels P, 2019). These numbers may feel like an extrapolation, it is not hard to imagine that significant changes that would incur with over $\frac{1}{3}$ of the workforce working remotely. Whilst Digital Nomadism is still in its “early-stage”, it is a novel and interesting movement, attracting increasing attention from researchers (Schlagwein, 2018) looking to gain an understanding of a rapidly evolving cultural phenomenon.

1.2 PROBLEM FORMULATION

Whilst it was initially a buzzword, digital nomadism quickly became a research topic of interest (Müller, 2016): a multitude of papers emerged attempting to theoretically frame it and decipher the motivations of millennials to “escape the 9-5”, pursue what was deemed an “alternative lifestyle” and tackle the challenges associated with such a leap. Though nomads chose to leave the comforts of their hometowns and families for endless travel, their blogs and online postings highlight feelings of isolation and loneliness (Thompson, 2018).

With the rise of the movement, communities and hubs soon appeared. The location-independent nature of the digital nomad, and of course, the rise and widespread adoption of social media networks have led to these communities spilling over to the online space. Preliminary online research revealed that thousands joined “Digital Nomad Communities” across social media. These groups continue to gain hundreds of members per week and are showing no sign of diminishing. The wealth of information being shared on these groups and well as the lack of research into these communities caught our attention, and as such, we believe these are worth exploring.

This is not to say that online communities have not been researched before. Various conceptualizations have already been made (Porter, 2004) and suggest that there are different types of online communities - each with distinct structures, engagement levels and outcomes, amounting to very different data sets.

This thesis will serve the double purpose of contributing to the existing body of literature on online communities whilst addressing the significant gap in research about online Digital Nomad Communities. To support this research, a case study will be developed with a focus on the Facebook group called “Female Digital Nomads” - gathering over 55,000 digital nomads.

The objective of this thesis is to generate new insights about this culture but also highlight the value of studying online communities. The underlying assumption is that studying the interactions within an online community of digital nomads will reveal insights about the Digital Nomad culture itself, and corresponding values and knowledge-sharing practices.

The following research question has been defined:

How do Online Communities support the development of the Digital Nomad Culture?

Answering this question will require focusing on an online community and examining all its aspects - from why members join in the first place, different elements of the community, to how members engage and relate to each other, what value they attribute to the community and whether participating in the online community impacts their sense of belonging as a Digital Nomad in general. It is expected that by diving into the interactions of the participants, new insights about this culture will be revealed and possibly shed light on the challenges and opportunities it represents, in the future.

To further break down the topic, the following four sub-questions have been devised:

- 1. What motivates digital nomads to participate in the online Digital Nomad community?*
- 2. What are the different elements of the online Digital Nomad community?*
- 3. How do Digital nomads engage with each other within the online community?*
- 4. What is the perceived value of online communities for digital nomads?*

These four sub-questions will be addressed in the discussion chapter.

1.3 REFLEXIVITY

Whether consciously or not, researchers are part of their topic of choice and influence their study to a certain degree. Having been lived as digital nomad myself, over a period of 6 months, it was crucial to pay special attention to any possible bias when conducting a critical analysis of the literature and data gathered. My involvement in this lifestyle enabled me to communicate better with people of a similar mindset, and perhaps decipher the signs and meanings a little quicker - but also put me at risk of jumping to conclusions based on my own previous experience.

It is important to disclose that I was a member of some of the Digital Nomad online communities mentioned in this study, long before I began this research process or even developed an academic interest in online communities. However, I found that overall, being an “insider” turned out to be a positive attribute in this scenario. My previous understanding of what being a digital nomad meant, enabled me to dive deeper into participants interactions, and helped me define questions that perhaps someone unfamiliar with the concept, would not think of.

Of course, “re-entering” the community as a researcher meant disclosing my new identity to the members, for the sake of ethics and transparency. I made a point of contacting every group administrator and cross-checking all the group rules before conducting any research to comply with research procedures. It is worth noting that many groups on Facebook do not permit netnographies, surveying or interviewing within their platforms. This ruled out the possibility for purely quantitative research quite quickly. My new identity wasn’t always best received as it was seen as a breach of privacy despite many of the groups being fully open to the public. This, in fact, was a contributing factor to filtering groups and deciding which one would eventually be at the forefront of my study.

As a researcher, I made sure that both the netnography and survey remained anonymous (first names only), to protect both the study and participants. Participants were asked to confirm they understood their data would be used and they could be possibly quoted, before answering the surveys. They were also given a full introduction to the research before taking part, so they were fully aware of the context in which their data may be used.

1.4 RELEVANCE

The relevance of pursuing this study is two-fold.

In the first instance, it contributes to the developing body of research on the relatively new and as of yet scrutinized culture of digital nomadism. The lack of true definition of the movement makes it difficult to quantify how many actually engage in digital nomadism, but we are beginning to see a visible impact in the emerging industry of co-working and co-living spaces, tied directly to accommodate the increasing flow of “location-independent” workers around the world. This evolving culture also manifests a new form of tourism, having direct and indirect implications for local cultures. On a much broader scale, it challenges the traditional “9-5” career path and thus has the potential to transform the future workforce structure. Critically reflecting on Digital Nomadism is thus interesting from several perspectives: business-wise, but especially for the possible anthropological, cultural, social and even political impacts of this lifestyle.

In a second instance, this research contributes further insights on the role and value of online communities. Previous studies have already begun to pave the path when it comes to adapting ethnographic research methods to the online area. This research puts these into practice, whilst bringing clarity on different aspects of online communities. Whilst there is academic literature available on the topic of online communities, these are constantly

evolving, on par with technological advancements. Thus, it is relevant to constantly reflect on the way these communities are used, and what they represent for the members, as this arguably changes with time.

Deeper understandings of communities can help develop insights on our evolutionary identity as humans and thus is always to be encouraged. Studying such topics pushes for clarity on human interactions, relationships, rituals and values. Only when we have an idea of what the future may look like - we can plan, develop goals, and optimize actions for our definitions of success. The data stemming from this study will be useful to any researcher with an interest in online communities, digital nomadism, emerging lifestyle trends, but potentially also to tourism-related business owners - whom seek to develop concepts targeted at digital nomads.

1.5 SCOPE AND DELIMITATION

In order to keep within the requirement delivery guidelines for a master thesis, the study was narrowed down to focus on one single online community - dedicated to Digital Nomadism - on Facebook. A selection was made amongst the hundreds of other online communities of Digital Nomads, on Facebook but also various other online platforms. Facebook groups offer richer possibilities for interaction - with a lack of character limit per post, in comparison to other platforms. The “message thread” structure encourages conversation - and makes it much easier to follow and identify different topics and patterns of behavior. Of course, limiting the study to one platform, excludes the other platforms by default. With this in mind, cross-platform studies would be encouraged to be able to step away with general conclusions applicable to all online communities. This is not within the scope of the study.

Additionally, it is understood that choosing one single community means the data and conclusions drawn may only be applicable and specific to that community. The group “Female Digital Nomads” was selected for multiple reasons. Its size, continuous participant growth, frequency of posts, regular admin engagement, available archives and collaboration rules made it the ideal case study when compared to other similar groups. This selection process will be reviewed as part of the methodology since it was conducted to comply with netnography guidelines. It is important to note that this community is composed uniquely of female digital nomads, and therefore it must be specified that results may be affected by this demographic distinction. Whilst the gender-specific characteristics are not the focus

within this study, they also cannot be ignored. Conclusions may differ from what could be revealed when studying mixed communities or male communities.

Though these factors may be deemed as limitations, it was decided that focusing on one single community would allow the researcher to dig deeper into the available data and compile a set that would build a true representation of the interactions taking place within the community.

Furthermore, due to the short time span available and frequency of postings within the selected community, the netnography was restricted to 30 days. Any longer would have led to a dataset that was too large for a single researcher to analyze properly during the given timeframe. Given the nature of online communities, there are no geographical delimitations to this study. However, this also meant that certain methodologies (such as focus groups and face-to-face) were eliminated, for practical reasons.

1.6 STRUCTURAL OVERVIEW

Six chapters will follow this introductory chapter. In order to guide the reader, a short structural overview is provided below:

Chapter 2 introduces the research design, data collection methodology and analysis approach. It will elaborate on the guidelines to be followed in order to conduct a valid netnography. Last but not least, limitations of the methodology will be discussed.

Chapter 3 takes the form of a literature review. It presents the information currently available about Digital Nomadism and Online Communities. Previous researches will be quoted in order to best define both concepts.

Chapter 4 introduces the theoretical framework on which the analysis of the data will be based.

Chapter 5 analyses the empirical findings. It brings together the data collected.

Chapter 6 offers a discussion based on the data analyzed. Answers will be provided to the problems formulated in the introduction, as well as to the objective of the thesis.

Chapter 7 presents a conclusion of the results and implications of the study for business practices, as well as future recommendations for research.

The reference list will include all the sources used whilst writing this thesis, for easy referral.

CHAPTER 2: METHODOLOGICAL APPROACH

This chapter will describe and justify the methodological approaches chosen for both the data collection and analysis. In the first instance, the research design, selected reasoning are introduced. The chosen fieldwork methods including literature search, netnography and surveys - are then described. Concepts of objectivity, validity and reliability will be touched upon, before reminding the reader of the limitations tied to the selected methodological approaches.

2. 1 RESEARCH DESIGN

The primary function of a research design is to ensure that the findings obtained enable the researcher to effectively address the research problem in the least ambiguous way possible (Kirshenblatt-Gimblett, 2006). It offers the “blueprint” for the proposed research work: the plan and structure anticipating and specifying the seemingly countless decisions connected with carrying out data collection, processing and analysis (Manheim, 1977). Our research question focuses on the role of Online Communities within Digital Nomad Culture and thus explores a universe that has not been studied previously. Very few empirical findings are available on the topic. As such, the research represents an “exploration” and seeks to achieve new insights into the phenomenon. For this, data revolving around the interactions within the community will enable the researcher to best answer the formulated problem at hand and understand the different elements of the online community of Digital Nomads. With this in mind, the most appropriate research design to select is an “exploratory” angle. The data collection process is relatively flexible - and data analysis run in an informal, typically non-quantitative manner. The sample size is deliberately kept relatively small in order to maximize the generalization of insights. The selected strategy generates a mix of quantitative and qualitative data. The aim is to bring about new insights and lay the groundwork for future research.

Since the study focuses on one single community, it makes sense to conduct the research as a “case study”. Case studies are specifically used in situations where the contextual details have to be analyzed, but the phenomenon is not distinct from context (Ameri, Summers, Mocko & Porter, 2008). According to social researchers, case study methods recommend triangulation of data by collection and verifying data using different techniques, all under a single study (Yin, 2003). This justifies the multi-method approach used within this thesis process. The discussion relies on the analysis of both primary data and secondary data. The primary data stems from the netnographic observations of the selected online community as

well as the results from a survey conducted within the same community. The survey was designed with open-ended questions, guided by the overall theoretical framework. The secondary data consists of a collection of data from online platforms as well as current literature on the topic. The sampling strategy is based on theoretical sampling i.e. focusing on including new data that is anticipated to advance theorizing. Combining both primary and secondary corroborates the data triangulation, assuring the validity of the research throughout.

It is important to note that case studies remain heavily criticized in the scientific and academic community, because of issues with regards to generalizability of findings (Wikfeldt, 1993). The argument is that it can be considered risky to draw conclusions from single case studies - offering statistical evidence as a more reliable alternative. There are certainly actions to be considered to amplify external validity and replicability of a case study (Wikfeldt, 1993). One must remain aware of the inherent potential for subjective human bias, especially when generalizing. Nonetheless, case studies remain praised for their descriptive accuracy as a “qualitative intensive” method, generating valuable insight - which aptly suits the requirements of this research.

2. 2 PHILOSOPHY OF SCIENCE

For this study, the social constructivist epistemology was chosen, since it helps understand the complex layers of interactions that occur in our world. This paradigm indicates that human beings try to make sense of the situation they are in and therefore social phenomena are the result of human interpretation. The priority is therefore to comprehend individual interpretations and perceptions of reality. It views learning as a social process with meaningful learning only happening when people work together collaborating. This places special importance on individuals and the insights their interactions can reveal. Constructivism holds the belief that everyday knowledge stems from the way people make sense of their interactions with the physical world and the people that surround them (Blaikie, 2009). Consequently, this perspective states that the method used to collect findings will be affected by how researchers comprehend and understand the knowledge that emerges from the participants. Nonetheless, it was deemed the most suited approach to allow for unexpected insights and findings.

2. 3 REASONING

In order to analyze and make sense of the findings, logic and reason needs to be applied. There are several different types of reasoning: deductive, inductive and abductive (Eriksson & Kovalainen, 2008). Deduction is a general-to-specific form of reasoning that through logic, finds observations to prove a theory. On the contrary, induction is a specific-to-general form of reasoning that seeks theories to explain observations. It is exploratory in nature and “moves from fragmentary details to a connected view of the situation” (Gray, 2004). The approach attributes meaning to the data collected and verifies post-analysis whether any patterns emerge. It is from such observations that it can be possible to build generalizations and identify relationships between elements. Occasionally, deductive and inductive reasoning can be combined, to form what researchers call “abductive” reasoning. Abductive reasoning, much like the inductive approach, begins from empirical data but does not reject theoretical preconceptions. With an abductive approach, the researcher gathers just enough data to be able to make some presumptions and begin to formulate theories. (Alvesson & Skoldberg, 2009).

In this thesis, we begin by highlighting some theoretical elements found relevant to online communities through a comprehensive literature review which serves as a foundation for the theoretical framework. The data collected as part of the online fieldwork then helps elaborate further tentative theories as part of the conclusion. As such, this thesis follows an essentially abductive approach.

An interpretivist paradigm was selected for the development of this research since it is the most consistent with the social constructivist epistemology. According to Blaikie (2009), the interpretivist paradigm is guided by the key principle that social reality is constructed by the people who are living in it, forming their own meanings and interpretations of what occurs around them. In the context of this thesis, we will be matching theory to the meaning and interpretations of the experience of members within the online digital nomad community in order to formulate an answer to our research question.

2.4 FIELDWORK METHODS

Data was collected using a triangulation of content analysis of literature, netnographic observations and responses to an online survey. The cohesive narrative of individual experiences and their interactions come to complete the information drawn from the available non-academic as well as scientific content available on the topics. The following

section offers a description of these methods and the associated research process - all linked and suited for an interpretive constructivist approach.

2.4.1 LITERATURE SEARCH

As a first step of the research, an online search of all existing information pertaining towards the topic of digital nomadism was carried out. Several keywords were selected in order to compile a broad set of information from relevant interviews, blogs, reports, websites, forums, videos and social media. Additionally, we read the “*4-hour workweek*” by Tim Ferris - a best-selling book identified as one of the “guides” on how to pursue the digital nomad lifestyle. The fragmented data compiled from these resources painted an informal non-scientific picture of what digital nomadism represents in 2019. These were inductively accounted for prior to designing the study and helped develop a second set of keywords pertaining to the topic.

The next step involved researching academic studies, with a view to identifying a gap in the literature when it came to digital nomadism. An assortment of the different databases provided by the library of Copenhagen Business School such as SAGE, Emerald Insight and ScienceDirect were used in order to obtain access to peer-reviewed journals. References and sources for all the selected papers were meticulously cross-checked in order to ensure their reliability. The Digital Nomadism movement having only gained popularity in the last decade, meant that most of the concerned articles and studies found were no older than 2005, and therefore could still be classified as relevant. This second step revealed the lack of academic research conducted so far on the phenomenon of Digital Nomadism and thus reinforced our interest in it. The snowballing technique was used by scanning the references of the selected literature in with the aim of identifying further relevant articles. This led to the discovery of an article *Digital Work and High-Tech Wanderers* proposing a review of a set of 64 papers in an attempt to theoretically frame Digital Nomadism (Wang, Schlagwein, Cahalane & Cecez-Kecmanovic, 2018). Reading this paper motivated us to go beyond focusing solely on the digital nomadism as a movement and add the online community dimension into our research.

The same exercise of literature search was then replicated with a focus on articles linked to the topic of online communities. Each article was scrutinized specifically for its theoretical value, in line with the abductive approach to this thesis. This helped begin to build a theoretical framework for this study, which we will develop in chapter 4.

2.4.2 NETNOGRAPHY

The nature of the topic “online communities” naturally urged our research methods to take into consideration data available in the online realm. Whilst Internet studies remain relatively new, researchers have articulated that virtual spaces can reveal important insights into practices and phenomena that emerge between communities (Lingel, 2017). The abundance of information which can be collected is seducing an increasing number of scholars (Faraj & Johnson 2011). Hookway argues that both quantitative but also qualitative data can be extracted online (2008). It is therefore important to critically scrutinize all gathered findings, and when possible, contribute to developing research methodology that is adapted to this ever-evolving arena.

Kozinets first coined the term “netnography” when decided to adapt ethnographic methods to study online communities and cultures (2001). The method shares multiple similarities with traditional ethnography, in the sense that it is naturalistic, open-ended, interpretive and flexible (Kozinets, 2001). It revolves around direct participation of the researcher and observation and is particularly adapted go analyzing social media data. According to Jong (2016), netnography provides three main opportunities in research: “the possibility to research a community that may not exist without internet” “develop an understanding of meaning-making processes” and “collecting data using an unobstructive method to explore sensitive issues”. The first point is particularly pertinent to us, since digital nomads by nature aren’t geographically bound to a single place. A netnography stands out as the most preferable method to study them.

The practice differs from ethnography in the sense that the information is available much quicker and at a lesser cost (Langer & Beckmann, 2005). Netnography can leverage the connective power of the Internet to offer accessibility to a wide variety of virtual voices (Kozinets, 2014). Its flexibility and adaptability make it an increasingly pertinent method for scholars who recommend combining it with other methods (Kozinets, 2002). This recommendation lead to include a secondary step to our data collection process in the shape of an online survey.

Culture and community are at the center of netnographic research. Hall (1996) understood “culture” as a “world of shared meanings”. Wagner (2001) simplifies this by stating that it represents “commonly held beliefs, norms, values and ways of doing things”. Therefore, understanding Digital Nomad culture implies recognizing the shared meanings, values & beliefs of digital nomads. Kozinets supports that his method permits researchers to

“understand the online world, interactions styles relative to the exchange of meaning and lived experiences of online users” (2015), through an analysis of computer-mediated communication. The definition of netnography has been adapted to include all online communication, beyond mere text. This implies that images, videos, apps, but also fonts and spacing play an integral part in social interaction, and therefore should be included as part of collection as well (Kozinets, 2002).

As previously mentioned, netnography requires the research to become a participant within the community of interest. During the process, both archival and field note data is collected for further analysis post-participation. The archival notes offer insights on frequency and popularity of posting, topics that trigger interactions and give a broad overview of the possible network structure and social hierarchies. Through field-noting, we focus on the meanings and language used.

Whilst netnography appears as a relatively flexible method, Kozinets urges to respect some guidelines in the form of five elementary steps as part of the research process: (1) preparing for data collection: *entrée*, (2) data collection and analysis, (3) providing an insightful and trustworthy interpretation (4) performing ethical research, (5) member checking through the possibility of feedback (2003).

As part of this methodology chapter, it makes sense to elaborate on each step and describe how we applied this to our research.

STEP 1: ENTREE

The first step of “*entrée*” revolves around preparing for the data collection. It includes identifying a research problem and subsequently formulating a relevant question - but also identifying a relevant online community that may offer the adequate data to offer insightful answers. Following the content analysis of the online data and the academic literature review, it was decided that our research would focus on understanding the role that online communities play for digital nomads and how they contribute to the culture. As such, it made sense to zoom in on an online community of digital nomads. A combination of multiple searches on various search engines revealed hundreds of possible communities. According to Kozinets, the most suitable communities for netnography are required to fill the following criteria; “(1) a more focused and research question relevant group, (2) higher “traffic” of postings, (3) larger number of discrete posters, (4) more detailed or descriptively rich data

and (5) more between-member interactions of the type required by the research question” (2002). Additionally, Kozinets suggested preferring communities with which the research shares familiarity and interest (ibid). These criteria were all considered when selecting the final community to study.

	Name of Community	Number of members* Accessibility	Date of creation	Comments
1	Female Digital Nomads https://www.facebook.com/groups/1607248466232418/	57,881 members PRIVATE	June 2016	Frequent posts. Larger variety of topics. Longest conversation threads.
2	Digital Nomad Network https://www.facebook.com/groups/1428340887415620/	44,628 members PRIVATE	April 2014	Frequent postings. Run by 2 nomad-related businesses.
3	Nomads around the world https://www.facebook.com/groups/DigitalNomadsAroundTheWorld/	118,925 members PRIVATE	August 2014	Largest community with frequent postings.
4	NOMADS - a life of alternative travel https://www.facebook.com/groups/1412018382343212/	171,340 members PRIVATE	ARCHIVED	Archived at time of netnography = no interactions or new posts.
5	Nomads - Jobs & Opportunities https://www.facebook.com/groups/901887786539278/jobs/	30,604 members PRIVATE	June 2015	“Job board” aspect. Less rich quality of interactions.
6	Nomadic Network https://www.facebook.com/groups/nomadicnetwork/	19,817 members PRIVATE	March 2018	Topics pertaining more to travel rather than digital nomad lifestyle.

Table 1. Final selection of possible communities before netnography “entrée”.

*number of members recorded at time of entrée (October 2019).

Only communities on Facebook were considered for this netnography as the platform offers the best format for rich interaction threads. Community 1, 2 and 3 stood out to be the most suitable according to Kozinets criteria. Community 4 was ruled out as it was archived during the study, bringing all postings and interactions to a halt for a period of 2 months. The threads available in community 5 and 6 were deemed of lesser quality to the topic as they represented mostly job offers or questions related to travel and less to Digital Nomad culture and lifestyle. Ultimately, we found that Community number 1 the most interesting with the richest quality in terms of interactions amongst members. The contributions were found to be the most personal, authentic and insightful. The fact that it is an exclusively female community ultimately impacts the overall conclusions however it also offers a more “focused” community with the members sharing more than their shared interest in Digital Nomadism.

The community selected for this case study was therefore the private “Female Digital Nomads” group. The group grew from 57,888 to 58,503 members over the course of the netnography. Founded by Milou Van Room from Explorista.net - it describes itself as the “only official Female Digital Nomads group”, and thus is unique in its kind. The description of the group confirms that it was started to “unite, inspire and inform female digital nomads

wandering the globe”. The group is set as “private” which means members have to go through a screening process in order to be admitted. The group owner Milou is the only administrator, bearing control rights of the community. She is assisted by 6 voluntary moderators who help her screen new members, oversee the interactions within the community and ensure group rules are respected. The set of group rules is available to all members, as well as several resource documents with information pertaining to digital nomadism. The discussion section is very active with an average of 20 posts per day. The set of group rules (Appendix F) and network structure confirm that the group displays some of the characteristic of an online community and was thus confirmed as adequate for this netnography.

Making a successful “entrée” into the fields is a very delicate matter and requires the researcher to be sensitive to the needs and functioning of the social media community (Kozinets, 2004). An entrée can make or break the interactions that will follow with the community (Kozinets, 2010). With this in mind, having been part of the community before the study, turned out to be an advantage as we were aware of the codes of etiquettes and acceptable practices within the group. Upon beginning the netnography, we adopted the “Lurking” technique for a period of a week, to familiarize ourselves with the community in the context of research, before disclosing our intentions to the administrator. “Lurking” involves purely observing a community without participating - and is highly recommended by many netnographers as an initial step of a netnographic study (Shoham, 2004).

STEP 2: DATA COLLECTION AND ANALYSIS

Data collection and analysis make up the second step of this netnographic study. This process can be divided in two parts resulting in two distinct sets of data:

- 1) the archival data obtained by collecting every post published within the community’s discussion section.
- 2) The reflective data taken in the form of fieldnotes on a day-to-day basis.

The data collection period lasted a total of 30 days, ranging from the 1st of November to the 1st of December 2019. All archival information is accessible online to members of the Facebook group, and thus URL links to each post were recorded in the NVivo software. These were then sorted and presented in a summary Excel file - available in Appendix A along with the first name of the poster, date posted, and number of comments. A total of 499 posts were recorded. Each post had between 0 and 215 comments. For privacy purposes, only the first name of the poster is recorded, despite their full names being available online. Posts

done by the group administrator were marked with an “X” in order to gain extra insight on what type of contributions were made by the “head” of the community.

The field notes represent a central part of the research and can be found in Appendix B. They consist of the researcher’s impressions of the interactions, members and meanings that occur in the community. Kozinets recommends taking notes this over time, to observe “subtexts, pretexts, contingencies, conditions and personal emotions occurring during the research” (2004). Processing the data day- by-day helped gain more perspective and clarity in the reflections than if we would have processed it in one episode. Atkinson supports this in writing that “Memos bring analytic focus to data collection and to the researcher’s ideas” (2007).

Once the archival data was collected, it was sorted based on a coding system. We opted for a double-layer descriptive coding approach, whereby the data was sorted according to the primary topic discussed, but also according to the primary intention of the post. It was decided that this would help us extract clues relevant for deeper analysis in relation to the aim of the study. With regards to the topic, 9 different codes were created: “Work”, “Travel”, “Pre”, “Lifestyle”, “Logistics”, “Meet-up”, “Tools & Tips” and “Other”. The code “Work” was applied if the post referred to a specific job or pertaining to a professional matter in some capacity. The code “Travel” was applied to all posts relation to specific locations, travelling, going abroad or short-stay related queries. The code “Pre” was used to describe posts made by members who were not yet digital nomads (“pre-nomadic lifestyle”) but posting about the transition to a digital nomadic lifestyle and related items. The code “Lifestyle” was applied if the post was in relation to the digital nomadic lifestyle in general, values, activities, rituals, health, “ways of living”. The code “Logistics” was applied if the post referred to specific logistical/organization elements of Digital Nomadic lifestyle, especially administrative elements such as visas, insurance, taxes, payments, equipment etc. The code “Meet-up” was used to describe all posts that referred to meeting with other members of the community. The code “Tools & Tips” was applied if the post mentioned any specific tools, apps or platforms, for work but also to simplify one’s life. Tech-related questions also fell under this bracket. Last but not least, we created the code “Other” to include posts that didn’t fall under any of the above topics. These do not necessarily need to be discarded as they hold insights as well, but it was decided to simplify the coding process.

The second layer of codes determined the primary intention of each post. 8 codes were created: “Information Sharing”, “Information Seeking”, “Inspiration”, “Support”, “Entertainment”, “Personal Experience”, “Opportunity” and “Other”. The codes “Information Sharing” and “Information Seeking” pertain to posts with the purpose of retrieving information, advice and recommendations - or on the contrary sharing some. Threads by moderators with encouragements to share information will also be classified under the “Information sharing” code. A distinction needs to be made with the code “Personal Experience” - this code is applied when the post pertains to advice shared on one’s life situation - and less on logistical or factual information. All posts that encompass stories or establish context are coded with the “Personal Experience” tag. The code “Inspiration” is attached to posts that seek to inspire and motivate digital nomads or call for others to share inspiration. The “Support” code is used for posts that have for purpose to seek or provide support in mental or physical form, from other members, ultimately tightening the relations within the community. Posts that relate to struggles being shared fall under this code if they end with seeking for advice or a solution. Calls for collaboration are also included. The code “Entertainment” is applied to all posts with the purpose of providing entertainment or relating to sharing an enjoyable time together (non-professional meet-ups). The code “Opportunity” is applied to all posts that share an “opportunity” - for the most - professional (job offers). As per above, the code “Other” is applied to all posts that do not fit into any of the above categories. This double-coded system enables the researcher to form clusters of posts based on topic and intention.

STEP 3: PROVIDING AN INSIGHTFUL AND TRUSTWORTHY INTERPRETATION

The third step in netnography involves associating meaning to the findings collected throughout the research. The researcher has to engage with the data on a deeper level in order to interpret it. Since the netnography observes interactions in the online realm, a distinct lack of face-to-face communication means that the researcher has to consider that the communication could be curated (Kozinets, 2014). Informants can be presumed to be presenting a “more-controlled self-image” - and this cannot be verified in person. Studying Facebook groups offer the advantage of being able to contextualize each member to a certain extent. The social media codes of etiquette encourage members to use their name, beyond an “alias” - which offers a small clue into their veritable identity. Misrepresenting oneself is discouraged and often negatively received - even leading to possible banishment from communities (Gunn, 2000). Nonetheless, this does not mean that misinterpretation cannot happen - which is why triangulation of data with other research methods is always recommended (Ibid). Insights can be drawn from G.H Mead’s work (1938) which focuses on

the act of interacting, i.e. the behavior as opposed to the person who is acting. In a similar manner, in the context of this study, the point of interest is in the quality and content of the interactions within this community and less in the members and backgrounds themselves. Last but not least, to be deemed “trustworthy”, the conclusions of a netnography must acknowledge the limitations of the online medium and technique (Kozinets, 2014).

STEP 4: PERFORMING RESEARCH ETHICS

Ethical justification is a real issue when it comes to online studies. The lines between what is considered public information versus private information are not always crystal clear. The question is relevant in the context of this specific study: the selected Facebook group is set as “private” however anyone can join (through a moderation process). It is perhaps best described as “semi-public”. This is an important consideration because it raises the question of whether or not consent should be collected prior to a netnographic study of a community. It is worth noting that according to Facebook’s terms of services, users own the intellectual property rights to all the content they share. However, by posting, they transfer a license to Facebook that permits the platform to “host, use, distribute, modify, run, copy, publicly perform or display, translate and create derivative works of their content”. (Facebook.com, 2019). Facebook does not take responsibility for any user content obtained and collected via their platform (Facebook.com, 2019).

Scholars seem to have conflicting positions on the matter. Whilst Kozinets is of the opinion that a researcher should fully disclose their presence and intentions (2002), Langer & Beckmann argue that it is not necessarily best to reveal one’s research plans (2005). We side with the latter as we are of the opinion that alerting the community to one’s academic scrutiny may interfere with the way our community posts and interacts, when aware of being observed. As such, we chose not to make a public announcement in the Facebook group prior to the netnography but did take some steps to ensure that our study was conducted in an ethical manner. In the first instance, we cross-checked that the community’s guidelines did not ban online academic research or contacting group members for research purposes. As a second step, we approached the group admin and main moderating team to introduce our research concept and intentions. It was important to us that they were on board with the project and gave us their consent prior to beginning the netnography. The discussion laid out the planned methods that would be used and concluded that the findings could also provide valuable insights to them as moderators. As a final point, we decided that all data would be semi-anonymized: last names would not be included, despite being available

publicly through online search. We also obtained individual consent from all informants that were directly quoted from the netnographic data, to protect both the study and members from any possible backlash. Hammam lays out the many risks associated to publishing sensitive information in his studies. This includes but is not limited to embarrassment, ostracism and psychological harm (1996). These were not situations that we wished to encounter in the context of this study. Given the professional dimension of the digital nomadic lifestyle, it becomes especially crucial to observe ethical considerations and protocols.

STEP 5: MEMBER CHECKING

The final guideline set out by Kozinets when describing netnographic processes relates to “member checks”. Member checks is a procedure that can also apply to ethnographic studies - albeit much less common - whereby some of the final findings are presented to the subjects of the study, in order to be “checked” (Arnould and Wallendorf, 1994). These verifications offer three key advantages (Kozinets, 2004). Firstly, it gives informants the opportunity to contribute further insights and add clarity to elements that the researcher may have overlooked. Secondly, they help balance some of the ethical concerns described in the previous section: extra pairs of eyes can identify whether some data should not be included in the study for possible ethical reasons. Thirdly, and perhaps most importantly, the member checks introduce the chance for one-on-one conversation directly between researcher and informant, adding an extra dimension to the study.

In the context of this study, we chose to proceed with a two-part member check. The low costs of computer-mediated communication make this a relatively straight-forward process. We opted to create an online survey (Google form) which was subsequently posted on the discussion board in the community, as a way to collect further research insights. This survey element will be elaborated upon in the next section of this chapter. The second part of the check involved sending our findings to the administrator of the community as well as three members of the community, recruited based on their prominent interaction within the community. They were made aware that feedback was welcome and were extended the invitation for a follow-up interview, if interested. All four submitted notes that helped tweak the final data set and analysis process, however the invitations for interviews were declined because of time constraints.

2.4.3 SURVEY

Questionnaires are a method that permits respondents to answer the exact same set of questions, determined and pre-arranged by the research (De Vaus, 2004). Questionnaires ascribe as part of the “survey” strategy - although both terms are often interchanged. Online questionnaires offer the advantage of being “self-completed” which means that time of completion is not determined by the researcher (Saunders et al, 2016). They have the merit of being inexpensive, scalable, practical ways to obtain quick actionable data. Nonetheless, this method is not to be underestimated: it is paramount to design a good questionnaire in line with your research objective as it is unlikely to have informants answer it twice (Ibid.).

Whilst questionnaires usually offer better results in descriptive or explanatory research, it was decided that in the context of this study, it would be useful as a way of triangulation. The answers come to complement the netnographic findings and help us gain further insight on the role online communities play for digital nomads and their culture.

The questionnaire was designed carefully based on recommendations by Saunders (2014). A mix of investigative open-ended questions and forced-choice questions were used to retrieve information about the three possible variables: opinion, behavior and attributes of digital nomads. Open questions were preferred, when possible in order to respect the qualitative approach to the study. Some of the screening questions were adopted from another questionnaire pre-ran by available on “Anywhere workers” (And.co, 2019) as a way to ensure reliability (Bourque and Clarke, 1992). Permission to use these questions was requested prior to publishing the final questionnaire.

For this study, we created an online Google form which was shared in the Female Digital Nomads group (Appendix C). Since rules of the community strictly prohibit surveys published by group members, we were obliged to ask the administrator to post it on our behalf. This was crucial as no exception would be made in order to avoid a precedent. This alone tells a little about the structure of the community. Milou - the admin - happily obliged given that the findings would be of interest to her as well.

The survey was posted on the 2nd of January 2020, open for answers for a duration of a week. Once posted, anonymous answers are submitted and received. All respondents participated willingly to this questionnaire. A follow-up prompt for answers was made 3 days after the survey had been made “live”. The questionnaire had a total of 17 questions, separated into two different sections. The first section was more general questions the informant’s

situation as a digital nomad (attributes), whilst the second section addressed their opinion towards the online community and invited to describe their membership to it. The second section was composed of mostly open-ended questions so that participants could share greater insights.

60 unique submissions were recorded in total. During analysis, each answer was coded based on the nature of the answer given, using descriptive coding. These codes will be included in the results. Quotes were collected from the survey, in order to illustrate and support the arguments made in the analysis chapter.

2.5 LIMITATIONS

This section will address the limitations of the used methodology, but also of the study overall.

When reflecting on previous research and the current netnography, several limitations stand out. Whilst it is without a doubt, one of the less obtrusive research methods, it relies heavily on the researcher to have interpretive skill. As for any study, the potential for researcher bias is to be carefully considered and findings need to be scrutinized in order that this does not become a limitation. This is especially relevant for netnography since the method requires involvement within the community and self-reporting.

The data set is bound by the size of the community. Kozinets warns in his methodology guidelines that informant identifiers present in the online context can make it difficult to generalize results to groups outside of the selected community (2002). As stated before, there were hundreds of possible online communities to study, on multiple different platforms. Selecting one was a conscious decision made with the aim of securing deeper insight - but it can also be considered a limitation. There are tangible issues with generalizing findings from one community to others, especially when the community has specific “unique attributes” such as being female-only. Whilst we found this element to increase our interests, it requires the replication of the study in a mixed-gender community to confirm possible similarities or differences, should we seek to generalize our conclusions. Our study scope was tailored with this in mind, and multiple research methods were used for data triangulation in order to validate our results.

A cross-comparison study of multiple online communities of digital nomads would doubt yield interesting results, not only on Facebook but on different platforms. Thinking of platforms

as separate to other platforms can lead to reductive thinking. Such a cross-study could be inspired by Marshall McLuhan's "the medium shapes the message" theory and should be encouraged in the future.

We have already discussed the issues of ethical justification in netnography - these can also be seen as a limitation. Requesting consent for all data can be a time-consuming task. The Facebook community guidelines that proscribe survey posting and directly soliciting member participation in our research posed a challenge that required overcoming.

Overall, netnography being a relatively novel method with very few guidelines offers flexibility but can be limiting, in the difficulty of justifying validity and reliability of data without defined rules. Over time, as the method becomes more popular, we expect a more defined framework to emerge.

Both netnography and questionnaires lack face-to-face interaction - which according to some researchers, limit the possibility of a "thick description of the human experience" (Geertz, 2001). The questionnaire method has other limitations too: members can be dishonest or biased when answering, questions can be ignored or misinterpreted - ultimately affecting the quality of the collected data. "Survey fatigue" (Steeh, 1981) can also interfere - when respondents are over-exposed to online surveys and therefore experience a lack of motivation to completing the questionnaire or even responding to it.

Lastly, in the context of our study: the sample size of 60 respondents naturally limits the statistical significance of whether their opinions reflect the real feelings of the overall digital nomad community.

Last but not least, there are disadvantages linked to qualitative research compared to quantitative research. Whilst qualitative data helped us gain an understanding of reasons, motivations and opinions, the lack of statistical data reduces generalizability and measurability.

CHAPTER 3: LITERATURE REVIEW

This chapter has a double purpose: to gain an understanding of the literature that already exists on our selected topics and to identify what is lacking in the theoretical framework. As such, an exploration of both of the concepts of Online Communities and Digital Nomad Culture will be undertaken in great detail. The chapter also includes reflections on the Information society.

3.1 DEFINING COMMUNITIES

Social sciences have seen a large amount of research about what a human community represents. This seems to be a crucial starting point before transferring the discussion to the online sphere. The term “community” seems to be defined inconsistently across academic literature. One of the earliest conceptualizations belongs to Tönnies - distinguishing the concepts of “*Gemeinschaft*” and “*Gesellschaft*” (1887) - when attempting to characterize relationships in medieval towns. According to the sociologist, “*Gemeinschaft*” consisted of relations based on blood, physical locality and friendship - whilst “*Gesellschaft*” was an “artificial construction of an aggregate of human beings that live and dwell together”. This brings about the notions of “group” and “collectivity”. Over the years, approaches have been taken that attempts to emphasize the community’s several dimensions and interconnectedness (Crow & Allan, 1995). In 1955, in his article “Definitions of Community, Areas of Agreement”, George Hillery identified 94 meanings for the word. Amongst all the variations, the only common denominator being that they each dealt with social relations connecting individuals. Nisbet agrees in his works - attributing deep, surrounding and sustained relationships to the concept of community (1953). Whilst the most common component of a community was believed to be “a shared geographical area”, scholars have since acknowledged that they serve more specialized functions (Efrat, 1974). A three-fold classification of community involving place, social structure and meaning was developed by Willmott (1986). Crow and Allan’s works call to recognize the dimension of time, as a fourth element that allows the process of community development (2015). Rus and Orel (2015) analyze community through four characteristics: functional, structural, cultural and territorial - further forwarding the idea of multi-dimensionality of communities.

Adding to the symbolic approaches - new definitions emerged whereby a community is imagined by its members through the sharing of common symbols (Anderson, 1983) and the sharing of experience (Castells, 1997). Nowadays, the common definition of a community understands that members have a shared attitude, interest or perspective.

Involvement in community relationships is also a fraught topic. Social sciences have long sought to determine what motivates involvement in a community since participation is deemed voluntary. Warren's model introduces five possible functions for a community: Production-distribution-consumption, socialization, social control, social participation and mutual support (1975). The function of socialization is particularly pertinent as it involves a process by which prevailing knowledge, social values and behavior patterns are transmitted to the members. The function of social control involves the process "through which a group influences the behavior of its members towards conformity with what is deemed the norm". Group dynamics and influence have also generated a lot of research attention over the years.

Many studies point towards the human need of "Belongingness" as a fundamental motivation to connect with others. This need figures in Abraham Maslow's hierarchy of needs - a theoretical pyramid explaining human behavior (1943). Kollock (1999) concluded that both self-interest and altruism motivate participation and involvement within a community, as well as a willingness to help others in the context of a community.

Garrett, Spreitzer and Bacevice (2017) have examined how types of interactions contribute to a sense of community. This sense of identity or "self-reported" group affiliation is also included in ad hoc community-life parameters.

3.1.1 ONLINE/VIRTUAL COMMUNITIES

According to Giddens (1990), the interconnectivity and interactivity of the Internet fostered an "empty space" - a cyberspace no longer defined by geographic place. Following Effrat's logic - where there is place, there can be community (1974). Both Stone (1991) and Rheingold (1994) concur by stating respectively that cyberspace can be a social space and a public space - offering the opportunity for the development of interpersonal relationships and the formation of communities. Many studies will go on to support that these concepts are often intricately tied (Nip, 2004).

Rheingold (1994) wrote that "virtual communities are cultural aggregations that emerge when enough people bump into each other often enough in cyberspace and form a web of personal relationships". It is worth noting that most studies interchange the terms "online community" and "virtual community". Effrat (1997) sees no point in noting the distinctions between both, but rather focusing on the characteristics and elements of interest within them.

Preece (2000) offers a more elaborate definition with four basic constituents of an online community:

- Socially interacting people striving to satisfy their own needs;
- A shared purpose like an interest or need that provides a reason to cooperate;
- Policies in the form of tacit assumptions, rituals, or rules that guide the community's member behavior;
- A technical system that works as a carrier that mediates social interaction.

This definition has served as a benchmark for many researchers since, with studies adding to it, ever since. Fernback and Thompson (1995), Rosenblatt (1997) and Smith and Kollock (1999) all attempted to abstract the essence of virtual communities. Bagozzi & Dholakia (2002) definition focuses on the actions of the online community, stating that the content creation through ongoing member communication is what makes the community. The works of Whittaker, Issacs & O'Day (1997) also considers activity as part of the core attributes of online communities: "members engage in repeated, active participation and often intense interactions, as well as shared activities".

Schuler (1996) proposes the idea that core values are necessary for building community networks. Conviviality and culture, education, strong democracy, health and human services, economic equity, opportunity and sustainability, information and communication are all offered as supportive of community building. Preece (2002) reminds that members are central to community and as such, understanding their needs is vital to community development. It is worth noting that there are elements that differ greatly from community to community, such as the type of interactions, the kind of value found or the kind of content provided within a community (Chang et al, 1999). Calhoun's (1980) notion of a virtual community determines it as a "complex of ideas and sentiments" which means its existence depends on the meaning attributed to it, and the minds of its participants. This further supports the idea that virtual communities have their own collective sense, cultural composition and virtual ideology and symbolism - which makes them all the more interesting to study (Wang, Yu & Fesenmaier, 2002).

The technological element of online communities is not to be forgotten. Internet applications, online means and computer-based tools compose the very medium that makes the community with the absence of face-to-face communication possible. Technological developments are changing the way of interacting online, sharing information, creating knowledge and managing work (Martinez-Lopez et al, Anaya-Sanchez, Aguilar-Illescas &

Molinillo, 2016). Occasionally, the software that supports online communities will be used as a shorthand way of defining them (Wang, Yu & Fesenmaier, 2002).

Virtual communities are and can be defined from a variety of perspectives, however, we find the below conceptual model the most useful to explain all its composing elements and the relationship between them.

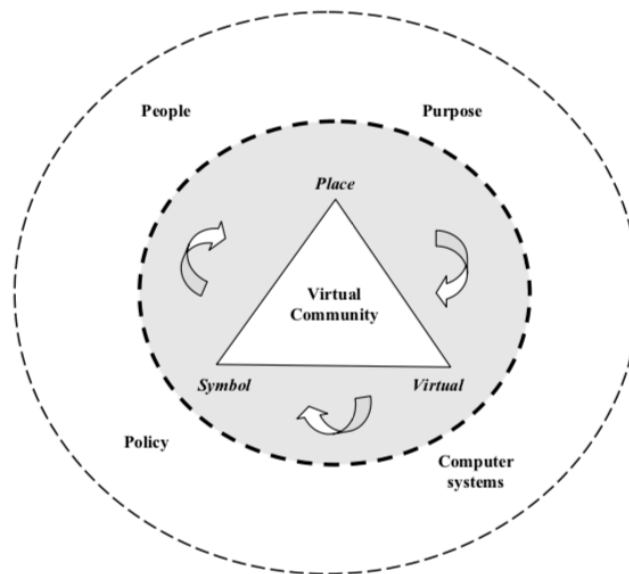


Figure 1. A conceptual model for the definition of a virtual community.

**framework included in Defining the virtual tourist community: implications for tourism marketing (Wang, Yu, Fesenmaier, 2002)*

This conceptual model proposes to define a virtual community with 3 notions: virtual community as a place, virtual community as symbol and virtual community as virtual.

3.1.2 TYPOLOGY OF ONLINE COMMUNITIES

Beyond defining what a virtual community is, it becomes interesting to note that there are multiple types of different communities. Hagel & Armstrong (1997) mention communities of interest, communities of relationship, communities of transaction and communities of fantasy (Razmerita, Kirchner & Nabeth, 2014). Henri and Pudelko (2003) join them in attempting to classify online communities into types. To communities of interest, they add three other distinct classifications: goal-orientated communities, learners' communities and communities of practice.

The term “Community of Practice” was in fact, coined by Wenger (1991) to designate “an activity system about which participants share understandings concerning what they are doing and what that means in their lives and for their community”. Knowledge creation, dissemination and sharing are attributed a central position in these communities, as the theory posits that less experienced members learn by socially interacting with the more experienced members.

Porter (2004) brings forwards another typology of virtual communities, to add to prior definitions. Her typology includes norms and roles as a defining requirement of virtual communities. Her classification uses two variables: establishment and relationship orientation. In terms of establishment, communities can be organization-sponsored or member-initiated. The latter are seen to be more biased than member-initiated communities (Wirtz et al, 2013). Member-initiated virtual communities are understood to have either a professional or social focus.

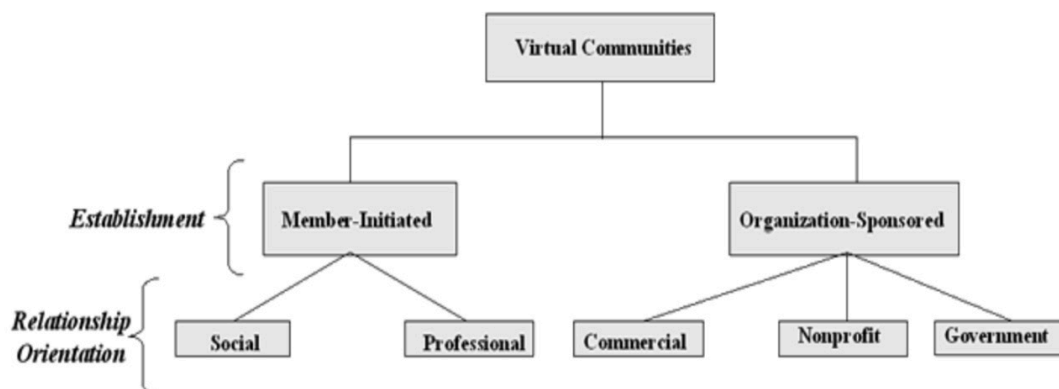


Figure 2. A typology of virtual community (Porter, 2004).

Substantial social sciences research has focused on member-initiated communities rather than organization-sponsored ones. Muniz & O’Guinn (2001) study on brand communities and Kozinets (2002) work on member-generated content both ascribe as part of the literature available on member-initiated communities.

To further complete her typology, Porter offers five distinct attributes to describe any virtual communities, named the “5 P’s”: purpose, place, platform, population and profit model. The notion of purpose is equivalent to the concept of “discourse focus” (Jones and Rafaeli, 2000), and pertains to the content of the interaction within the community.

The notion of place in virtual communities can be fraught since they aren’t necessarily associated with a geographically bounded location but rather “live” in cyberspace. However,

Harrison and Dourish (1996) argue that the “place” attribute refers to the structural elements of virtual communities, and these are bound to a physical structure (location) but also something socio-psychological (sense of shared values). The terms “space” and “place” are often interchanged in academic research. Mitra and Schwartz (2001) concur by acknowledging that a “virtual space” includes both a sense of presence and location. She further suggests that technologies can influence a community’s member sense of presence (Porter 2004).

The notion of “platform” equates to the “design of interaction” and describes how communication takes place. The key distinction is whether the communication takes place in real-time (synchronous interaction) or not (asynchronous interaction). According to Blanchard (2004), synchronicity can lead to a highly interactive environment, which in turn positively affects a member’s sense of place.

The notion of “population” describes the “pattern of interaction” among members of virtual communities. Depending on the group structure, different levels emerge with varying strength of ties - weaker, stressful or stronger (Porter, 2004).

Finally, the notion of profit model focuses on whether the virtual community creates tangible economic value or “revenue on interaction”.

Having reviewed several different typologies, it is hard to disagree with Lee et al (2003) who states that “none of the classifications of virtual community cover every aspect of fit under every circumstance”. However; Porter’s definition and typology come to the closest to proposing a foundation that for now, works within the ever-developing virtual space.

3.1.3 SOCIAL MEDIA BASED COMMUNITIES

Social media-based communities are communities initiated on the platform of social media. Kaplan & Haenlein (2010) define social media as “a group of internet-based applications that builds on the ideological and technological foundations of Web 2.0 and it allows the creation and exchange of user-generated content”. Commonly understood as the platform that people use to share opinions, experiences, peer-to-peer recommendations and knowledge - in the form of content - textual, audio, visual. Social networks were created to link members together with family, friends and colleagues. Their primary mission is to provide a platform for conversation and exchange.

In joining social media, members fulfill their need for “belongingness” (Gangadharbhatla, 2008). They can connect with other members with whom they share norms, values, and

interests - much like within an “offline” community. This “desire for social action” (Bagozzi & Dholakia, 2002) is what urges members to join. Simmons (2008) compares communities to “virtual glue”.

Reasons to join and engage in online communities differ. Studies have revealed that they can be to fulfill individual goals such as self-exhibition (Simmons, 2008), learning, socialization (Bagozzi and Dholakia, 2002) or recreation. Kaplan & Haenlein (2010) also touch on these individuals goals in their social process theories. They distinguish the concept of self-presentation from self-disclosure - both performances occurring in the online realm. Self-presentation is a personal concern about the impression we make on others, whilst self-disclosure is the conscious or unconscious revelation of personal information (Kaplan & Haenlein, 2010). Understanding the motivations to join a specific community can contribute to shaping it to increasing participation engagement and foster loyalty.

Marketing research has motivated many studies on the growing popularity of “Brand communities” on social networking sites which offers some interesting insights into the markers and practices of online communities. These differ from “traditional” online communities in the sense that they revolve around a brand (primary interest of the community). However, they remain very similar in composition, with three main elements: shared consciousness; rituals and traditions and shared moral responsibility (Muniz & O’Guinn, 2001).

3.1.4 VALUE CREATION IN ONLINE COMMUNITIES

Zeithaml (1988) defines “value” as the “consumer’s overall assessment of the utility of a product based on perceptions of what is received and what is given”. Perceived community value is understood as the degree to which the needs and benefits users pursue are in aligned with the online community’s declared value system (Kang et al., 2007). Understanding what makes communities valuable to members can contribute in increasing participation engagement and foster loyalty.

A netnography run by Minaj Seraj (2012) of an online community offers insights onto what creates value for its members. It revealed that three kinds of value are sought out: intellectual value in the shape of goal-driven quality content, social value in the shape of an interactive environment for building relationships and cultural value in the shape of a self-governed community culture consistent with its principles.

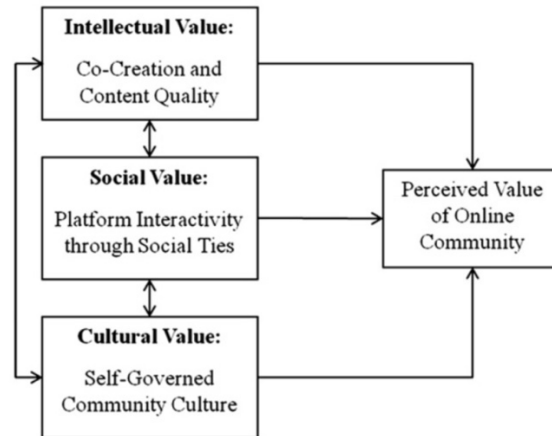


Figure 3. Perceived Value of Online Community (Seraj, 2012).

Content in Communities is mostly user-generated (Kozinets, 2012). The communication stemming from participation in the community represents content itself, therefore members are consuming and producing at the same time. This concept was named “Prosumption” (Toffler, 1980). There are countless examples of how Web 2.0 has been a source for this kind of development of content (Ritzer and Jurgenson, 2010).

The second element that offers value to members in a community is social value. This is found in an interactive environment (Seraj, 2012). The possibility to connect with other members and form bonds and ultimately social ties motivates members is appreciated by the community participants. Collins (2004) formulated the Interaction Ritual theory to explain the “collective effervescence” that occurs when interaction rituals and group assembly with a mutual focus of attention take place. According to Collins, a share emotional environment, through language and tone, increases interactivity within a community (2004).

Cultural Value is the final element that contributes to the perceived value of a community, according to Seraj’s model (2012). Culture is understood as a set of values, ideas, meanings and symbols that help individuals communicate, interpret and attribute meaning in society (Davis, 1984). It refers to a large and diver set of mostly intangible aspects of social life. It plays a crucial role in how we determine the world around us, and our place in it. Emile Durkheim believed that it was the culture shared that provides people with a collective sense of purpose and collective identity (Swidler, 2000). Interacting online within a community deepens and matures the social relationships within it (Goi, 2009). The shared intentions, along with the group norms, traditions, and policies make up the community culture. Cova (1997) speaks of the development of an “electronic tribe”. This matches with

the work of Muniz and O'Guinn (2001) about brand communities where the characteristics are "consciousness of kind", "traditions and rituals" and "moral responsibility".

Participation in cultural rituals is said to reaffirm culture and in doing so, strengthen social ties.

3.1.5 TIE FORMATION IN ONLINE COMMUNITIES

As in "offline communities", community ties take time to foster. This applies for both new communities to settle, and newcomers when introduced to established communities. Recent research about communities has raised the importance of understanding how they emerge and are actively sustained over time.

The general consensus is that the formation of strong ties increases the commitment levels of members (Seraj, 2012). As mentioned above, interaction leads to the development of an online community to culture, crucial to bringing value to its participants. A conceptual model could represent as an infinite cycle, with one causing the other, through a system of content sharing and co-creating. Literature denotes a distinction in the quality of ties within an online community. Indeed, membership does not necessarily participation - as shows the concept of "Lurker" (De Valck et al, 2009) - a non-active member who observes the community without engaging within it.

The quality of ties will depend on the type of user within the community. Several taxonomies of users can be found to describe the different behaviors and characters that can be found in online communities (Kozinets, 1999). Weak ties are found to be important in a community as well, since they are "the bridges that help people access information resources that they would not be aware of through their strong ties (Garton, Haythornthwaite and Wellman, 1997).

3.1.6 OFFLINE VERSUS ONLINE COMMUNITIES

The term "online community" is used in contrast to "offline community". When Web 2.0 was still in its early days, social researchers began to argue whether online communities qualified as "genuine communities". Instead of arguing, it is best to recognize that there are new forms of communities emerging thanks to the Internet. This follows it makes Marcia Effrat's stance who preferred to study to what extent a group is a community as opposed to whether it is or not (1974).

Of course, there is still criticism present directed at online communities. Willson (1997) claims they provide an escape from and substitute for offline communities. Sassi (1996) states that it fragments offline communities. On the contrary, there is an argument that the online environments enrich communication. Fox (2004) does note that online communities are not complete substitutes for personal interaction. Wellman & Leighton (1979) attempt to conceptually develop a theory around this debate with communities being “lost” “saved” and “liberated”. They argue that communal ties have become attenuated in the industrial society (lost), however, neighborhood communities remain precious platforms for sociability support and mediation (saved). The “liberated” argument contends that whilst social ties still flourish locally, communal now go far and beyond this.

The extent to which offline and online communities are connected has not been researched enough to give in to fears. There is a trend observed by which physical “offline” communities create online networks to further link and strengthen the bonds amongst members. The need to pursue further research on the offline/online community dichotomy has been highlighted, since the conclusion is currently founded on opinion instead of evidence (Kollock and Smith, 1999). An article by Nip (2004) takes the first step into bridging this research gap, with a netnographic study. She aimed to examine the autonomy of online communities in relation to their offline counterparts. She encourages to explore this topic of interconnectivity in relation to medium theory.

3.2 THE INFORMATION SOCIETY

The “Information society” is a term used to describe the present social landscape - as coined by Manuel Castells (1997). Castell’s theory offers a framework to describe the digital transition from the industrial age into the information age. In this society, capitalism is no longer centered on the production of material goods, but on information and knowledge. In this new age - the term “network society” refers to the social structure and the “global information economy” refers to its economical manifestation.

Networks now form the new architecture of society and have become the dominant model for organizing social relations in society (Castells, 2011). Castells defines networks as a “decentralized system of interconnected nodes through which communication can occur” - able to expand and contract as necessary. These networks are driven by ubiquitous information and communication technologies (ICTs), such as the Internet or mobile telephones. The communication that occurs between these nodes is multi-dimensional and

multi-directional, therefore not restricted by time or space. As a result, members of the society do not have to be attached to a specific geographical space, such as a nation - but simply to the place where communication and information flow (cyberspace). The highly dynamic, innovative quality of these networks mean for increased efficiency, in communications.

These networks have permitted a decentralization of communication and have had fundamental impacts on social conditions, and labor, i.e. the way we live and work. Castells' theory is particularly pertinent in the scope of our study since it is what paved the way to the transformation of labor and the emergence of knowledge industries (Bell, 1976). With decentralizing communication, it became possible to also decentralize work. The implementation of ICTs required skilled and self-reliant workers - who shared a desire an increasing desire for greater autonomy and freedom in the workplace - stepping further away from generalized standardized tasks that were characteristic of the industrial age (Castells, 2011). Baumann refers to "liquid modernity" where there is a liberation from rigid and bureaucratic regulations, with new expectations on employees who are encouraged to view their jobs as creative projects (1999). As such, new paradigms and values began to emerge with these transformations.

As a result of the structural changes in society, place and time are gradually becoming less relevant to social life. This is because the Network Society is organized around "timeless time" and the "space of flows" (Castells, 2011). "Timeless time" refers to the disordering of social action and interaction as the perception and use of time becomes more complicated in the online realm - with the possibility for synchronous and asynchronous interactions. (Castells, 2011). Online networks permit to be in more than one place at the time, for example emailing a colleague in the U.S. whilst being on the phone to family in France. Information and communication technologies offer the potential to completely limit geographic isolation, thus increasing knowledge and market access (ibid). This development has made it possible to work "anytime, anyplace" and paves the way to the concept of digital nomadism.

There are, of course, some criticism to the theory of Information Society amongst sociologists. Baumann argues that the concept is too idealistic and utopian in its assessment of the current state of the world (Elliot, 2009). Webster believes that Castells places too much emphasis on the influence of technology on social relations and not enough on how humans shape communication themselves (ibid). Despite this criticism, it is clear that

Castells' framework is useful for understanding the increasing interconnectedness within human society and our growing reliance on ICTs.

3.2.1 TRANSITIONING INTO A KNOWLEDGE SOCIETY

Information and communication technology have thus become the new source of energy supporting economic development and growth (Bell, 1976). Information and data are recognized as a commodity. Human capital, understood as the core of information society is deemed one of the most valuable resources - crucial to stimulate innovation, drive productivity and job creation. As such, "knowledge workers" with "information literacy" emerged, to discover, create and disseminate information in the "knowledge economy", providing tactical advantages to organizations (Drucker, 1969).

Subsequently, the knowledge society fostered the development of multiple professional sectors including administration, politics, law, mass media, education, health and research. One of the key concepts advanced is that individuals should seek to enhance skills and knowledge - placing a special emphasis on education and personal development. The "goal" is to qualify for better-paying jobs, optimizing their own businesses and developing innovations with the market - still very much ascribing in a capitalist system.

On par with this, the last two decades have seen the development of an "entrepreneurial mindset" with an explosion of workers pursuing their own business ideas, stepping away from traditional hierarchies. Hofstede (2011) refers to "entrepreneurial culture" as a "collective programming of the mind" towards entrepreneurial values and spirit. Autonomy, innovativeness, risk-taking, competitiveness aggressiveness and ability to take initiatives are all values associated with entrepreneurship (Mourdoukoutas and Papadimitriou, 2002). To this, Hofstede adds pro-activeness, the acceptance of failure, individualism, achievement, and openness (2011).

New workplace designs and new technology capabilities are emerging to support the changing nature of the workforce itself. Lee (2017) thinks that work environments must adapt by becoming more attractive to enhance creativity and retain human talent and passion. The Digital Nomadism movement, with the associated lifestyle and community, stems from these developments and therefore attracts academic interest for its novelty.

3.3 DEFINING DIGITAL NOMADISM

Makimoto and Manners (1997) predicted a revolutionary way of working as they developed the preliminary vision of a digital nomad in their book *Digital Nomad*. Whilst their definition describes executives choosing to become mobile across the globe, using the newly available IT tools to work remotely - it does not even come close to understanding just how much the digitalization would impact labor, socializing and the economy (Elgan, 2019).

Ten years and many technological improvements later, the idea was revived in Tim Ferriss's book *The 4-hour workweek: escape the 9-5, live anywhere and join the new rich*. Through actionable tactics and techniques, Ferriss encourages the idea that widespread success in the form of unbridled travel and automated income is within reach for any reader. With over a million copies sold (squidhub.com, 2020), the concept gained significant media attention. Nowadays, it has become a globally recognizable phenomenon with studies predicting 1 billion professionals working solely online and leading a location independent lifestyle by 2035 (Levels.io, 2019), transforming the global workforce forever.

“Digital nomads” are understood to be geographically-mobile - location-independent - workers who use online technologies to work wherever they please. “Digital Nomadism” is interpreted as the associated lifestyle, but also refers to the movement or shared “culture” of digital nomads. Indeed, the definitions of these terms remain relatively flexible since they have yet to be academically conceptualized with much depth (Schlagwein, 2018).

Very few authors have acknowledged digital nomadism and sought to define what constitutes a digital nomad. The few papers who have addressed the concept, have done so in a fragmented way - focusing on one unique aspect of digital nomadism such as self-actualization (Müller, 2016) or sense of place (Liegl, 2014). Müller's work does legitimize this concept - confirming it as a legitimate research category for contemporary society, beyond a mere buzzword. She calls for further research using empirical evidence to understand this new form of mobility and social phenomenon.

Reinchenberger (2017) comes the closest to giving a fully holistic view of “What is a digital nomad?”. She defines digital nomads as “location-independent, predominantly young professionals, entrepreneurs, freelancers and remote employees who can unite travel and virtual knowledge work” (ibid). Through an exploratory study, she explains how this manifestation may constitute a new form of tourism, but more importantly, seeks to understand the motivations of digital nomads. Anchored in social constructivism, the research also discusses how they interpret work, leisure and travel. She finds that

dissatisfaction with non-self-imposed restrictions relation to work structures and quest for independence are the largest motivations to adopt the digital nomad lifestyle (Reinchenberger, 2017).

Schlagwein (2018) uses justification theory to unpack the motivations as to why people engage in this emerging form of digital work. His results offer three different main orders of justification: inspirational, civic and market. The inspirational justification covers the desire for new cultural and personal experience. Travelling is seen as a “rewarding” valuable experience. Under the same theme, digital nomads related external cultural experiences to inner growth (Schlagwein, 2018). The civic justification involves participating in a community of like-minded people. Participants acknowledge the existence of a growing digital nomad community, both offline and online, and articulate their desire to socialize and engage with members in a similar situation and state of mind. Lastly, digital nomads cite a market justification which relates to the cheaper costs of living overseas. The notions of “bootstrapping” is introduced: nomads originating from Western countries moving to low-cost countries such as Thailand, Indonesia or Mexico to save money and create new businesses whilst surviving on relatively low-income (ibid).

In order to gain a further holistic understanding of the movement and identify the current state of knowledge relevant to digital nomadism, a review is offered with three theoretical framings: digital nomadism as an economic activity, digital nomadism as a technology-enabled form of working and digital nomadism as a cultural phenomenon.

3.3.1 DIGITAL NOMADISM AS AN ECONOMIC ACTIVITY

Whilst there is a lack of consensus in the literature about what constitutes digital nomadism, some scholars encourage it to be framed as a new economic model. This view introduces the concept of “digital work” often conflated with “knowledge work” (Nash et al, 2018) with new jobs being created. Wang, Schlagwein, Ceze-Kecmanovic & Cahalane define “digital work” in their literature review as “work in which digital technology has transformed factors of production” (2018). Moravec speaks of the emergence of “Knowmads” (2008). This concurs with empirical evidence from digital nomads reporting the distribution of labor through online systems such as Asana & Trello (Nash et al, 2018).

Digital nomads are found to challenge traditional dichotomies, often escaping the influence of governments, jurisdictions and regulations (Crishton, 2018). Traditional monetary policy

struggles to regulate their earnings and financial situations since they are by definition location-independent, and occasionally leverage the blurred lines when it comes to fiscal residency (Middlebrook and Hughes, 2004).

No strict format of work seems to emerge however Johnson & Houston (2016) do recognize a trend of growing gig economy - where workings assume part-time or temporary positions. They are likened to “freelancers” (Sutherland and Jarrahi, 2017) where one represents their own micro-business and brand and must pursue their own clients. Thompson’s qualitative exploration of the digital nomad lifestyle concurs with this, although she finds that some digital nomads can maintain full-time employment and operate on a remote-basis. She summarizes the insights on the socio-economic context of digital nomad work gathered from interviews of 38 digital nomads. Her findings reveal that digital nomads are for the most part, not financially secure and suffer from downward mobility in their financial status. She also notes that they do not benefit from healthcare, retirement, family leave and unemployment. These warnings match Liegl & Bender’s concerns: the economic precariousness and individualized economic risks of becoming a digital nomad should not be ignored (2014).

Thompson does make a valid point in stating that downward mobility, shrinking governmental safety nets and raising rates of debts are issues that most Millennials in developed nations face - so cannot be attributed to digital nomadic status alone (2018). In her work, she also addresses themes of privilege, inequality and leisure, as digital nomads can afford the option of “taking their downward mobility on the road”, to a country where the cost of living is cheaper (see concept of “geo-arbitrage”), thanks to their passport strength (Thompson, 2018).

3.3.2 DIGITAL NOMADISM AS A TECHNOLOGY-ENABLED FORM OF WORKING

A portion of the available literature suggests framing digital nomadism as a technology-enabled form of organizing and working (Wang, Schlagwein, Ceze-Kecmanovic & Cahalane, 2018). Advancements in technology are what enabled the very existence of the movement, as predicted by Makimoto and Manners in 1997. Digital nomads rely heavily on computer-mediated communication and thus the adequate technology to achieve this. Empirical findings highlight the vast ecosystem of tools used by digital nomads, for work-life arrangements (Nash et al, 2018). These can be profession-specific (ex: Adobe Creative Cloud), communication-orientated (ex: Skype), productivity-aids (ex: Trello) or online

community applications to seek out new work (ex: Upwork) or connect with fellow digital nomads (ex: Nomad List, Facebook) (ibid). There is, therefore, an underlying technological infrastructure that is crucial to this form of working and living.

Further research calls to explore the pros and cons associated with this heavy dependency on fast internet access, but also technological networks. Mobile technology may permit full-time mobility however it can impose new burdens on workers. Reichenberger's study revealed that being "constantly connected" across time zones comes with its struggles. Digital Nomads often report difficulty in productivity as the lines between work and leisure become increasingly blurred (Reichenberger, 2017). The rise of flexible contract, absence of standardized work-hours, home-office arrangements and accessibility issues through ICTs all contribute to this. The occasional total absence of leisure, sentiment of feeling "overworked" and struggling to "disconnect" was also noted in Thompson's findings (2018).

There is a further deeper consideration of technological issues to be had. Critics flag the lack of face-to-face interaction has having serious implications in professional settings and raise questions about leadership and culture creation in a business context. As the phenomenon of digital nomadism continues to shift, future research could be greatly served by an investigation in understanding all these implications and the definition of some practical recommendations on how to best navigate these new paradigms.

3.3.3 DIGITAL NOMADISM AS A CULTURAL PHENOMENON

The third possible framework is digital nomadism as a cultural phenomenon. There is relatively little literature addressing this topic which is why we find the community aspect so interesting to explore. Parallels were drawn between Digital nomadism and the historical-cultural figure of the Wanderjahre (journeyman) - young tradespeople "taking to the road" to enhance their personal and professional skills, whilst free of personal and social constraints (Eddy, 2017).

Cassirer (2002) and Posner (2004) propose the following cultural approach:

- (1) *They see the culture of digital nomads as a "semiosphere" or a set of signs used by digital nomads to develop and maintain their identity and relations*
- (2) *They see the digital nomads as a community of sign users and their civilization (artifacts and technologies) as a set of texts*

(3) *They see digital nomad's mental culture and mentality (ideas, values) as a set of conventional codes.*

These make for pertinent considerations and justify examining digital nomadism as a “culture”. Academic literature also adopts the terminology of “community” and “sub-culture”. It is understood that studying these set of signs, texts, and values can make a significant contribution to understanding what constitutes digital nomad culture, which calls for the application of ethnographic research.

Reichenberger (2017) has been one of the first to pursue this. She explores why and how the digital lifestyle is conducted through a set of 22 interviews. Her results reveal a shared set of motivations and similarities in values. The motivations to adopt a digital nomadic lifestyle are particularly pertinent since they also explain the motivation to quit the traditional “9-5”. The majority of the answers mentioned an aspect of “freedom”, may that be financial freedom, freedom of location or freedom to pursue self-development (Reichenberger, 2017). She advances that digital holism cannot be achieved without these three freedoms being fulfilled (see figure 4 on page 41).

This is in sharp contrast with traditional societal values such as materialism, security and comfort. Less importance is put on physical assets, and more on the quest for achieving work-life balance, fulfilment and self-development (Valenduc & Vendramin, 2016).

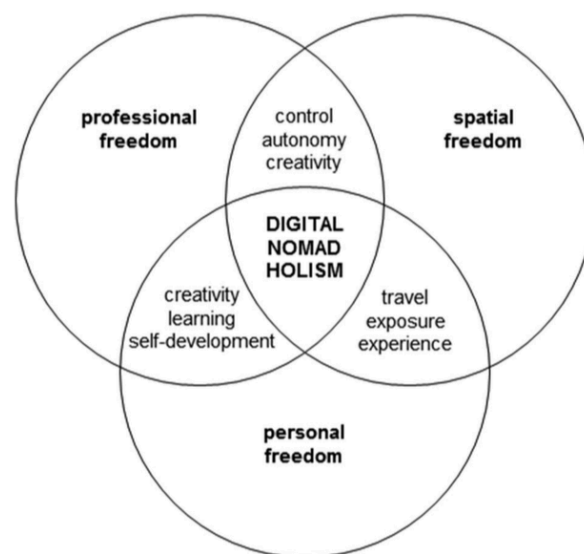


Figure 4. *Digital Nomad Holism (Reichenberger, 2018).*

Because of the location-independent nature of digital nomads, the largest online communities are born in the online realm. However, a spillover has been noticed in the offline world with the emergence of “hubs” - in the shape of collaborative communities and co-working spaces (Johns & Gratton, 2013). These are often relaxed and trendy “hotspots” clearly marking the contrast between traditional and current labor models.

As of 2019, there seems to be no available academic literature with a focus on online communities of digital nomads. With this in mind, a netnography of such a group will be carried out in the context of this thesis. The aim will be to generate new insights about this culture and corresponding values. We seek to understand how online communities might support digital nomadism and thus address the gap in the literature.

CHAPTER 4: THEORETICAL FRAMEWORK

*This chapter introduces the theoretical framework on which the analysis of the data will be based. In our literature review, we introduced the elements of online communities and digital nomads as represented by research so far. Since we are not aware of academic research addressing online communities of digital nomads, the theories surrounding both these concepts will be combined to create a theoretical framework for what we have conceptualized as **online digital nomad communities**.*

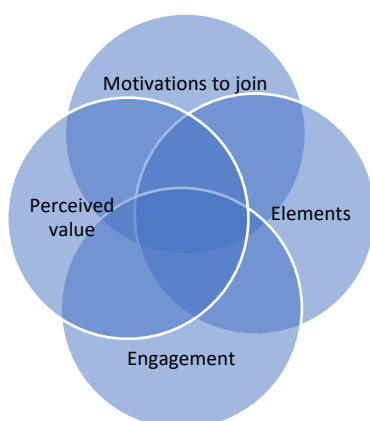


Figure 5. Conceptualization of online digital nomad communities (ODNC).

Painting a holistic image of online digital nomad communities will be able to offer insights on the role they play within supporting Digital Nomad culture. We hypothesise that they provide a platform to support the movement and possibly fuel it by convincing new members to adopt the lifestyle.

The conceptualized theoretical framework (figure 5) will serve as a guideline to analyze our findings and will be structured as below:

- (1) The motivations to join an ONDC will be discussed.
 - (2) The composing elements of an ONDC will be introduced.
 - (3) The triggers of engagement within an ONDC will be defined in relation to the characteristic of digital nomad culture.
 - (4) The perceived value of the membership to an ONDC (attributed by members) will be discussed.
- Each concept is predicted to be connected to each other in some capacity, to come closer to contextualize and define online digital nomad communities.

4.1 MOTIVATIONS TO JOIN AN ONLINE DIGITAL NOMAD COMMUNITY

The aforementioned literature suggested that there are multiple reasons for people to join online communities. We predict that this also applies to online digital nomad communities. According to Simmons (2008), some of the motivations to join online communities include the fulfillment of individual goals such as self-exhibition and learning. To this, Bagozzi & Dholakia (2002) add socialization and recreation. De Valck et al. (2009) refer to the perceived social benefits of joining small communities and the informational value of joining larger groups. Since the community selected for this research includes over 50.000 members, it is classified as “large” and thus expect members to be most motivated to join by the potential informational value to be gained.

Park et al. (2009) mention entertainment, self-status and information seeking. Maslow’s pyramid of human needs includes “sense of belongingness” which could also be a relevant motivation here - as supported by Keller (1993).

As we conceptualize online digital nomad communities, it is assumed that a combination of these motivations will be found as the key reasons digital nomads join online communities.

4.2 ELEMENTS OF AN ONLINE DIGITAL NOMAD COMMUNITY

In order to understand the composing elements of an online digital nomad community, we draw on several theories. The Social Network Theory proposed by Borgatti et al. (2009) will help us identify the “concrete” properties that compose an online digital nomad community whilst Muniz O’Guinn’s elements of a brand community will be useful to classify and analyze the psychological elements associated.

Borgatti et al. propose the Social Network theory as a guideline for analyzing the structure and attributes of networks and communities in social science research. Their analysis helps highlight the salient attributes of a community, drawing on the network approach used in physical sciences. Their theory brings to light several elements: **ties** amongst **members**, and the importance of a **structure**. They further contribute a useful typology of ties which will support our analysis: identifying similarities, social relations, interactions and flows (see figure 6, p° 44).

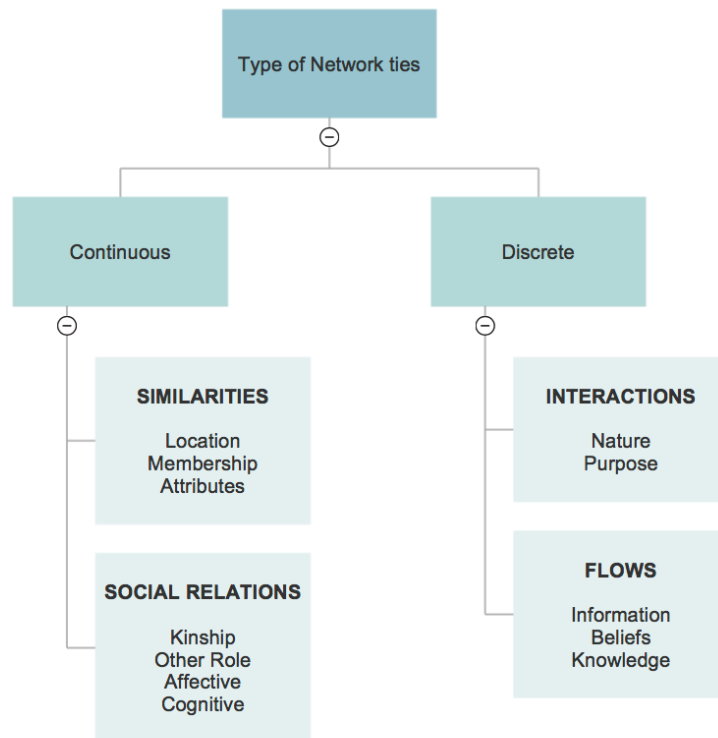


Figure 6. A typology of ties studied in social network analysis (Borgatti et al, 2009).

In our literature review, we found that Muniz & O’Guinn (2004) developed a definition of brand communities that is composed of three elements: shared consciousness, rituals and traditions and a shared moral responsibility. Does our online digital nomad community have a shared set of internalized values? We borrow these elements to structure our analysis and predict that online digital nomad communities are likely to share these properties.

4.3 ENGAGEMENT IN ONLINE DIGITAL NOMAD COMMUNITY

As part of our conceptualized model, we seek to identify the triggers of engagement and interaction practices within an online digital nomad community, in relation to the characteristics of digital nomad culture. The term “engagement” is used to describe the nature of members interactions or interactive experiences. We believe that identifying “triggers of engagement” will reveal what topics and narratives are deemed of interest to digital nomads. We expect these to largely relate to lifestyle, work and travel - since these are the core elements that make up the definition of “digital nomad”.

As per Brodie et al. 2(013), examining the patterns of interaction will contribute to understanding the engagement sub-processes that can be found in an online community.

We expect these to match his findings in the sense that they will be dynamic and multi-dimensional: cognitive (consumer focus on a particular engagement object), emotional (feelings caused by an engagement object) and behavioral (consumer effort necessary for interaction with an engagement object) (Brodie et al, 2013). This theory reflects different engagement states, further confirming that there are possible triggers to be highlighted to increase engagement. Brodie et al (2013) further identify five sub-processes of engagement, that we expect to feature in online digital nomad communities: “learning”, “sharing” “advocating” “socializing” and “co-developing”.

Identifying and examining these triggers and practices will is assumed to contribute to the understanding of the Digital Nomad Culture as a whole, including the associated challenges and opportunities that lie within the movement.

4.4 PERCEIVED VALUE OF MEMBERSHIP TO AN ONLINE DIGITAL NOMAD COMMUNITY

The term “perceived value” of membership has a complex meaning. It can refer to the attributed value that digital nomads ascribe to the group by answering the question “what does being a part of this community mean to me?”. Since the membership to the community is free, there is no possible financial value proposition. Thus, ascribed value takes a psychological meaning - derived from the outcomes of the membership to the community - answering the question “what do I get out of being a member of this online community?”. In the literature, we saw that Seraj (2012) suggests that there are three distinct types of value: intellectual value, social value and cultural value in online communities. The creation of such value is facilitated by concepts of co-creation and collaboration (Kozinets, 2012). In turn, the perceived value within a community can become also become a motivation to join, fully completing the holistic picture of an online digital nomad community.

We draw on these theories to guide our examination of the value creation processes and results within the selected online digital nomad community.

CHAPTER 5: ANALYSIS

This chapter presents and analyses the empirical findings, gathered throughout our study. The present results stem from our data collection and thus include both netnographic observations and responses from the questionnaire posted in the community. As a reminder, the netnography data is available in Appendix A and the reflective field notes in Appendix B. The questionnaire can be found in Appendix C and the associated codes in Appendix D.

Our analysis follows the structure set out in the conceptualized theoretical framework, thus split into four parts: motivations, elements, engagement and perceived value. These also pertain to our four sub-questions.

- 1. What motivates digital nomads to participate in the online Digital Nomad community?*
- 2. What are the different elements of the online Digital Nomad community?*
- 3. How do Digital nomads engage with each other within the online community?*
- 4. What is the perceived value of online communities for digital nomads?*

5.1 MEMBER PROFILES & DEMOGRAPHICS

Empirical data on the demographics of the community members were collected to provide context to their opinions and perspectives.

As a reminder, the community counted 57,888 members at the beginning of the netnography. The administrator of the group - Milou Van Roun - was able to provide us with some data with regards to their age and countries of origin (statistics available in Appendix A). According to the data available on Facebook, 53% of the community members are between 25-34. The second-largest bracket represented is the 35-44 year old's with 21%. 13% are between 18-24, and 9% between 45-54. The remaining members fall under 17 or above 55. These findings are consistent with Reichenberger's definition of a digital nomad that states that they are predominantly "young professionals" and "millennials" (2017).

Whilst we do not have any available statistics regarding the member's nationality, Milou was able to let us know that the most members were from the US, UK, Australia, Canada, Germany and then Spain. It is worth noting that the fact that the community's language of reference is English - which may have an impact on who joins it.

These demographics are consistent with Thompsons' remarks (2018) that denote that the lifestyle is only accessible to citizen's with "strong" passport - meaning that it is easier for professionals from Western developed nations to ascribe to the lifestyle.

Whilst we cannot generalize the information for our 60 respondents to the entire online community, we feel that the demographic data stemming from the questionnaire is also worth introducing for extra insights - specifically in terms of professional situation.

Overall, 56 out of 60 respondents stated that they were currently a digital nomad, meaning that 4 were not (2, Appendix D). Of the current digital nomads, 18 (32.1%) have been working remotely for 1-2 years, 26 (46.4%) for 2-4 years, 8 (14.3%) for 4-6 years, and 4 (7.1%) for over 7 years (3, Appendix D). This data is consistent with the fact that it is a relatively recent trend, with some early-adopters. The figures are quite encouraging though - since according to this data, the majority have been able to balance a life of work and travel for over 2 years already. Of the community members that responded that they weren't currently digital nomads, 2 confirmed that they were digital nomads in the past and 2 stated they aspired to become digital nomads (3, Appendix D).

The largest group declare themselves as 100% remote - 36 respondents which represent 60%. 14 respondents (23.3%) operate partially on-site and partially off-site. 4 (6.7%) respondents are mostly-site and sometimes remote and 2 (3.3%) declare themselves as location-independent but are currently "at home" (country of origin). (4, Appendix D).

When given the option to explain their reasons for becoming a digital nomad, 42 respondents (70%) selected the freedom and flexibility to work from wherever they choose. 22 respondents (36.7%) wanted to combine work and travel, whilst 16 (26.7%) wanted to "escape the 9-5" (5, Appendix D). These findings are in line with Reichenberg's works that noted that dissatisfaction with the traditional work path, and a "quest for freedom" were the number one motivators to pursue the digital nomadic lifestyle (2017). 8 respondents (13.3%) answered they became a digital nomad because of the prospects for the lifestyle, whilst 18 (30%) said it was because they needed flexibility due to family obligations. Finally, 4 respondents (6.7%) answered that it was to pursue a unique opportunity outside of their country of origin. (5, Appendix D). In terms of business sectors, the data reveals a very mixed group of professionals. These results supports the notion that most digital nomads are highly skilled with technologies and engage in "Knowledge work".

The last question on “being a digital nomad” was one about the associated challenges. We asked respondents to state the struggle they challenged with the most. 24 (40%) selected the “inability to shut down” and the sense of feeling overworked. 20 respondents (33.3%) miss having a community and feel lonely, whilst 8 (13.3%) respondents struggle with motivation and crave professional guidance. Lastly, 8 (13.3%) chose the lack of career advancement opportunities - either in the form of business expansion or promotion - as their primary challenge. According to the literature noted in our review, the “sense of belonging” is one of our primary needs as humans and as such a “lack of community” would guide nomads to seek out other nomads with whom they can relate to. We can assume that this is perhaps one of the motivators to join an online digital nomad community.

5.2 MOTIVATIONS TO JOIN AN ONLINE DIGITAL NOMAD COMMUNITY

The second part of the questionnaire pertains to the respondent’s membership in the online community: Female Digital Nomads. The first question “Why did you become a member of this Facebook group?” seeks to highlight the main motivations for nomads to join the community. As per our theoretical framework, we expected these to match the three main reasons people join online communities: to seek information, to full social needs or for entertainment purposes. The analysis of the members’ responses revealed a variety of reasons for joining.

“To seek support and community with like-minded and more experienced/successful female digital nomads. To discuss the specific issues around this lifestyle in relation to gender. To get advice from people who have been through the learning curve already”. (R17, Q9, Appendix D).

This answer touches on what we expected to be the two main motivations: the quest for a community that shares a similar lifestyle, but also information, exemplified here by references to learning and receiving guidance from more experienced female digital nomads.

We opted to code the answers to this question with the three possible motivations (fulfilling social needs, information seeking and entertainment), leaving out three answers that misunderstood the question. Some answers mentioned several reasons for joining the community such as below:

“Seeking community, seeking information” (R4, Q9, Appendix D)

“Community and tips” (R1, Q9, Appendix D)

Both these answers included motivations to receive information but also to fulfill social needs by interacting and belonging to a community. Since both answers encompassed two reasons, they were given two codes to reflect this. In total, 26 answers related to “Information seeking”, 35 answers related to the “fulfilled of social needs” and only 1 answer related to “entertainment and recreation”. (see Table 1 for an explanation of the coding scheme).

The word “community” was frequently referred to. It appeared in 17 out of the 60 answers, leading us to think that this a particularly important element for female digital nomads. It correlates with the answers from Question 8 (Appendix D) which found that loneliness and lack of community was the second biggest struggle of being a digital nomad (33.3% of the respondents). Some examples of answers to illustrate this are:

“For the sense of community and connection with others who are living their lives in a similar way to mine” (RR19, Q9, Appendix D)

“For the community spirit - the road can be lonely!” (R41, Q9, Appendix D)

It is fair to question whether all respondents mean the same thing by “community”. For many, the concept of “relatability” and having a similar mindset seems to be key. They are looking for females that they can relate with, nomads that are going or have through similar experiences. The term “Like-minded” comes up in 6 different answers.

“To find like-minded females!” (R13, Q9, Appendix D)

“I joined the group to find like-minded people.” (R42, Q9, Appendix D)

This advances that mindset and culture are important within the community. Many answers mention “networking” and “connecting” which infers the motivation to fulfill social needs. Multiple actions of socialization are mentioned:

“To meet other women around the world” (R5, Q9, Appendix D)

“To connect with others and weekly inspiration.” (R16, Q9, Appendix D)

“I like to hear other DNs stories” (RR45, Q9, Appendix D)

“For friendship and advice” (R23, Q9, Appendix D)

Whilst socializing in real-life through meet-up events is mentioned, the majority seem quite happy with using the group as a platform to engage and interact. As such, it does not necessarily interfere with the membership in an “offline” community, nor does it replace face-to-face interaction, but we believe simply adds to their experience as a digital nomad.

Ease of access to information seems to be another appreciated reason for joining. Several answers mention that they struggled to find answers to their queries online and would prefer to use the group as opposed to traditional search engines.

“I couldn’t find the information I wanted through usual search platforms!” (R38, Q9, Appendix D)

*“It is easier to ask questions in the community rather than in search engines for specific topics.”
(R53, Q9, Appendix D)*

Most of the answers assume that the members found the group and requested membership of their own accord. However, a couple of answers show that the respondents joined the community following a recommendation from another member. This adds to the “network” dimension of the online digital nomad community, as it enlarges through a system of referrals and positive word-of-mouth.

“A digital nomad that I met whilst travelling recommended this group!” (R44, Q9, Appendix D)

“A friend added me and I loved the community feel of it..” (R21, Q9, Appendix D)

Overall, the responses from the questionnaire encourage us to conclude that the motivations for joining an online digital nomad community largely emulate those for joining an online community in the first place - namely the search for information, the fulfillment of social needs and entertainment. The need to connect and share information with women they can relate to and share an interest with, comes across as the strongest reason.

Table 1. Explanation of emerged codes from the questionnaire

Question	Code	Code Count	Exemplary quotation
Why did you become a member of this Facebook group? (Female Digital Nomads)	Information seeking	26	"To prepare myself for an upcoming move to Israel from Ohio"
	Fulfillment of social needs	35	"To connect with others and weekly inspiration"
	Entertainment & Recreation	1	"It is fun to be able to communicate with such a global group"
	Did not impact	9	"No"
Has becoming a member of this group changed your feelings towards Digital Nomadism? If so, then how?	Did impact - positive	38	"Yes, it's shown me that it's possible"
	Did impact - negative	4	"Yes, it made me aware of how many low paying jobs there are"
	Mixed feelings	8	"I'm not sure. I think it is on par with what I expected of digital nomadism"
	Not sure	1	"Not sure"
What do you get (if anything) out of being a member of this Facebook group?	Informational value	25	"Mostly new knowledge"
	Social value	29	"A supportive network"
	Entertainment	5	"A lot of good laugh"
	Professional benefits	10	"Job opportunities! I've gained 3 clients here"
	Other/Nothing	1	"The reassurance that I've made the right decision in certain situations"
	Did not impact	36	"No, I was working on it way before I found this group"
Did this group have an impact on your decision to become a digital nomad? If so, in what capacity?	Did impact - positive	16	"Yes, it gave me the info I needed to finalize my plans"
	Did impact - negative	0	-
	Mixed feelings	8	"I was already on my way out of necessity, but it was good to know others do this as a lifestyle and made it work. Gave me a bit more confidence to pursue clients and roles"
	Positive	34	"Yes - female digital nomad power!"
Do you feel connected to the other members of this Facebook group? In what capacity?	Negative	10	"Nor particularly. Don't really know the rest of the group".
	Ambiguous	16	"Only by a shared condition, but not personally"
What aspects of Digital Nomadism do you think get the most attention/engagement in this group? Why do you think that is?	Lifestyle aspect	13	"People that want to become a FDN"
	Travel aspect	14	"Feedback on travel locations"
	Work aspect	15	"Remote work and where to find it"
	Social aspect	10	"The personal stories"

5.3 ELEMENTS OF AN ONLINE DIGITAL NOMAD COMMUNITY

The second part of the conceptual theoretical framework addresses the different elements that compose an online digital nomad community. To guide our analysis, we draw on Social Network Theory (Borgatti et al, 2013) who refers to a structure and ties amongst members as being the two essential elements of a community.

STRUCTURE

The structure of this online digital nomad community is heavily reliant on the platform it exists on - Facebook. Facebook “groups” by default offer a standardized format which include a discussion wall where members post content, a group rule section (see Appendix E), an “announcements” section, a members section (list of current members as well as group hierarchy) and a files section (archive of community resources). There is a hierarchy structure in place, whereby the creator of the group observes the role of “administrator” and is in charge of policing the community. The administrator can grant permissions and roles to other members - usually as “moderators” to help them regulate the group. Female Digital Nomads has one administrator - Milou - and 6 moderators. It appears the 6 moderators are from different regions which we suggest may be to cover different time zones. This would mean that the group is “looked after” 24/7.

As previously mentioned, the group is set as “semi-private” which means members have to request to be a part of the community. This is a relatively easy process, once one has a Facebook account already. The barriers to entry are extremely low since the only required condition is to be female. Whilst engaging within the group, we noticed that posts need to be approved by moderators/admin before being published. This means what a post is not immediately published to the community but goes through a layer of approval first - ensuring it respects community guidelines. In this way, community activity is naturally regulated to a certain extent.

The discussion wall in our opinion offers the most pertinent insights in the context of our netnography. It is structured in the form of feed, with the newest “most recent” posts generally appearing first. As you scroll down, you see the history of posts. This can occasionally be altered since Facebook is ruled by algorithms that rank content you are susceptible to enjoy, higher in your timeline. Posts can be of various types: text, recommendations (formatted separately), pictures, videos or polls. In our netnography, we noted 322 text posts, 139 picture posts, 32 recommendation posts, 1 poll post and 5 video

posts. Each post creates a separate message thread, on which members can interact. A member can “react” by pressing a “like” “love” or other reaction buttons to indicate their feeling about the content, or “comment” by leaving a comment in written form. Engagement is typically measured as quantitative - i.e a post with a lot of reactions and comments has “high engagement” and therefore understood as popular (can be both positively or negatively).

Interaction happens in an asynchronous manner, which means that members can scroll down and participate in any discussion thread, even if it was posted days ago. Posts are permanently available in the feed unless they are deleted by the original poster (OP) or an administrator. In the group rules, it is encouraged to use the “search function” before posting a question, to see if it’s been asked before. Our netnography was revealed that this seemed to be very rarely used, as many similar questions were often posted. For example, we noted three separate questions for a Spanish tutor and tips about travelling to South America in the space of a week. Furthermore, this led us to understand that not every member sees every post. Indeed, because of the high traffic and number of posts per day, what is deemed “recent” is not recent for very long and is quickly shuffled down the member’s timeline.

TIES

Borgatti et al (2013) sought established a typology of ties within their Social Network Theory since the ties “made” the network. This required identifying similarities, social relations, interactions and flows between nodes (members).

Our demographics analysis revealed that the only shared **similarity** amongst the members of the community was their gender and shared interest in digital nomadism (at least an aspect of it). Both our questionnaire and netnography revealed that not all members of the community were digital nomads themselves. We noted a few posts where members talked about “preparing to become a digital nomad” or demonstrating curiosity or fear about the lifestyle, without having pursued it yet themselves. These posts were coded as “Pre” in our netnography overview (Appendix A). We attributed this code to a total of 30 posts over the month. The below quote is from a post that illustrates such a scenario:

Hello Ladies! I still haven't made the step of the digital nomadic lifestyle but considering it a lot as I have a remote job at the moment. Can you share with me inspiring and reassuring stories of yours to help me take that step? Thanks!! (15, 02-11-19, Appendix A)

In terms of **social relations**, we can safely say that this community does not kinship. We chose to disregard this element of the Social Network Theory (Borgatti et al, 2013) and instead examine whether there are any affective or cognitive relations within the community. Several posts were noted expressing gratitude for the community and “sending love” to all their fellow digital nomads.

“Hey beautiful people. Can I please say a huge thank you to this community? ... THANK YOU SO MUCH, this is what happens when women support women...” (254, 15-11-19, Appendix A)

This post generated 38 comments and 494 reactions - making it one of the most popular posts we noted during our netnographic study. The comments were all positive, reflecting encouragement, praise and support amongst the community members. If not personally connected, there is an implicit sense of connection that is revealed in some messages, such as a post that starts with *“Sisters, I need your help...”* noted on the 11-11-19.

In order to triangulate our data, we asked the following question as part of our questionnaire: *Do you feel connected to the other members of this Facebook group? In what capacity?* The results revealed 34 positive answers, 10 negative answers and 16 coded as “ambiguous”. The code “ambiguous” was attributed to comments that implied both “yes” and “no” - leading to an unclear answer - for example, the following response:

“Yes and no - it’s a large group with not much personal chat but it’s nice to know there’s a place to ask questions.” (R17, Q13, Appendix D)

The members who do feel connected to one and other, do so in a variety of degrees and for different reasons. Whilst some mention deeper ties through physical meet-ups or collaborative works (R52, Q13, Appendix D), most express that they feel connected by their shared condition, values and aspirations (10 mentions). Several denote their “trust” of the other members, which we feel is the trickle-down effect of the empathetic and supportive atmosphere that stems from the interactions within the group. Connection to others seems to correlate with participation to the group, as several respondents state that they don’t feel connected to others, but also don’t participate that much, so do not expect to.

“I’m not active enough on here but I do trust the feedback and goodwill of the members (R8, Q13, Appendix D)

“I’m not as active as I could be. But when I participate, I feel a connection to those I interact with” (R31, Q13, Appendix D).

When looking at the answers of those who do not feel connected to other members of the group, we note that in general, this does not seem to be problematic. We expect that this may be because their core motivation to join is “information seeking” as opposed to the “fulfillment of social needs” - which confirms that not all members are looking for the same things. Nonetheless, we noticed one answer that reflects a certain disappointment in the lack of connection with other community members:

“No. Surprisingly, unlike other groups, members here seem interchangeable. A hive mind without much character” (R38, Q13, Appendix D).

The size of the group also comes into play here. Creating deeper links is easier within smaller communities, where members can interact regularly. At the opposite spectrum, some members feel very connected to the others, even distancing themselves from people who are not members of the community.

“Yes, as I think non-DMs don’t get the issues we face” (R28, Q13, Appendix D).

“I have more in common with some of these women even though they are total strangers than my family. You have to be a DN to understand” (R55, Q13, Appendix D).

This “we-ness” reflects a strong sense of connection, to the extreme of the “us” against “them”. These comments provide insight into the condition of a digital nomad in general, and associated struggles to be understood and accepted by people who do not ascribe to the lifestyle.

In terms of **interactions**, the posts are essentially the same by nature (despite occasionally a different “type” - picture, video etc.). A poster starts a thread on the discussion feed and reactions and comments ensue. What differs is the “topic” and “purpose” of the post. The analysis of the collected netnographic data revealed 9 different main topics for which we ascribed the corresponding codes. The summary count for all posts can be found in Appendix A. This enabled us to identify patterns and key topics of interest. In general, posts related to **WORK** were the most frequent with 167 occurrences. This included job opportunities and business-related queries such as pricing, client feedback and career advice.

Posts related to digital nomad **LIFESTYLE** were the second most frequent (80 posts), followed by **TOOLS & TIPS** (71 posts), and **TRAVEL** (59 posts). In general, most of these posts are information - orientated, may that be seeking recommendations or sharing advice - which make sense as these topics tend to be fact-focused. Posts calling for **MEETUPS** were less

frequent with 37 occurrences, one more than posts related to LOGISTICS (36). We attributed the “logistics” code to all admin-orientated posts, such as Visa queries, tax information - the legalities and rules to know to enable a digital nomad lifestyle. We reckon that these posts are less frequent because nomads may tend to rely on more official sources of information to seek answers on these queries. We attributed the code “PRE” to all posts that related to transitioning to a digital nomadic lifestyle. In total, 30 posts obtained this code - which is quite high - given that our questionnaire revealed that 96% of the members were already digital nomads. This confirms that it is not possible to generalize the evidence from the questionnaire since there are so many more other members to account for. As such, it should only be seen as contributing to our understanding of the community and not as the overall “truth”. The “Pre” posts, in general, were the longest ones in nature, with members asking multiple questions within the same post. Lastly, 5 posts were coded as about RELATIONSHIPS, and 14 fell under the “OTHER” category. In general, the topics of the interactions correlate with the key concerns and priorities of digital nomads as defined by Reichenberger (2017).

Social Network Theory’s typology of ties calls to examine the **flows** amongst nodes (members). By “flow”, we understand what the interaction conveys - for example, knowledge, beliefs, values, support, etc. As such, we sought to verify what was transmitted within each post, requiring a second layer of coding to our netnographic data. The netnographic data revealed 7 main “purposes” of posts - that consequently determined our codes: Information sharing, Information seeking, Support, Opportunity, Inspiration, Personal Experience, Entertainment (and “Other”). A summary of the counts is available in Appendix A. Explanation of what determines which codes are attributed to which posts is clarified in the methodology chapter of this thesis.

Out of 499 posts collected, 281 had the purpose of seeking information - which represents over 56%. 22 shared information (16%). This means that more than half the posts within the community involved flow of information. This further solidifies the idea of the community as a “resource”. 105 posts were coded as “Opportunities” - these were essentially job listings or professional posts - meaning that this community plays a role in supporting the digital nomad economy. These insights are crucial when considering our overall research question - *How do online communities support the development of digital nomad culture?*

Only 13 posts with the code “Support” were counted, however, this is not truly reflective of the support expressed in the group since this is mostly vehiculated in the form of comments

by members to posts with other themes. The posts coded as “Support” were the posts that were explicitly deemed “cries for help” from the other members, in the form of emotional/mental support as opposed to asking for general advice. These posts were often emotionally charged, with digital nomads posting very personal situations. In hindsight, some may come across as “oversharing” to such a large community on a public platform, however, this is a huge testimony to the value ascribed to the feedback of fellow digital nomads. See the example of a “support” post below:

“My husband buys and pays for our family insurance and he is expressing that I am a burden. I created 40,000. Dollars of wealth last year. I’m so hurt....” (395, 25-11-19, Appendix A)

Whilst there aren’t many, the “SUPPORT” posts trigger a large amount of engagement in the form of reaction and comments, which again demonstrates the effectiveness of the community as a place for socialization.

Of the remaining posts, 14 shared inspirational messages on the pursuit of digital nomad lifestyle and communicating the ascribed values and beliefs (Freedom, work/travel balance etc.). 25 related to sharing personal experiences, and 38 were posted for entertainment.

Having established the structure and ties as the main elements of the online digital nomad community, we seek to identify other components. Drawing from Muniz & O’Guinn’s work, we look for patterns revealing a shared consciousness, rituals and traditions and a moral responsibility.

SHARED CONSCIOUSNESS

Certain elements of shared consciousness were revealed previously when the answers to the questionnaire pointed out that members felt connected by their shared goals and conditions. Beyond this, the netnographic data reveals that many share similar values and qualities, such as a concern for sustainability, independence, empathy, open-mindedness, and spirit of adventure. The commitment to environmentally-friendly practices stood out as particularly relevant, which many posts urging fellow nomads to consider improving their consumption practices. A post asking about how to reduce one’s carbon footprint (234, 13-11-19, Appendix A) generated a very high comment rate (116) with many recommendations and praise from other members who delighted in other’s reactions: “So happy to read most of the comments!” “I’m vegan! You go girls!!! Happy to be part of this group!”. As such, the expression of similar opinions and values is seen to increase the “community feel” and connections amongst members.

Rituals and traditions are evident within brand communities according to Muniz & O'Guinn (2001). We borrow from their theory to analyze our data and verify whether the interactions of the community members reveal any patterns of behavior. These social processes are said to maintain the culture of the community and help reproduce its meaning. Part of these rituals involves the use of a common system of symbols, a specific language in the form of terms/vernacular understood by the members of the community.

When reviewing our netnographic field notes (Appendix B), we observed a couple of particularities. Several members would comment with "Following" to a post. This denotes an interest in the thread and flags the platform to then send them notifications, anytime someone else comments, so that they can follow the progression of the conversation. Similarly, members will often comment "DM" or "PM" to posts, especially to posts about job opportunities. This is an invitation to the original poster to check their message inbox as the commenter has directly/privately messaged them. This usually encourages further interaction "outside" of the community for privacy purposes. Occasionally, posters include the reference "picture for attention" and attach a picture, not necessarily related, to their post. This is because there is the common understanding that a text with a picture will stand out more than one without, because of the visual element - and lead to more "attention" and thus engagement. Whilst these behaviors are interesting in the scope of online communities, they are not particularly ascribed to the digital nomad community and rather emerge as general Facebook group/community rituals.

One behavior that we did find interesting was that many members disclosed that they were "lurkers" for a while before posting. Lurkers are members of the community but do not participate or engage - rather taking an observing stance. Several posts began with "Long-time lurker here!" and followed with a query. We hypothesize that some members join the group whilst planning to become a digital nomad, and then finally get involved in the community once they are. This correlates with our findings from the answers of question 12: *"Did this group have an impact on your decision to become a digital nomad? If so, in what capacity?"*. 16 respondents confirmed that the group did impact their decision to pursue this lifestyle - in a positive manner. The answers quoted below illustrates this.

"Yes, it gave me the push I needed to have confidence in this lifestyle" (R34, Q12, Appendix D).

"Yes, I got my first DN job on this group" (R46, Q12, Appendix D).

In terms of traditions, our notes (Appendix B) pointed out that the administrator of the community - Milou - posts a recurring topic thread every other day. We found it interesting that these threads received for the most, hundreds of comments. After further analysis, we believe that one of the reasons they may get so much engagement is that a member received a notification for every new post by an administrator, which may direct them to open the community page. This does not occur for other regular member posts. This schedule ensures that the group remains active and helps guide the community about what kind of content is encouraged. In a way, it acts as a “guideline” for the community culture. The “self-promo” thread is also a very smart way to ensure the group is not “spammed” with hundreds of posts promoting member’s business or endeavors. This can be seen as a practical application of group policing strategy.

MORAL RESPONSIBILITY

Moral responsibility is the last element of an online brand community (Muniz & O’Guinn, 2001) which we find also applies to online digital nomad communities. Moral responsibility is understood as a sense of duty - it determines how people behave according to moral obligations. In this context, it is most obvious in the set of group rules (Appendix F), which outlines what is expected of members of the community. The rules are pinned and published on Milou’s website. A post redirecting to them is “pinned” at the top of the group so that they are constantly available to all members, both new and old. The rules outline what is and isn’t allowed to be posted. Discrimination, Bullying, Self-promotion, MLM schemes, 3rd party referrals and affiliate links, amongst other things, are not welcome. Failure to comply with the rules leads to posts being blocked, and members being removed and banned from the community, depending on the gravity of the offense. These rules are key to maintain order and fostering a positive healthy environment where female digital nomads can connect. They also lay out the kind of behavior that is encouraged - to highlight the responsibilities members have towards each other.

Whilst the administrators do a pretty good job in ensuring the rules are enforced, our netnography noted that regular members often also hold other members accountable and call them out when they feel that they are not honoring their moral responsibility.

“Not to be discouraging, but you should use the search function on this group; so many of these questions previously answered. You need to be more specific. Read through the thread and you’ll get loads of ideas that will help you narrow your search” (Comment on 494, 01-12-19, Appendix D).

This member calls out another member for asking a very vague question about becoming a digital nomad. She urges her to use the search function and do her own research before searching. It is implied in the thread that this will help avoid “time-wasting” but also help her get better answers, thus fulfilling the purpose of the original post. It is a great example of the moral responsibility that is upheld in the group.

“SENSE OF BELONGING” TO THE DIGITAL NOMAD COMMUNITY

Our literature review highlighted the “sense of belonging” (Kozinets, 2003) as particularly pertinent when examining online communities. Since our research question also pertains to the understanding the relationship between this online digital nomad community and how it supports digital nomad culture in general, we were interested in determining whether participating in this online community impacts their sense of belonging as a Digital Nomad “offline”. This calls for considerations on how one self identifies. We assume that by joining the online digital nomad community, one either self-identifies as one or is interested in the movement - since being one is not required or verified before membership approval. Nonetheless, we asked our respondents whether joining the online digital nomad community changed their feelings towards Digital Nomadism (Question 10, Appendix C).

Answers were coded as follows: “did not impact” “did impact (in a positive manner)” “did impact (in a negative manner)” “mixed feelings” “not sure” (Appendix E). Explanations for the codes can be found in Table 1 (p° 55). An overwhelming 63% (38 out of 60) answered that the group did impact their impression of digital nomadism in a positive way (Q10, Appendix E) with answers such as:

“Yes totally, feel like it's more possible but also more realistic about the opportunities and difficulties. I particularly like posts sharing women's issues balancing work and travel which help me feel more understood and make better decisions moving forward. I feel it's made me less naive.” (R18, Q10, Appendix D).

These answers reveal important implications within the context of our study: being a member of the Female Digital Nomad group supports positive feelings towards Digital Nomadism, and beyond that, has encouraged several members to take the leap and ascribe to the movement themselves.

5.4 ENGAGEMENT IN AN ONLINE DIGITAL NOMAD COMMUNITY

As part of our conceptualized model, we seek to identify the triggers of engagement and interaction practices within an online digital nomad community, in relation to the characteristics of digital nomad culture. The bulk of the posts are member-initiated which means that the community content is completely at the member's discretion (provided it is approved by moderators). The analysis of the 499 collected posts combined with the fieldnotes of the daily observations revealed 9 main topic categories, which we introduced in the "elements" section. This gave us an idea of the top concerns and priorities of digital nomads: work & lifestyle - which is consistent with the definitions in the literature so far.

In order to triangulate our data, as part of the questionnaire, we asked respondents which aspects they thought received the most attention/engagement in the group (Question 14). Answers were coded with 1 of 5 options: lifestyle aspect, travel aspect, work aspect, social aspect and "other / don't know". To our surprise, the answers were quite varied and balanced. 13 out of 60 answered they thought posts on the lifestyle of digital nomads received the most attention, whilst 14 mentioned the travel aspect and 15, the work aspect. 10 respondents thought posts pertaining to the social aspect led to the most engagement and 8 selected "other / don't know". This confirms our initial suspicion that not all members see all posts, or else this answer would see opinions that concur a little more. It also leads us to believe that the Facebook algorithms may have an influence here - feeding only posts that are deemed "relevant" to specific members. As far as we know, data algorithms currently function for advertisements on Facebook, however, it is still a relatively grey area when it comes to content. Further longitudinal research is encouraged to gain a better understanding of this. Of course, responder bias should also be considered. If a member is naturally inclined to engage with topics to do with social aspects of digital nomadism, they may be inclined to notice these more.

In general, we found that the personal stories posted gained the most reactions. (Appendix A). Answers from the questionnaire correlated with this:

"The personal stories of success and challenges" (R33, Q14, Appendix D).

"Usually the situations where people share their problems get the most feedback" (R34, Q14, Appendix D).

We developed a visual word cloud based on the answers to Question N° 14 - "Which aspects do you think receive the most attention/engagement in the group?" (Appendix D) - to

engagement. Coding the comments would have added a very laborious task to the netnography but may have granted us more authority in saying that we do notice a correlation with Brodie et al's sub-processes of engagement (2013) within the online digital nomad community. We include the below table to illustrate our point.

Table 2. Illustration of engagement sub-processes within an ODNC.

Sub-processes	Exemplary quotations of comments within the community
Learning	<i>"I am looking into this as well and the WORLD of online marketing is like standing at the precipice of the Grand Canyon.... so much to learn! In particular, I'm interested in lead generation as it is the most automated and produces high residuals. Is anyone doing this currently? Any educational resources for that? (R141, 08-11-19, Appendix A)</i>
Sharing	<i>Listen to the podcast Nomadtopia, tons of ideas and inspiration. (R247, 14-11-19, Appendix A)</i>
Advocating	<i>Totally it's the only group I've never left and I've left many. Here the energy is goood ! So thankful to the admin. I'm a freelance translator. (R214, 08-11-19, Appendix A)</i>
Socializing	<i>"Anyone in Vilnius? Would love to meet people!" (R143, 08-11-19, Appendix A)</i>
Co-developing	<i>"I hear you! Working in a team can be way more motivating. I can help with visual content creation when that comes up for you. You can check out my Canva projects here: https://bit.ly/2WX0xWz Good luck!" (R128, 08-11-19, Appendix A)</i>

As a complementary question, we asked respondents to report how much they participated in the group (via like, comment or post) from a scale to 1-5 (Question 15), with 1 referring to "very little" (Lurker/Tourist) and 5 as "very often" (Insider/Devotee). These roles are drawn from Kozinets typology of roles within online communities (1999). These self-reported participation rates revealed some interesting insights. Out of 60 respondents, 10 answered "1", meaning that they very rarely engage within the community. 26 respondents selected "2", 10 respondents selected "3", and 4 respondents selected "4". 0 respondents chose "5" which means none of the respondents identify as insiders or devotees. This is particularly pertinent as it highlights a certain distance from the community: whilst the members do fully ascribe as digital nomads, they do not "live their identity" fully through this community. It also confirms that most members only check the community for updates now and again.

Much like the sense of connection to other members, we imagine the perceived value of the group to increase according to engagement and participation rates.

5.5 PERCEIVED VALUE OF MEMBERSHIP TO AN ONLINE DIGITAL NOMAD COMMUNITY

The last sub-question attached to this thesis is "What is the perceived value of online communities for digital nomads?", on par with the final element of our conceptual

framework. We understand “perceived value” as equating to the possible outcomes for members, attached to being a part of this online digital nomad community.

In order to find out what the outcomes are of community membership (if any!), the following question was asked as part of the questionnaire: “What do you get (if anything) out of being a member of this group?” (Appendix C). A summary count of the coded answers can be found in Appendix E. For this question, we attributed more than one code to the answer if the answers encompassed several elements, such as the following answer:

“Community, connections, networks, tips and tricks, news, encouragement, and enjoyment.” (R10, Q11, Appendix D).

This answer was coded with the codes “Social Value”, “Informational value” and “Professional benefits”. In total, we found that 25 answers stated gaining informational value, 29 answers stated gaining social value, 10 answers stated enjoying professional benefits and 5 stated “being entertained”. Only 1 answer noted that they received something else or nothing. This means that most members feel that being part of the community offers above all, informational and social value - which correlates positively with the initial motivation to join: seeking information and the fulfillment of social needs. We, therefore, denote a positive cycle where the perceived benefits match the initial motivations to join. We assume that this translates into a high retention rate of members: members join and find what they were searching for, so remain a part of the community. This would also explain the extremely rapid growth - from 0 to 58,000 members in the space of 3 years.

As a complementary question, members were asked what makes the community valuable to them as digital nomads (Question 16, Appendix C). We coded the answers according to Seraj’s work that denoted three distinct types of value that can stem from an online community: intellectual value, social value and cultural value (2012). 27 out of 60 respondents’ answers represented intellectual value. 18 out of 60 respondents’ answers referred to the social value attached to this community.

“I appreciate the group being all-female. I feel there are some issues I face as a female digital nomad that men don’t necessarily understand. Safety, gender-bias, emotional reactions. It’s good to have this FB group as a platform. As I said before, networking is so important to this particular lifestyle, and Female Digital Nomads provides a vast pool of networking opportunities.” (R35, Q16, Appendix D)

This answer also points out the value in that the group is all-female. Whilst this is not a key focus point in our thesis, it is important to note that this attribute contributes in the female digital nomad's appreciation of, and even motivation to engage with, the community. According to the netnographic data, we find that women empowerment seems to be one of the key values of the group. Many answers also mention the additional trust and feeling of safety in a same-sex community. Lastly, 15 out of 60 respondents' answers represented cultural value, such as:

"I like the helpful attitude of the group. A lot of very accomplished women take a lot of time to answer questions from newbies and are quite gracious usually. There's some keeping the group in check but very little backbiting and gossip. Even the more personal posts get a lot of empathy and I feel that if I was ever really stuck or needed help I could come to this group. Also I like helping when I can and enjoy feeling useful and needed for someone else starting out. Just helps with the community in such an isolated lifestyle.." (R16, Q16, Appendix D).

The digital nomad lifestyle seems like it can be a lonely one. Scattered across the globe, working a sole element - seems to pose its unique set of challenges according to the posts within the group. Nonetheless, the community members offer consistent support through the form of advice and recommendations, encompassing resourcefulness, empathy, and encouragement to strive for freedom and personal-development, and in the context of this community - female empowerment. The group appears to be a wonderful source of community culture, consistent with the principles and values of digital nomadism.

CHAPTER 6: DISCUSSION

Chapter 6 offers a discussion based on the data analyzed. Answers will be provided to the problems formulated in the introduction, as well as to the objective of the thesis. Where applicable, theoretical implications will be included.

Following the data collection and analysis process, we bring forward the answers to our four sub-questions, crucial to conceptualize online digital nomad communities before seeing how they support the development of digital nomad culture in general.

What motivates digital nomads to participate in the online Digital Nomad community?

Our findings revealed that the main motivations were on par with the reasons outlined by previous theory: members sought out information, entertainment, and the fulfillment of their social needs. Information is distributed through queries and recommendations posts. Our netnographic data revealed that over half of the content within the community was posts categorized as either “information seeking” or “information sharing” which solidifies the community’s status as an invaluable resource for female digital nomads (FDN), purely for the intellectual value available. Given the number of posts revolving around facts and recommendations, it does not particularly surprise us that members would join to access this utilitarian information. Many brought up that they preferred searching for tips within the community rather than on traditional search engines and ascribed a higher value to the “word of mouth” from their fellow digital nomads, than the information available online on commercial or official websites. We find this finding quite interesting since it highlights the large sense of trust that resides within the group, a crucial factor contributing to the overall positive culture of the community.

Very few members cited “Entertainment” as a reason to join the community, which leads us to determine the community as very purpose-driven. It also gives us insight to the digital nomad culture as a whole: these young professionals are committed to their quest for freedom in work and leisure - and are serious about making the lifestyle work them out. They are well aware of the associated challenges and actively chose to engage with resources that can support them in their work and personal development, rather than distract them from their mission. It is rather curious that whilst the digital nomad lifestyle revolves around achieving work-life balance - their number one challenge revealed from the answers is a “sense of feeling overworked” and struggle to “disconnect”. Additionally, the netnographic data and literature point us to believe that since the majority of their work revolves around

being connected and “online”, FDNs prefer to seek leisure from activities that do not involve a screen. Indeed, posts in the group reflect queries about yoga, meditating, sport & fitness, and reading, further confirming that nomads look for their entertainment in the “offline” world.

The last motivation that transpires is the “fulfillment of social needs” - offered by the majority of respondents. This conflates with the very definition of community, so is not particularly surprising. The supporting and encouraging atmosphere provide a healthy environment for socialization processes to take place. Our findings revealed that the community fosters both weak and deep ties: whilst many feel a sense of connection to other members of the community, most state that it is not personal but rather by their shared conditions, experiences and interests. Nonetheless, friendships, business connections and even jobs have emerged from memberships to the community, so it does hold some network value. Whilst meetups are occasionally mentioned, most members seem happy to socialize through the platform and as such, confirms that this online community does not replace their offline socialization activities - and simply adds to the digital nomad experience.

Many of the answers specifically mentioned the search for a “community” of “like-minded” people - leading us to two conclusions: the digital nomad lifestyle can be lonely, and digital nomads feel that they are on a different wavelength than others. Findings from the netnography support this double-hypothesis - denoting a “we-ness” stemming from the group, further strengthening the community sentiment, but also fueling the idea that those that don’t share the lifestyle cannot understand them. Furthermore, it places an importance on the importance of mindset, values and culture within the community.

What are the different elements of the online Digital Nomad community?

To paint a helpful picture of what is encompassed within an online digital nomad community, we drew on theories referring to social networks (Borgatti et al., 2013) and brand communities (Muniz & O’Guinn, 2001). Our observations established that the structure offered the backbone of the community, providing the guidelines for participation and engagement, but also a hierarchy of roles enabling an efficient policing, regulation and development of the community.

Our research also led us to establish a typology of the ties that formed amongst members of the community, based on Social Network Theory (Borgatti et al, 2013). Similarities, social relations, interactions and flows were placed under the microscope, to decipher how

members connect, i.e. how tie formation occurs within the realm of online communities. Ultimately, the only shared similarity (attribute) that was shared amongst the members was their gender and their interest in digital nomadism, since not all members of the group were actual digital nomads themselves. We found this point particularly interesting and were surprised that there were not more members in this situation - given the abundance of questions post on how to become a digital nomad - and the associated steps. Since examining the nature of social relations within the community was not possible due to the semi-anonymity of social media platforms, we opted to determine their quality, and whether there were any affective or cognitive relations. As mentioned above, findings revealed a sentiment of connection to other members - at varying degrees - ranging from no connection to “comrades and sisters”. This camaraderie is reflected in the tone of the majority of interactions as well as the very goal of the group - offering empathy, encouraging kindness and support amongst women. The ever-positive vibe maintained throughout the community is extremely impressive given the large size of the community.

A community would not exist without the interactions that occur within it (Borgatti et al, 2013). Our netnography revealed that whilst the posts were similar in nature, they differed in content (topic) and intention/purpose. Our findings revealed that work-related posts were the most frequent, further confirming the high importance that digital nomads place on their professional activity and business. Further research focusing on comments and discussions within each post thread would be encouraged for deeper insights on the interactions, however, this was not possible in the delimitations of this study. Within each interaction occurs a flow - for example - knowledge, beliefs, values, supports. In the context of this study, we found that information represented well-over half the content shared within the community, which fulfils the members’ motivations for joining. One particular flow caught our attention when considering our overall research question: the flow of “opportunities”. In the space of one month, 105 “opportunity” posts were made, mainly advertising job listings or professional chances. This finding enables us to state that interactions and engagement within this online community support the digital nomad economy (and thus the existence of the culture!) - through the creation and fulfilment of jobs and business projects.

From brand communities, we borrowed the components of “shared consciousness”, “rituals and traditions” and “moral responsibility” (Muniz & O’Guinn, 2001). Our data analysis revealed that online digital nomad communities do indeed include these elements. The netnographic data pointed to similar values and qualities such as a concern for sustainability, independence, empathy, open-mindedness and spirit of adventure. These traits have also

emerged when studying digital nomads “offline” with the works of Reinchenberger (2017), Thompson (2018) and Schlagwein (2018), meaning that the online community offers a space to communicate and share values that are part of the Digital Nomad culture.

Muniz & O’Guinn (2001) assert that rituals and traditions are also an important part of online communities, so our analysis looked to identify those occurring in the Female Digital Nomad community. The observation of the interaction practices leads to identify multiple patterns that emerge as Facebook group habits and processes, more than typically ascribed to the digital nomad communities. As such, we believe that the platform/medium of interaction offer contributes to shaping rituals within online communities. The abundance of “Lurkers” in the community did, however, stand out to us as pertinent - since it translates that many members join the group before actually becoming a digital nomad. This correlates with the answers to our questionnaire that show that the group impacted their decision to become a digital nomad positively. The content “inspires” “encourages” and “motivates”, leading to a positive impression of digital nomadism. With this in mind, we can deduce that this community actively supports the development of Digital Nomad culture, by encouraging members to take the leap and “converting” them into digital nomads.

The last identified of the element of the group is the “moral responsibility”, best represented by the set of group policies. Both the administrator team but also members within the community hold each other accountable for behaving according to the group guidelines and thus perpetuating the community ethics. It is an optimal balance between group policing and members respecting their duty that leads to such a positive and respectful environment - fostering a supportive atmosphere and thus fulfilling the purpose of the group: female digital nomad support and empowerment. The success in achieving this offers an excellent model of a “best practice” for other online communities on Facebook to replicate.

How do Digital nomads engage with each other within the online community?

The answer to this question lies beyond the action of posting and engaging in discussions within threads, via online messages. We sought to identify “triggers” of engagement and interaction practices, since we assumed this would point to the key topics of interest of female digital nomads, and thus give us additional insight on the overall culture. Our observations showed that work and lifestyle-related posts were the most engaged with - which is consistent with the priorities of digital nomads, as defined thus far in the literature.

Looking deeper into our insights, we realized that our research presents a flaw in the sense that we assumed all members were seeing the same content, and thus it was at their discretion them to decide or not what to engage with. We realized during the netnography that due to the abundance of posts, this was almost definitely not the case unless members were constantly connected to the community and scrolling through every single post. Thus, we must take into consideration that members were only seeing a small percentage of the posts occurring within the group - and due to Facebook algorithms, probably only the ones that addressing similar topics to the posts they have previously engaged with. The way information is “fed” to community members on this platform is still relatively a grey area as the way Facebook treats and re-uses user data is not fully publicly disclosed. Further longitudinal research is encouraged to gain a better understanding of this.

Nonetheless, we found that in general, the posts relating personal stories received the most engagement in the form of comments. This adds to our understanding, that despite the frequency of utilitarian information posts, members ascribe high importance to posts relating to identity and lead to relatability - thus strengthening the ties within the community. They value access to different opinions to expand their perspectives.

Overall, the interaction practices within the community were consistent with the 5 engagement sub-processes defined by Brodie et al: learning, sharing, advocating, socializing and co-developing (2013). This behavior is consistent with the motivations to join and leads to the value that is perceived as attached to community membership, so makes complete sense. It is worth noting that when asked to what extent they participated within the group, most respondents disclosed that they do not interact that much. This denotes a utilitarian use: the majority of members engage with it when they have a question that needs answering. It also highlights a certain distance from the community: whilst they fully ascribe as “digital nomads”, they do not live their identity solely through this community. Of course, results cannot be fully generalized given the small sample size, but it is an important consideration nonetheless - since it brings the definition of the group closer to a “network”, at the risk of losing certain community aspects. Another relevant point is that much like the sense of connection to other members, we imagine the perceived value of the group to increase with engagement. Thus, we hypothesize that more quality “activity” leads to higher “perceived value” and stronger bonds amongst members.

What is the perceived value of online communities for digital nomads?

We understood perceived value as equating to the possible outcomes of membership to the community, for members. Answers revealed that members attached mostly social value, informational value and professional value - consistent with Seraj's work on values of online communities (2012). This correlates positively with the motivations to join - as such creating a positive cycle where members perceive from the group, what they expected and joined for. This explains the high retention rate of members as well as the explosive growth of the community in its first three years of existence: members join and stay because the content matches their expectations and fulfills their needs. As they engage, a sense of "belongingness" to the community emerges, which causes a domino effect of also feeling a "belongingness" as a digital nomad in general.

A couple of respondents state they preferred this group to others - but did not elaborate why. It would be interesting to conduct further research as to why that may be - including a cross-comparison of multiple online digital nomad communities. The challenge in doing this for this particular community resides in the fact that it is solely for females and is "unique" in that way. Comparing it to other regular digital nomad communities may not be valid because of the gender-specific nature of it. Whilst this was not within the scope of our research, we did note that many members stated their appreciation for and even motivation to engage with, the community because of the "only female" element. Safety of solo travelling and gender-bias topics were frequently posted, along with multiple other topics that led us to understand that gender equality issues occur in Digital Nomad culture too. However, it seems from the data that this platform offers a space for female digital nomads to share their woes and aspirations with a community of like-minded women - thus supporting them as they navigate the digital nomad lifestyle and perpetuating the development of the culture.

Having answered our four sub-questions, we turn to our primary research question:

How do Online Communities support the development of the Digital Nomad Culture?

By conceptualizing what an online digital nomad community encompassed, we were able to gain some insights on how it may support digital nomad culture as a whole. Firstly, through the posting and sharing of remote job opportunities and business projects, it helps sustain the movement from an economic perspective. As more digital nomad positions are created, and shared, it offers the opportunity for more people to ascribe to the lifestyle. On top of the professional opportunities and career advice, the community also stands out as being an

excellent space to network - and fostering collaborations, leading to the development of further business. The administrator's "COLLABORATE" threads offer a visual testimony of this, where one can see members connecting and planning business meetings together.

On a deeper level, seeing the abundance of opportunities and stories of personal success was noted to change people's perspectives of what is realistic and feasible. Multiple members described their impression of digital nomadism changing positively, after becoming a member of this community. The community is seen to encourage and provide support, but also inspire and advocate for the digital nomad lifestyle. As such, it supports the development of the culture by gathering a collective that advocates for the lifestyle and movement - posting content that transmits and transfers Digital Nomad values and aspirations.

Lastly, whilst the community supports current nomads with their ongoing struggles and endeavors, it also encourages curious lurkers to make the transition towards a digital nomadic lifestyle. This is reflected in the amount of questions "pre-transition" where women, curious about the possibilities, seek out the advice of more experienced nomads to see how they can make the transition to a location-independent, travel-packed remote-work life. Therefore, the online community supports the development of Digital Nomad culture by converting new members to the lifestyle. In time, these new members may in turn possibly share digital nomad culture with their peers, slowly but surely allowing an expansion of the understanding of the movement and changing the workforce's pre-conceived ideas of what work and life should like in the future.

CHAPTER 7: CONCLUSION

The point of this explorative study was dual: contributing to the existing body of literature on online communities whilst addressing the significant gap in research about online Digital Nomad communities. We sought to generate new insights about the values and practices of digital nomads, and thus their culture, through the study of an online community. To do this, we developed a conceptual framework drawing from multiple theories discovered in our literature review - to conceptualize online digital nomad communities. The framework sought to encompass all aspects of the community, from the motivations to join, the composing physical and psychological elements, how members engage with each other within the community, and what value they attribute to the community.

By matching the existing theory to our data, we were able to extract relevant nuggets of information that could be codified to notice patterns of content and interaction behavior. Overall, we found the four elements of the online digital nomad community framework to be largely interweaved. The motivations to join were found to be information seeking, the fulfillment of social needs and entertainment, which largely corresponds with the type of interactions that occur within the community: flows of information and support. Additionally, when evaluating the value of the community brings them, members revealed benefits in the form of intellectual value, social value, and cultural value - which also matches, creating a cycle of positive reinforcement. Without realizing it at the time, we examined the perfect base-model for a growing utilitarian online community, where ties can be formed, collaboration is encouraged, and personal self-development celebrated.

By first conceptualizing online digital nomad communities, we were able to see how these support the development of Digital Nomad culture in three main ways. In the first instance, the community helps sustain the digital nomad movement economically, by providing a platform where remote work is advertised, and recruitment can take place. More remote work means more remote workers, and ergo more potential digital nomads. Additionally, the networking opportunities that arise through the community lead to business development, which also helps the movement grow financially and economically.

Furthermore, the community encourages and advocates for the digital nomad lifestyle. By providing a platform where female digital nomads can support each other, it also offers a space for posting content that transmits and transfers Digital Nomad values and aspirations. This helps motivate women across the world to feel positive about the Digital Nomad

movement, and even ascribe to the lifestyle if they do not yet pursue it. This was our third point and pertains to the community encouraging and supporting curious non-nomad members to take the leap and transition to the quest of “freedom in work and leisure”. The results are the expansion of the digital nomad movement, and consequently, the proliferation of its culture.

Online digital nomad communities deserve more academic attention, since they will evolve on par with the movement, which is still very much in its early days. It will become ever more relevant if the prediction of 1 billion remote workers by 2035 does turn out to be true, as these online communities present a treasure trove of information, experience and culture that is otherwise scattered around the globe. They could largely contribute to understanding what the future workforce will look like and how it will operate.

Indeed, there are multiple implications to consider following the findings from this study. From a business perspective, the insights garnered paint a realistic picture of the growing workforce with strong, purpose-driven dynamic women at its helm. The development of digital nomad culture will have implications in many aspects: business-wise with the explosion of the gig and freelance economy and praise of the entrepreneurship mindset, socially with women preferring a life of travel over raising a family (although this is not mutually exclusive according to the community!), economically - with bootstrapping, lack of investment in real-estate and blurred lines about tax liabilities. The expansion of this culture is also beginning to see the emergence of a whole new industry in the form of coworking spaces, hubs and co-living spaces, with a considerable impact on the tourism industry and local economies. The growth of this cultural phenomenon raises many questions and therefore calls for immediate academic attention. We suggest the topic would be particularly pertinent for cultural analysts, who could produce guidelines to help implement remote working policies in companies, in the future.

Before we recommend further research however, we should also note that this study has academic implications: it legitimizes netnography as a valuable technique to gain insights on online constructs and an increasingly digital society. This contribution to a growing body of literature available on the method should help encourage investments in digital sociology research practices across fields and communities.

Beyond the limitations established in the methodology section, several overall limitations restricted the study. Our research was limited by the very nature of the topic. Digital nomads

being scattered around the world, we were constrained to studying them online - if we were to complete the study within the ascribed timeframe and without financial backing. In an ideal scenario, researchers could have participated in several community “meet-ups” and taken the opportunity to interview some of the members in a face-to-face setting - following the example of Beverly Yuen Thompson for her study *Digital Nomads: Employment in The Online Gig Economy*. Reducing the divide between online and offline life could lead to some interesting insights on the digital nomad culture and lifestyle, as experienced in everyday lives.

The timeframe and timeline for this research can definitely be included as a limitation. Should this study be replicated, the netnography period should be extended for a period beyond a month. If possible, a longer netnography of a newly-formed community could provide interesting results on how these communities develop and grow. This study, however, pertains more to the study of online communities and is less relevant to digital nomadism. It would also be of interest to replicate the research in different languages - and extend the study to international communities whose reference language is not English. As mentioned in the methodology section, the sample size for the questionnaire limited the possibility to generalize the data and draw veritable truths. Nonetheless, it did help support data triangulation, for which we are grateful, thus generating enough insights to answer our research question, about this specific community. To be able to generalize the findings to other communities, we would need to cross-compare different communities. Interdisciplinary, multi-method research would also offer more promising results.

The limited available literature on the topic could also be construed as a limitation in itself, however, it did afford us the liberty of creating our own conceptual theoretical framework which ultimately helped guide and shape our analysis.

We step away with a greater understanding of online digital nomad communities and digital nomad culture. Beyond the wanderlust, it may be helpful to look further into what is causing this movement to evolve at such an alarming rate, in the first place. Is the traditional 9-5 model of employment outdated? Further research is required to truly understand the rapid development of this cultural phenomenon.

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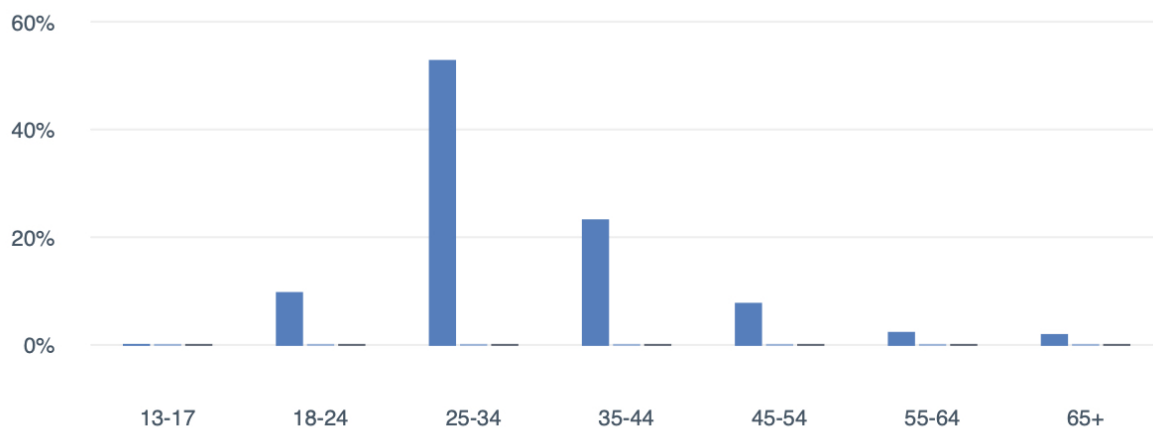
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APPENDIX A : NETNOGRAPHY DATA

This appendix offers a summary of the findings collected from the archival data available in the group [Female Digital Nomads](#). We include some demographic and engagement data obtained thanks to the admin of the group. Netnographic observations are included in a table containing the URL link to each post, date of the post, first name of the poster (semi-anonymous), type of post, whether or not the post was made by an admin of the group, and the corresponding code attributed for topic and purpose. Each URL links to the direct corresponding post, accessible after requesting membership for the group [Female Digital Nomads](#). Summary tables will be included to enable quick review by the reader.

There are tangible issues with generalizing findings from one community to others, especially when the community has specific “unique attributes” such as being female-only. Whilst we found this element to increase our interests, it requires the replication of the study in a mixed-gender community to confirm possible similarities or differences, should we seek to generalize our conclusions. Our study scope was tailored with this in mind, and multiple research methods were used for data triangulation to validate our results.



Available demographic data for the group. 53% of the members are between 25-34.

Groepsstatistieken

58,7 d. +2% Totaal aantal leden Afgelopen 28 dagen	22,2 d. -26% Berichten, opmerkingen en reacties Afgelopen 28 dagen
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58,700 members (2% growth in November, 2019).

22,200 posts/comments/reactions (Nov 2019).

Post types	Count	
Text	322	Admin X = yes
Picture	139	
Recommendation	32	Total posts by admin = 32
Poll	1	
Video	5	Reference (Line number, Date, Appendix A)
Total count	499	

Code set 1: Topic	Count	%
Lifestyle	80	16.03
Work	167	33.43
Pre	30	6.01
Travel	59	11.83
Tools & Tips	71	14.23
Meetup	37	7.42
Logistics	36	7.22
Relationship	5	1.01
Other	14	2.81
Total count	499	100

Code set 2: Purpose	Count	%
Information sharing	22	16.03
Information seeking	281	56.31
Support	13	2.61
Opportunity	105	21.04
Inspiration	14	2.80
Personal Experience	25	5.01
Entertainment	38	7.61
Other	1	0.21
Total count	499	100

	Post URL	Date of post	Name of OP	Type of post	A	N°	Topic	Purpose
1	https://www.facebook.com/groups/1607248466232418/permalink/2280196735604251/	01/11/2019	Maritt	Recommendation		3	Work	Information seeking
2	https://www.facebook.com/groups/1607248466232418/permalink/2280215568935701/	01/11/2019	Inga	Text		2	Tools & Tips	Information seeking
3	https://www.facebook.com/groups/1607248466232418/permalink/2280083908948867/	01/11/2019	Kauri	Text		14	Logistics	Information seeking
4	https://www.facebook.com/groups/1607248466232418/permalink/228009622280969/	01/11/2019	Maryam	Picture		7	Work	Opportunity
5	https://www.facebook.com/groups/1607248466232418/permalink/2280100188947239/	01/11/2019	Nataša	Text		0	Work	Opportunity
6	https://www.facebook.com/groups/1607248466232418/permalink/2279992215624703/	01/11/2019	Grace	Text		17	Other	Information seeking
7	https://www.facebook.com/groups/1607248466232418/permalink/2279861812304410/	01/11/2019	Jacquel	Text		2	Logistics	Information seeking
8	https://www.facebook.com/groups/1607248466232418/permalink/227986778970380/	01/11/2019	Farry	Text		18	Travel	Information seeking
9	https://www.facebook.com/groups/1607248466232418/permalink/2279784148978843/	01/11/2019	Makya	Text		11	Lifestyle	Information seeking
10	https://www.facebook.com/groups/1607248466232418/permalink/2279760078981250/	01/11/2019	Yanislava	Text		11	Work	Opportunity
11	https://www.facebook.com/groups/1607248466232418/permalink/2278361762454415/	01/11/2019	Jovanna	Text		0	Work	Opportunity
12	https://www.facebook.com/groups/1607248466232418/permalink/2279718505652074/	01/11/2019	Janina	Text		35	Work	Opportunity
13	https://www.facebook.com/groups/1607248466232418/permalink/2279710648986193/	01/11/2019	Melody	Text		0	Work	Opportunity
14	https://www.facebook.com/groups/1607248466232418/permalink/2280563928900865/	02/11/2019	Maleah	Text		12	Work	Opportunity
15	https://www.facebook.com/groups/1607248466232418/permalink/2280776995546225/	02/11/2019	Gaëlle	Text		2	Pre	Inspiration
16	https://www.facebook.com/groups/1607248466232418/permalink/2280947685529156/	02/11/2019	Denise	Recommendation		5	Travel	Information seeking
17	https://www.facebook.com/groups/1607248466232418/permalink/2280950385528886/	02/11/2019	Esther	Recommendation		5	Lifestyle	Entertainment
18	https://www.facebook.com/groups/1607248466232418/permalink/2281012618855996/	02/11/2019	Aliza	Text		6	Other	Information seeking
19	https://www.facebook.com/groups/1607248466232418/permalink/2280790252211566/	02/11/2019	Rachel	Text		8	Work	Information seeking
20	https://www.facebook.com/groups/1607248466232418/permalink/2280668382223753/	02/11/2019	Milou	Picture	X	162	Meetup	Entertainment
21	https://www.facebook.com/groups/1607248466232418/permalink/2279960408961217/	02/11/2019	MA	Text		8	Tools & Tips	Information seeking
22	https://www.facebook.com/groups/1607248466232418/permalink/2280266615597263/	02/11/2019	Nora	Text		11	Tools & Tips	Support
24	https://www.facebook.com/groups/1607248466232418/permalink/2280404168916841/	02/11/2019	Jane	Text		14	Tools & Tips	Information seeking
25	https://www.facebook.com/groups/1607248466232418/permalink/2279026575721267/	02/11/2019	Laura	Text		76	Logistics	Support
26	https://www.facebook.com/groups/1607248466232418/permalink/2280324938924764/	02/11/2019	Lauren	Text		3	Logistics	Information seeking
27	https://www.facebook.com/groups/1607248466232418/permalink/2280239948933263/	02/11/2019	Jen	Picture		21	Meetup	Entertainment
28	https://www.facebook.com/groups/1607248466232418/permalink/2281892618767996/	03/11/2019	Christine	Text		26	Meetup	Entertainment
29	https://www.facebook.com/groups/1607248466232418/permalink/2281963765427548/	03/11/2019	Priscila	Recommendation		2	Logistics	Information seeking
30	https://www.facebook.com/groups/1607248466232418/permalink/2281898818767376/	03/11/2019	Chidi	Text		11	Work	Opportunity
31	https://www.facebook.com/groups/1607248466232418/permalink/2281579592132632/	03/11/2019	Amy	Text		1	Work	Personal Experience
32	https://www.facebook.com/groups/1607248466232418/permalink/2281579638799294/	03/11/2019	Milou	Picture	X	177	Work	Personal Experience
33	https://www.facebook.com/groups/1607248466232418/permalink/2281404188816839/	03/11/2019	Namita	Picture		0	Meetup	Entertainment
34	https://www.facebook.com/groups/1607248466232418/permalink/2281483898808868/	03/11/2019	Kell	Text		49	Work	Opportunity
35	https://www.facebook.com/groups/1607248466232418/permalink/2281359565487968/	03/11/2019	France	Text		0	Tools & Tips	Information seeking
36	https://www.facebook.com/groups/1607248466232418/permalink/228114945512430/	03/11/2019	Sanne	Text		17	Lifestyle	Information seeking
37	https://www.facebook.com/groups/1607248466232418/permalink/2282601995363725/	04/11/2019	Samantha	Picture	X	12	Logistics	Information sharing

38	https://www.facebook.com/groups/1607248466232418/permalink/2282626988694559/	04/11/2019	Hannah	Text		10	Work	Opportunity
39	https://www.facebook.com/groups/1607248466232418/permalink/228263025360902/	04/11/2019	Ha	Text		0	Logistics	Information seeking
40	https://www.facebook.com/groups/1607248466232418/permalink/2282601498697108/	04/11/2019	Samantha	Picture	X	19	Logistics	Information sharing
41	https://www.facebook.com/groups/1607248466232418/permalink/2282173052073286/	04/11/2019	Leanne	Picture		4	Other	Information seeking
42	https://www.facebook.com/groups/1607248466232418/permalink/2282232888733969/	04/11/2019	Michelle	Picture		14	Other	Information seeking
43	https://www.facebook.com/groups/1607248466232418/permalink/2282068192083772/	04/11/2019	Jamie	Text		2	Tools & Tips	Information seeking
44	https://www.facebook.com/groups/1607248466232418/permalink/2282119935411931/	04/11/2019	Jannina	Text		4	Pre	Information seeking
45	https://www.facebook.com/groups/1607248466232418/permalink/2282075725416352/	04/11/2019	Samantha	Picture	X	6	Logistics	Information sharing
46	https://www.facebook.com/groups/1607248466232418/permalink/2282074368749821/	04/11/2019	Samantha	Picture	X	12	Logistics	Information sharing
47	https://www.facebook.com/groups/1607248466232418/permalink/2282054255418499/	04/11/2019	Vanja	Picture		1	Tools & Tips	Information seeking
48	https://www.facebook.com/groups/1607248466232418/permalink/2279494909007767/	05/11/2019	Marce	Picture		0	Work	Opportunity
49	https://www.facebook.com/groups/1607248466232418/permalink/2279170082373583/	05/11/2019	Jess	Text		12	Work	Information seeking
50	https://www.facebook.com/groups/1607248466232418/permalink/2283490035274921/	05/11/2019	Lola	Text		0	Meetup	Entertainment
51	https://www.facebook.com/groups/1607248466232418/permalink/2281603018796956/	05/11/2019	Laura	Text		43	Work	Opportunity
52	https://www.facebook.com/groups/1607248466232418/permalink/2283260565297868/	05/11/2019	Adrianne	Text		0	Meetup	Entertainment
53	https://www.facebook.com/groups/1607248466232418/permalink/2282833652007226/	05/11/2019	Amanda	Text		8	Tools & Tips	Information seeking
54	https://www.facebook.com/groups/1607248466232418/permalink/2283331601957431/	05/11/2019	Laura	Picture		0	Work	Opportunity
55	https://www.facebook.com/groups/1607248466232418/permalink/2283366425287282/	05/11/2019	Tiffany	Text		19	Travel	Information seeking
56	https://www.facebook.com/groups/1607248466232418/permalink/2283397188617539/	05/11/2019	Yami	Text		17	Tools & Tips	Information seeking
57	https://www.facebook.com/groups/1607248466232418/permalink/2283296641960927/	05/11/2019	Milou	Picture	X	75	Lifestyle	Support
58	https://www.facebook.com/groups/1607248466232418/permalink/2283231255300799/	05/11/2019	Marie	Text		4	Tools & Tips	Information seeking
59	https://www.facebook.com/groups/1607248466232418/permalink/2283168358640422/	05/11/2019	Milly	Text		3	Pre	Information seeking
60	https://www.facebook.com/groups/1607248466232418/permalink/2283163718640886/	05/11/2019	Charx	Text		37	Logistics	Information seeking
61	https://www.facebook.com/groups/1607248466232418/permalink/2282880692002522/	05/11/2019	Jessica	Text		0	Travel	Information seeking
62	https://www.facebook.com/groups/1607248466232418/permalink/2282988935325031/	05/11/2019	Kala	Text		13	Lifestyle	Information seeking
63	https://www.facebook.com/groups/1607248466232418/permalink/2282995641991027/	05/11/2019	Ye	Text		0	Logistics	Information sharing
64	https://www.facebook.com/groups/1607248466232418/permalink/2283005775323347/	05/11/2019	Steph	Text		1	Tools & Tips	Information seeking
65	https://www.facebook.com/groups/1607248466232418/permalink/2283082658648992/	05/11/2019	Shereen	Text		1	Logistics	Information seeking
67	https://www.facebook.com/groups/1607248466232418/permalink/2283091585314766/	05/11/2019	Julie	Text		13	Work	Opportunity
68	https://www.facebook.com/groups/1607248466232418/permalink/2284009715222953/	06/11/2019	Jessica	Text		11	Tools & Tips	Information seeking
69	https://www.facebook.com/groups/1607248466232418/permalink/2283394811951110/	06/11/2019	Tia	Text		2	Work	Information seeking
70	https://www.facebook.com/groups/1607248466232418/permalink/2284135735210351/	06/11/2019	Milou	Picture	X	87	Travel	Inspiration
71	https://www.facebook.com/groups/1607248466232418/permalink/2283816375242287/	06/11/2019	Julie	Picture		0	Work	Opportunity
72	https://www.facebook.com/groups/1607248466232418/permalink/2283767985247126/	06/11/2019	Sheri	Picture		32	Travel	Information seeking
73	https://www.facebook.com/groups/1607248466232418/permalink/2283906485233276/	06/11/2019	Lisa	Text		4	Tools & Tips	Information seeking
74	https://www.facebook.com/groups/1607248466232418/permalink/2283924578564800/	06/11/2019	Marce	Picture		0	Work	Opportunity
75	https://www.facebook.com/groups/1607248466232418/permalink/2283710865252838/	06/11/2019	Cortney	Text		0	Work	Opportunity

76	https://www.facebook.com/groups/1607248466232418/permalink/2283751201915471/	06/11/2019	Megan	Text		7	Work	Opportunity
77	https://www.facebook.com/groups/1607248466232418/permalink/2283767458580512/	06/11/2019	Samantha	Picture	X	35	Tools & Tips	Information sharing
78	https://www.facebook.com/groups/1607248466232418/permalink/2280604378896820/	06/11/2019	Stephanie	Text		2	Tools & Tips	Information seeking
79	https://www.facebook.com/groups/1607248466232418/permalink/2279651668992091/	06/11/2019	Is	Text		142	Other	Information seeking
80	https://www.facebook.com/groups/1607248466232418/permalink/2274991269458131/	06/11/2019	Emma	Text		9	Other	Inspiration
81	https://www.facebook.com/groups/1607248466232418/permalink/2283752211915370/	06/11/2019	Silke	Picture		38	Pre	Information seeking
82	https://www.facebook.com/groups/1607248466232418/permalink/2283752741915317/	06/11/2019	Megan	Text		6	Tools & Tips	Information seeking
83	https://www.facebook.com/groups/1607248466232418/permalink/2285053705118554/	07/11/2019	Martina	Text		6	Work	Information seeking
84	https://www.facebook.com/groups/1607248466232418/permalink/2285076381782953/	07/11/2019	Amy	Text		14	Tools & Tips	Information seeking
85	https://www.facebook.com/groups/1607248466232418/permalink/2285126028444655/	07/11/2019	Ola	Picture		3	Work	Opportunity
86	https://www.facebook.com/groups/1607248466232418/permalink/2284998411790750/	07/11/2019	Milou	Picture	X	55	Lifestyle	Support
87	https://www.facebook.com/groups/1607248466232418/permalink/2284775875146337/	07/11/2019	Archana	Text		8	Travel	Information seeking
88	https://www.facebook.com/groups/1607248466232418/permalink/2284759191814672/	07/11/2019	Donna	Picture		0	Meetup	entertainment
89	https://www.facebook.com/groups/1607248466232418/permalink/2284376448519613/	07/11/2019	Penny	Picture		0	Tools & Tips	Information sharing
90	https://www.facebook.com/groups/1607248466232418/permalink/2284622471828344/	07/11/2019	Elizabeth	Text		14	Tools & Tips	Information seeking
91	https://www.facebook.com/groups/1607248466232418/permalink/2284535471837044/	07/11/2019	Maria	Text		5	Travel	Information seeking
92	https://www.facebook.com/groups/1607248466232418/permalink/2284557488501509/	07/11/2019	Nabila	Text		2	Tools & Tips	Information seeking
93	https://www.facebook.com/groups/1607248466232418/permalink/2284563388500919/	07/11/2019	Abbie	Text		2	Work	Information seeking
94	https://www.facebook.com/groups/1607248466232418/permalink/2284587035165221/	07/11/2019	Marce	Picture		0	Work	Opportunity
95	https://www.facebook.com/groups/1607248466232418/permalink/2284587961831795/	07/11/2019	Tara	Text		0	Logistics	Information seeking
96	https://www.facebook.com/groups/1607248466232418/permalink/2284461321844459/	07/11/2019	Carly	Recommendation		13	Tools & Tips	Information seeking
97	https://www.facebook.com/groups/1607248466232418/permalink/2284382718518986/	07/11/2019	Todra	Text		46	Logitics	Information seeking
98	https://www.facebook.com/groups/1607248466232418/permalink/2284472725176652/	07/11/2019	Sri	Text		0	Pre	Information seeking
99	https://www.facebook.com/groups/1607248466232418/permalink/2282696322020959/	07/11/2019	Amy	Text		34	Travel	Information seeking
100	https://www.facebook.com/groups/1607248466232418/permalink/2284111018546156/	07/11/2019	İnci	Text		1	Work	Information seeking
101	https://www.facebook.com/groups/1607248466232418/permalink/2284292981861293/	07/11/2019	Alison	Picture		7	Tools & Tips	Information seeking
102	https://www.facebook.com/groups/1607248466232418/permalink/2284347878522470/	07/11/2019	Ali	Text		3	Work	Opportunity
103	https://www.facebook.com/groups/1607248466232418/permalink/2285269765096948/	08/11/2019	Natalie	Text		5	Travel	Information seeking
104	https://www.facebook.com/groups/1607248466232418/permalink/2286244198332838/	08/11/2019	Pauline	Text		0	Travel	Information seeking
105	https://www.facebook.com/groups/1607248466232418/permalink/2283748535249071/	08/11/2019	Amanda	Text		4	Tools & Tips	Information seeking
106	https://www.facebook.com/groups/1607248466232418/permalink/228368055255869/	08/11/2019	Lydia	Picture		0	Travel	Information seeking
107	https://www.facebook.com/groups/1607248466232418/permalink/2282425015381423/	08/11/2019	Rashida	Text		3	Work	Information seeking
108	https://www.facebook.com/groups/1607248466232418/permalink/2278078012482790/	08/11/2019	Masa	Picture		106	Work	Information seeking
109	https://www.facebook.com/groups/1607248466232418/permalink/2276296365994288/	08/11/2019	Emelie	Text		64	Lifestyle	Inspiration
110	https://www.facebook.com/groups/1607248466232418/permalink/2286052055018719/	08/11/2019	Ozzy	Text		4	Tools & Tips	Information seeking
111	https://www.facebook.com/groups/1607248466232418/permalink/2285379625085962/	08/11/2019	Jessica	Text		6	Work	Information seeking

112	https://www.facebook.com/groups/1607248466232418/permalink/2285331215090803/	08/11/2019	Kate	Picture		0	Other	Entertainment
113	https://www.facebook.com/groups/1607248466232418/permalink/2285324401758151/	08/11/2019	Casey	Picture		0	Work	Opportunity
114	https://www.facebook.com/groups/1607248466232418/permalink/228530985092926/	08/11/2019	Linda	Picture		11	Other	Information seeking
115	https://www.facebook.com/groups/1607248466232418/permalink/2283849701905621/	08/11/2019	Kasia	Text		1	Tools & Tips	Information seeking
116	https://www.facebook.com/groups/1607248466232418/permalink/2282312768725981/	08/11/2019	Ally	Text		2	Work	Information seeking
117	https://www.facebook.com/groups/1607248466232418/permalink/2265380073752584/	08/11/2019	Al	Picture		58	Lifestyle	Support
118	https://www.facebook.com/groups/1607248466232418/permalink/2286073075016617/	08/11/2019	Hannah	Text		37	Travel	Information seeking
119	https://www.facebook.com/groups/1607248466232418/permalink/2286083788348879/	08/11/2019	Marie	Text		0	Meetup	Entertainment
120	https://www.facebook.com/groups/1607248466232418/permalink/2286182051672386/	08/11/2019	Stephanie	Picture		21	Lifestyle	Information seeking
121	https://www.facebook.com/groups/1607248466232418/permalink/2286199755003949/	08/11/2019	Erika	Text		26	Work	Opportunity
122	https://www.facebook.com/groups/1607248466232418/permalink/2286108038346454/	08/11/2019	Margarita	Picture		6	Work	Opportunity
123	https://www.facebook.com/groups/1607248466232418/permalink/2286165621674029/	08/11/2019	Katia	Text		1	Meetup	Information sharing
124	https://www.facebook.com/groups/1607248466232418/permalink/2286042461686345/	08/11/2019	Amy	Text		13	Logistics	Information seeking
125	https://www.facebook.com/groups/1607248466232418/permalink/2285960788361179/	08/11/2019	Paulina	Text		18	Work	Information seeking
126	https://www.facebook.com/groups/1607248466232418/permalink/2285987465025178/	08/11/2019	Stacey	Picture		6	Meetup	Entertainment
127	https://www.facebook.com/groups/1607248466232418/permalink/2285369165087008/	08/11/2019	Nadene	Recommendation		11	Travel	Information seeking
128	https://www.facebook.com/groups/1607248466232418/permalink/2285497135074211/	08/11/2019	Andreia	Text		4	Pre	Personal Experience
129	https://www.facebook.com/groups/1607248466232418/permalink/2285608728396385/	08/11/2019	Kimmy	Text		13	Work	Opportunity
130	https://www.facebook.com/groups/1607248466232418/permalink/2285932798363978/	08/11/2019	Faith	Text		6	Work	Information seeking
131	https://www.facebook.com/groups/1607248466232418/permalink/2285362581754333/	08/11/2019	Jyotsna	Recommendation		8	Travel	Information seeking
132	https://www.facebook.com/groups/1607248466232418/permalink/2285457881744803/	08/11/2019	Patricia	Picture		6	Lifestyle	Personal Experience
133	https://www.facebook.com/groups/1607248466232418/permalink/2285503255073599/	08/11/2019	Gina	Text		2	Pre	Information seeking
134	https://www.facebook.com/groups/1607248466232418/permalink/2285724425051482/	08/11/2019	Laurie	Text		1	Lifestyle	Information seeking
135	https://www.facebook.com/groups/1607248466232418/permalink/2285817231708868/	08/11/2019	Monique	Video		10	Lifestyle	Entertainment
136	https://www.facebook.com/groups/1607248466232418/permalink/2285852795038645/	08/11/2019	Gurusharan	Text		0	Work	Opportunity
137	https://www.facebook.com/groups/1607248466232418/permalink/2285614555062469/	08/11/2019	Denise	Text		4	Logistics	Information seeking
138	https://www.facebook.com/groups/1607248466232418/permalink/2285511171739474/	08/11/2019	Sina	Picture		4	Work	Opportunity
139	https://www.facebook.com/groups/1607248466232418/permalink/2285511791739412/	08/11/2019	Schuyler	Text		39	Relationship	Support
140	https://www.facebook.com/groups/1607248466232418/permalink/2285512375072687/	08/11/2019	Chiara	Text		8	Work	Information seeking
141	https://www.facebook.com/groups/1607248466232418/permalink/2285581455065779/	08/11/2019	Gabriela	Text		15	Pre	Information seeking
142	https://www.facebook.com/groups/1607248466232418/permalink/2286620914961833/	09/11/2019	Erin	Picture		0	Work	Opportunity
143	https://www.facebook.com/groups/1607248466232418/permalink/2287078394916085/	09/11/2019	Claire	Text		1	Meetup	Entertainment
144	https://www.facebook.com/groups/1607248466232418/permalink/2286976578259600/	09/11/2019	Kitty	Text		8	Pre	Information seeking
145	https://www.facebook.com/groups/1607248466232418/permalink/2286440048313253/	09/11/2019	Cortney	Video		0	Work	Opportunity
146	https://www.facebook.com/groups/1607248466232418/permalink/2286359104988014/	09/11/2019	Claudia	Text		9	Work	Opportunity
147	https://www.facebook.com/groups/1607248466232418/permalink/2286584491632142/	09/11/2019	Makya	Text		3	Lifestyle	Information seeking
148	https://www.facebook.com/groups/1607248466232418/permalink/2286578924966032/	09/11/2019	Trisha	Recommendation		7	Travel	Information seeking

149	https://www.facebook.com/groups/1607248466232418/permalink/2286863991604192/	09/11/2019	Sieun	Picture		0	Work	Opportunity
150	https://www.facebook.com/groups/1607248466232418/permalink/2286867334937191/	09/11/2019	Lieselot	Recommendation		17	Travel	Information seeking
151	https://www.facebook.com/groups/1607248466232418/permalink/2286878248269433/	09/11/2019	Steffi	Text		1	Logistics	Information seeking
152	https://www.facebook.com/groups/1607248466232418/permalink/2286716781618913/	09/11/2019	Milou	Picture	X	109	Meetup	Entertainment
153	https://www.facebook.com/groups/1607248466232418/permalink/2286518084972116/	09/11/2019	Just	Text		16	Travel	Information seeking
154	https://www.facebook.com/groups/1607248466232418/permalink/2284929321797659/	09/11/2019	Leyre	Text		12	Work	Opportunity
155	https://www.facebook.com/groups/1607248466232418/permalink/2284346638522594/	09/11/2019	Roxana	Text		0	Lifestyle	Information seeking
156	https://www.facebook.com/groups/1607248466232418/permalink/2284203218536936/	09/11/2019	Liesbeth	Text		0	Work	Information seeking
157	https://www.facebook.com/groups/1607248466232418/permalink/2286298381660753/	09/11/2019	Loren	Text		16	Lifestyle	Information seeking
158	https://www.facebook.com/groups/1607248466232418/permalink/2286316214992303/	09/11/2019	Gaby	Text		7	Meetup	Entertainment
159	https://www.facebook.com/groups/1607248466232418/permalink/2287816341508957/	10/11/2019	Dionyves	Picture		10	Relationship	Support
160	https://www.facebook.com/groups/1607248466232418/permalink/2288033781487213/	10/11/2019	Maaïke	Text		52	Work	Opportunity
161	https://www.facebook.com/groups/1607248466232418/permalink/2287702468187011/	10/11/2019	Anne	Text		7	Work	Opportunity
162	https://www.facebook.com/groups/1607248466232418/permalink/2287353331555258/	10/11/2019	Tiffany	Text		39	Work	Opportunity
163	https://www.facebook.com/groups/1607248466232418/permalink/2288008741489717/	10/11/2019	Traci	Text		7	Work	Opportunity
164	https://www.facebook.com/groups/1607248466232418/permalink/2288010828156175/	10/11/2019	Magi	Picture		3	Travel	Information seeking
165	https://www.facebook.com/groups/1607248466232418/permalink/2287960191494572/	10/11/2019	Letitia	Text		20	Work	Opportunity
166	https://www.facebook.com/groups/1607248466232418/permalink/2287954064828518/	10/11/2019	Thea	Text		20	Tools & Tips	Information seeking
167	https://www.facebook.com/groups/1607248466232418/permalink/2287752754848649/	10/11/2019	Lena	Text		10	Work	Information seeking
168	https://www.facebook.com/groups/1607248466232418/permalink/2287878768169381/	10/11/2019	Ana	Picture		19	Work	Opportunity
169	https://www.facebook.com/groups/1607248466232418/permalink/2287684538188804/	10/11/2019	Jaimie	Text		4	Travel	Information seeking
170	https://www.facebook.com/groups/1607248466232418/permalink/2287583998198858/	10/11/2019	Milou	Picture	X	86	Lifestyle	Personal Experience
171	https://www.facebook.com/groups/1607248466232418/permalink/2287141491576442/	10/11/2019	Oana	Text		0	Travel	Information seeking
172	https://www.facebook.com/groups/1607248466232418/permalink/2287146604909264/	10/11/2019	Gina	Text		0	Meetup	Entertainment
173	https://www.facebook.com/groups/1607248466232418/permalink/2287159528241305/	10/11/2019	Yva	Text		0	Other	Information seeking
174	https://www.facebook.com/groups/1607248466232418/permalink/2287162931574298/	10/11/2019	Avalon	Text		47	Pre	Information seeking
175	https://www.facebook.com/groups/1607248466232418/permalink/2289032841387307/	11/11/2019	Serena	Text		0	Work	Opportunity
176	https://www.facebook.com/groups/1607248466232418/permalink/2289314701359121/	11/11/2019	Milou	Picture	X	70	Work	Support
177	https://www.facebook.com/groups/1607248466232418/permalink/2289252264698698/	11/11/2019	Kelly	Recommendation		12	Lifestyle	Information seeking
178	https://www.facebook.com/groups/1607248466232418/permalink/2288909804732944/	11/11/2019	Zubi	Text		12	Travel	Information seeking
179	https://www.facebook.com/groups/1607248466232418/permalink/2288953901395201/	11/11/2019	Silvia	Picture		27	Pre	Information seeking
179	https://www.facebook.com/groups/1607248466232418/permalink/2288885991401992/	11/11/2019	Mellisa	Text		3	Pre	Information seeking
180	https://www.facebook.com/groups/1607248466232418/permalink/2288867578070500/	11/11/2019	Jennifer	Recommendation		7	Travel	Information seeking
181	https://www.facebook.com/groups/1607248466232418/permalink/2288848554739069/	11/11/2019	Sam	Picture		18	Work	Opportunity
182	https://www.facebook.com/groups/1607248466232418/permalink/2288564324767492/	11/11/2019	Yasmin	Text		51	Work	Opportunity
183	https://www.facebook.com/groups/1607248466232418/permalink/2288563124767612/	11/11/2019	Stephanie	Recommendation		6	Lifestyle	Information seeking
184	https://www.facebook.com/groups/1607248466232418/permalink/2288762598080998/	11/11/2019	Lyly	Text		13	Logistics	Information seeking

185	https://www.facebook.com/groups/1607248466232418/permalink/2288771454746779/	11/11/2019	Deborah	Text		7	Meetup	Entertainment
186	https://www.facebook.com/groups/1607248466232418/permalink/2288522511438340/	11/11/2019	Sarah	Recommendation		6	Logistics	Information seeking
187	https://www.facebook.com/groups/1607248466232418/permalink/2288594561431135/	11/11/2019	Sabrina	Text		0	Meetup	Entertainment
189	https://www.facebook.com/groups/1607248466232418/permalink/2288664858090772/	11/11/2019	Marian	Text		7	Work	Information seeking
190	https://www.facebook.com/groups/1607248466232418/permalink/2288284001462191/	11/11/2019	Niki	Text		9	Lifestyle	Information seeking
191	https://www.facebook.com/groups/1607248466232418/permalink/2288492814774643/	11/11/2019	Ilse	Picture		22	Travel	Information seeking
192	https://www.facebook.com/groups/1607248466232418/permalink/2288451324778792/	11/11/2019	Jade	Text		3	Logistics	Information seeking
193	https://www.facebook.com/groups/1607248466232418/permalink/2286067591683832/	11/11/2019	Sara	Text		0	Work	Information seeking
194	https://www.facebook.com/groups/1607248466232418/permalink/2286987488258509/	11/11/2019	Gergana	Text		1	Work	Information seeking
195	https://www.facebook.com/groups/1607248466232418/permalink/2288060004817924/	11/11/2019	Ana	Text		3	Work	Opportunity
196	https://www.facebook.com/groups/1607248466232418/permalink/2288188781471713/	11/11/2019	Patricia	Text		17	Tools & Tips	Information seeking
197	https://www.facebook.com/groups/1607248466232418/permalink/2288449724778952/	11/11/2019	Victoria	Text		11	Lifestyle	Information seeking
198	https://www.facebook.com/groups/1607248466232418/permalink/2288449361445655/	11/11/2019	Milou	Picture	X	17	Lifestyle	Inspiration
199	https://www.facebook.com/groups/1607248466232418/permalink/2286342154989709/	11/11/2019	Krysta	Text		56	Lifestyle	Inspiration
200	https://www.facebook.com/groups/1607248466232418/permalink/2288418481448743/	11/11/2019	Charu	Text		0	Work	Opportunity
201	https://www.facebook.com/groups/1607248466232418/permalink/2288268791463712/	11/11/2019	Catrina	Text		2	Work	Opportunity
202	https://www.facebook.com/groups/1607248466232418/permalink/2288269244797000/	11/11/2019	Jazmín	Picture		33	Lifestyle	Information seeking
203	https://www.facebook.com/groups/1607248466232418/permalink/2288213878135870/	11/11/2019	Valery	Text		8	Lifestyle	Information seeking
204	https://www.facebook.com/groups/1607248466232418/permalink/2288224511468140/	11/11/2019	Jeddah	Picture		0	Work	Opportunity
205	https://www.facebook.com/groups/1607248466232418/permalink/2284408255183099/	11/11/2019	Paola	Text		3	Work	Information seeking
206	https://www.facebook.com/groups/1607248466232418/permalink/2287174488239809/	11/11/2019	Georgie	Picture		104	Pre	Inspiration
207	https://www.facebook.com/groups/1607248466232418/permalink/2288078931482698/	11/11/2019	Jessie	Text		2	Work	Information seeking
208	https://www.facebook.com/groups/1607248466232418/permalink/22880708416840/	11/11/2019	Javi	Recommendation		3	Travel	Information seeking
209	https://www.facebook.com/groups/1607248466232418/permalink/2288076004816324/	11/11/2019	Meegan	Recommendation		0	Logistics	Information seeking
210	https://www.facebook.com/groups/1607248466232418/permalink/228807854816069/	11/11/2019	Meegan	Text		17	Work	Opportunity
211	https://www.facebook.com/groups/1607248466232418/permalink/2290229827934275/	12/11/2019	Milou	Picture	X	115	Travel	Inspiration
212	https://www.facebook.com/groups/1607248466232418/permalink/2289674714656453/	12/11/2019	Todra	Text		10	Logistics	Information seeking
213	https://www.facebook.com/groups/1607248466232418/permalink/2289689911321600/	12/11/2019	MA	Text		37	Work	Opportunity
214	https://www.facebook.com/groups/1607248466232418/permalink/2289993381291253/	12/11/2019	Anna	Text		14	Pre	Information seeking
215	https://www.facebook.com/groups/1607248466232418/permalink/2290090014614923/	12/11/2019	Ad	Text		7	Tools & Tips	Information seeking
216	https://www.facebook.com/groups/1607248466232418/permalink/2289938827963375/	12/11/2019	Jennifer	Picture		14	Work	Opportunity
217	https://www.facebook.com/groups/1607248466232418/permalink/2289943754629549/	12/11/2019	Ari	Text		9	Tools & Tips	Information seeking
218	https://www.facebook.com/groups/1607248466232418/permalink/2289842491306342/	12/11/2019	Syeda	Picture		5	Work	Opportunity
219	https://www.facebook.com/groups/1607248466232418/permalink/2289855111305080/	12/11/2019	Linda	Text		6	Relationship	Support
220	https://www.facebook.com/groups/1607248466232418/permalink/2289875831303008/	12/11/2019	Sarah	Text		49	Work	Opportunity
221	https://www.facebook.com/groups/1607248466232418/permalink/2289875881303003/	12/11/2019	Pilar	Text		8	Lifestyle	Information seeking
222	https://www.facebook.com/groups/1607248466232418/permalink/2289398254684099/	12/11/2019	Luciana	Text		6	Logistics	Information seeking

223	https://www.facebook.com/groups/1607248466232418/permalink/2289518204672104/	12/11/2019	Kasia	Picture		5	Travel	Information seeking
224	https://www.facebook.com/groups/1607248466232418/permalink/2291085104515414/	13/11/2019	Milou	Picture	X	52	Work	Information seeking
225	https://www.facebook.com/groups/1607248466232418/permalink/2291020837855174/	13/11/2019	April	Text		110	Pre	Personal Experience
226	https://www.facebook.com/groups/1607248466232418/permalink/2290739387883319/	13/11/2019	Tafe	Text		27	Work	Personal Experience
227	https://www.facebook.com/groups/1607248466232418/permalink/2290775454546379/	13/11/2019	Andrea	Picture		39	Work	Inspiration
228	https://www.facebook.com/groups/1607248466232418/permalink/2290428527914405/	13/11/2019	Minna	Text		22	Logistics	Information seeking
229	https://www.facebook.com/groups/1607248466232418/permalink/2290461551244436/	13/11/2019	Tara	Text		3	Lifestyle	Information seeking
230	https://www.facebook.com/groups/1607248466232418/permalink/2290466377910620/	13/11/2019	Julienne	Text		24	Work	Opportunity
231	https://www.facebook.com/groups/1607248466232418/permalink/2290683157888942/	13/11/2019	Marce	Picture		0	Work	Opportunity
232	https://www.facebook.com/groups/1607248466232418/permalink/2290719814551943/	13/11/2019	Marjolein	Picture		116	Lifestyle	Information seeking
233	https://www.facebook.com/groups/1607248466232418/permalink/2290533051237286/	13/11/2019	Nasia	Picture		17	Work	Opportunity
234	https://www.facebook.com/groups/1607248466232418/permalink/2290366137920644/	13/11/2019	Karri	Text		5	Logistics	Information seeking
235	https://www.facebook.com/groups/1607248466232418/permalink/2290498527907405/	13/11/2019	Caroline	Picture		17	Lifestyle	Information seeking
236	https://www.facebook.com/groups/1607248466232418/permalink/2290236334600291/	13/11/2019	Paula	Picture		9	Work	Opportunity
237	https://www.facebook.com/groups/1607248466232418/permalink/2290340007923257/	13/11/2019	Judy	Text		50	Work	Personal Experience
238	https://www.facebook.com/groups/1607248466232418/permalink/2291538854470039/	14/11/2019	Kimmy	Text		11	Work	Information seeking
239	https://www.facebook.com/groups/1607248466232418/permalink/2291545181136073/	14/11/2019	Alex	Picture		6	Travel	Information seeking
240	https://www.facebook.com/groups/1607248466232418/permalink/2291595044464420/	14/11/2019	Grace	Picture		17	Meetup	Information seeking
241	https://www.facebook.com/groups/1607248466232418/permalink/2291677274456197/	14/11/2019	Monique	Text		3	Tools & Tips	Information seeking
242	https://www.facebook.com/groups/1607248466232418/permalink/2291691601121431/	14/11/2019	Danai	Text		15	Lifestyle	Information seeking
243	https://www.facebook.com/groups/1607248466232418/permalink/2291660621124529/	14/11/2019	Natalia	Text		10	Work	Opportunity
244	https://www.facebook.com/groups/1607248466232418/permalink/2291493481141243/	14/11/2019	Francesca	Recommendation		7	Lifestyle	Information seeking
245	https://www.facebook.com/groups/1607248466232418/permalink/2291502344473690/	14/11/2019	Zara	Text		8	Tools & Tips	Information seeking
246	https://www.facebook.com/groups/1607248466232418/permalink/2291361711154420/	14/11/2019	Stefania	Picture		8	Tools & Tips	Information seeking
247	https://www.facebook.com/groups/1607248466232418/permalink/2290768674547057/	14/11/2019	Saskia	Text		197	Pre	Information sharing
248	https://www.facebook.com/groups/1607248466232418/permalink/2291127877844470/	14/11/2019	Marina	Text		21	Work	Personal Experience
249	https://www.facebook.com/groups/1607248466232418/permalink/2291229374500987/	14/11/2019	Dovile	Text		1	Work	Opportunity
250	https://www.facebook.com/groups/1607248466232418/permalink/2292573544366570/	15/11/2019	Ada	Picture		2	Travel	Information seeking
251	https://www.facebook.com/groups/1607248466232418/permalink/2292908537666404/	15/11/2019	Milou	Picture	X	130	Meetup	Entertainment
252	https://www.facebook.com/groups/1607248466232418/permalink/2292579441032647/	15/11/2019	Leah	Picture		39	Work	Opportunity
253	https://www.facebook.com/groups/1607248466232418/permalink/2292172917739966/	15/11/2019	Pilar	Text		0	Tools & Tips	Information seeking
254	https://www.facebook.com/groups/1607248466232418/permalink/2292127294411195/	15/11/2019	Charlotte	Picture		38	Lifestyle	Personal Experience
255	https://www.facebook.com/groups/1607248466232418/permalink/2291901201100471/	15/11/2019	Hiral	Text		4	Meetup	Information seeking
256	https://www.facebook.com/groups/1607248466232418/permalink/2291863967770861/	15/11/2019	Andrea	Picture		11	Work	Opportunity
257	https://www.facebook.com/groups/1607248466232418/permalink/2292307421059849/	15/11/2019	Kate	Picture		16	Lifestyle	Information seeking
258	https://www.facebook.com/groups/1607248466232418/permalink/2292424671048124/	15/11/2019	Stephanie	Picture		82	Logistics	Information seeking

259	https://www.facebook.com/groups/1607248466232418/permalink/2291573637799894/	15/11/2019	Theresa	Picture		4	Pre	Information seeking
260	https://www.facebook.com/groups/1607248466232418/permalink/2291570151133576/	15/11/2019	Emily	Text		12	Work	Information seeking
261	https://www.facebook.com/groups/1607248466232418/permalink/2290874934536431/	15/11/2019	Samantha	Picture		10	Other	Information sharing
262	https://www.facebook.com/groups/1607248466232418/permalink/2290428334581091/	15/11/2019	Rashida	Text		5	Work	Information seeking
263	https://www.facebook.com/groups/1607248466232418/permalink/2290350801255511/	15/11/2019	Lieselot	Text		11	Relationship	Information seeking
264	https://www.facebook.com/groups/1607248466232418/permalink/2289387854685139/	15/11/2019	Hannah	Text		2	Work	Information seeking
265	https://www.facebook.com/groups/1607248466232418/permalink/228891188066069/	15/11/2019	Inessa	Video		1	Lifestyle	Entertainment
266	https://www.facebook.com/groups/1607248466232418/permalink/2291945564429368/	15/11/2019	Linda	Text		14	Lifestyle	Information seeking
267	https://www.facebook.com/groups/1607248466232418/permalink/2291996757757582/	15/11/2019	Ivy	Text		5	Meetup	Entertainment
268	https://www.facebook.com/groups/1607248466232418/permalink/2292091141081477/	15/11/2019	Maggie	Text		7	Lifestyle	Information seeking
269	https://www.facebook.com/groups/1607248466232418/permalink/2293808137576444/	16/11/2019	Milou	Picture	X	129	Lifestyle	Information sharing
270	https://www.facebook.com/groups/1607248466232418/permalink/2292855477671710/	16/11/2019	Paola	Text		14	Travel	Information seeking
271	https://www.facebook.com/groups/1607248466232418/permalink/2292704117686846/	16/11/2019	Eva	Text		7	Work	Opportunity
272	https://www.facebook.com/groups/1607248466232418/permalink/2292582604365664/	16/11/2019	Dilyana	Text		17	Work	Support
273	https://www.facebook.com/groups/1607248466232418/permalink/2291976864426238/	16/11/2019	Shawna	Text		15	Pre	Personal Experience
274	https://www.facebook.com/groups/1607248466232418/permalink/2293591497598108/	16/11/2019	Corissa	Picture		3	Work	Information seeking
275	https://www.facebook.com/groups/1607248466232418/permalink/2293546160935975/	16/11/2019	Emily	Text		37	Travel	Information seeking
276	https://www.facebook.com/groups/1607248466232418/permalink/2293440877613170/	16/11/2019	Jessica	Text		28	Work	Information seeking
277	https://www.facebook.com/groups/1607248466232418/permalink/2293375634286361/	16/11/2019	Laurie	Picture		9	Lifestyle	Information sharing
278	https://www.facebook.com/groups/1607248466232418/permalink/2293384750952116/	16/11/2019	Tiffany	Picture		52	Meetup	Entertainment
279	https://www.facebook.com/groups/1607248466232418/permalink/2292695371021054/	16/11/2019	Nina	Picture		4	Travel	Information seeking
280	https://www.facebook.com/groups/1607248466232418/permalink/2292949014329023/	16/11/2019	Venus	Picture		22	Travel	Information seeking
281	https://www.facebook.com/groups/1607248466232418/permalink/2293217757635482/	16/11/2019	Jennifer	Text		15	Lifestyle	Information seeking
282	https://www.facebook.com/groups/1607248466232418/permalink/2292686591021932/	16/11/2019	Kelly	Text		16	Work	Opportunity
283	https://www.facebook.com/groups/1607248466232418/permalink/2293058127651445/	16/11/2019	Delores	Text		2	Tools & Tips	Information seeking
284	https://www.facebook.com/groups/1607248466232418/permalink/2294675197489738/	17/11/2019	Milou	Picture	X	20	Lifestyle	Information sharing
285	https://www.facebook.com/groups/1607248466232418/permalink/2294529274170997/	17/11/2019	Natalie	Picture		13	Travel	Information seeking
286	https://www.facebook.com/groups/1607248466232418/permalink/2292850041005587/	17/11/2019	Augustine	Recommendation		30	Travel	Information seeking
287	https://www.facebook.com/groups/1607248466232418/permalink/2294398394184085/	17/11/2019	RJ	Recommendation		16	Travel	Information seeking
288	https://www.facebook.com/groups/1607248466232418/permalink/2294202914203633/	17/11/2019	Sarah	Text		44	Work	Information seeking
289	https://www.facebook.com/groups/1607248466232418/permalink/2293058514318073/	17/11/2019	Delore	Picture		22	Lifestyle	Inspiration
290	https://www.facebook.com/groups/1607248466232418/permalink/2293906030899988/	17/11/2019	Rossella	Text		21	Logistics	Information seeking
291	https://www.facebook.com/groups/1607248466232418/permalink/2293953104228614/	17/11/2019	Katarzyna	Text		10	Work	Information seeking
292	https://www.facebook.com/groups/1607248466232418/permalink/2293962590894332/	17/11/2019	Malin	Text		15	Travel	Information seeking
293	https://www.facebook.com/groups/1607248466232418/permalink/2293969234227001/	17/11/2019	Brandi	Text		33	Work	Opportunity
294	https://web.facebook.com/groups/1607248466232418/permalink/2295543067402951/	18/11/2019	Milou	Picture	X	125	Lifestyle	Information sharing

295	https://web.facebook.com/groups/1607248466232418/permalink/2295368070753784/	18/11/2019	Sherry	Text		3	Lifestyle	Information seeking
296	https://web.facebook.com/groups/1607248466232418/permalink/2295364624087462/	18/11/2019	Sieun	Text		10	Work	Opportunity
297	https://web.facebook.com/groups/1607248466232418/permalink/2295283164095608/	18/11/2019	Eglé	Picture		15	Lifestyle	Information seeking
298	https://web.facebook.com/groups/1607248466232418/permalink/2294474007509857/	18/11/2019	Rissy	Text		11	Lifestyle	Information seeking
299	https://web.facebook.com/groups/1607248466232418/permalink/2294606997496558/	18/11/2019	Aeriel	Text		13	Lifestyle	Information seeking
300	https://www.facebook.com/groups/1607248466232418/permalink/2295092194114705/	18/11/2019	Rayssa	Text		6	Work	Opportunity
301	https://www.facebook.com/groups/1607248466232418/permalink/2295095047447753/	18/11/2019	Michelle	Text		2	Work	Opportunity
302	https://www.facebook.com/groups/1607248466232418/permalink/2294763714147553/	18/11/2019	Milou	Picture	X	45	Lifestyle	Information sharing
303	https://www.facebook.com/groups/1607248466232418/permalink/2294742344149690/	18/11/2019	Leah	Picture		12	Tools & Tips	Information sharing
304	https://www.facebook.com/groups/1607248466232418/permalink/2294724947484763/	18/11/2019	Liberty	Text		142	Other	Personal Experience
305	https://www.facebook.com/groups/1607248466232418/permalink/2296453573978567/	19/11/2019	Milou	Picture	X	89	Travel	Inspiration
306	https://www.facebook.com/groups/1607248466232418/permalink/2296429003981024/	19/11/2019	Emily	Picture		4	Work	Opportunity
307	https://www.facebook.com/groups/1607248466232418/permalink/2296288223995102/	19/11/2019	Alana	Picture		11	Tools & Tips	Information seeking
308	https://www.facebook.com/groups/1607248466232418/permalink/2296266480663943/	19/11/2019	Sarah	Text		6	Meetup	Entertainment
309	https://www.facebook.com/groups/1607248466232418/permalink/2296163437340914/	19/11/2019	Nikki	Text		19	Tools & Tips	Information seeking
310	https://www.facebook.com/groups/1607248466232418/permalink/2296121267345131/	19/11/2019	Sophie	Text		45	Lifestyle	Information seeking
311	https://www.facebook.com/groups/1607248466232418/permalink/2296002867356971/	19/11/2019	Leydis	Text		0	Travel	Information seeking
312	https://www.facebook.com/groups/1607248466232418/permalink/2293005434323381/	19/11/2019	Sara	Text		68	Lifestyle	Personal Experience
313	https://www.facebook.com/groups/1607248466232418/permalink/2295752537382004/	19/11/2019	Madeleine	Text		8	Work	Information seeking
314	https://www.facebook.com/groups/1607248466232418/permalink/2295787460711845/	19/11/2019	Antonia	Recommendation		268	Lifestyle	Information seeking
315	https://www.facebook.com/groups/1607248466232418/permalink/2295815500709041/	19/11/2019	Valerie	Text		20	Travel	Information seeking
316	https://www.facebook.com/groups/1607248466232418/permalink/2294738477483410/	19/11/2019	Camilla	Text		2	Tools & Tips	Information seeking
317	https://www.facebook.com/groups/1607248466232418/permalink/2294753324148592/	19/11/2019	Ana	Picture		0	Logistics	Information seeking
318	https://www.facebook.com/groups/1607248466232418/permalink/2295766544047270/	19/11/2019	Rebeka	Text		55	Tools & Tips	Information seeking
319	https://www.facebook.com/groups/1607248466232418/permalink/2295727444051180/	19/11/2019	Alexandra	Picture		6	Travel	Information seeking
320	https://www.facebook.com/groups/1607248466232418/permalink/2295843464039578/	19/11/2019	Meghan	Text		0	Meetup	Entertainment
321	https://www.facebook.com/groups/1607248466232418/permalink/2295834327373825/	19/11/2019	Dianna	Text		41	Logistics	Information seeking
322	https://www.facebook.com/groups/1607248466232418/permalink/2297349577222300/	20/11/2019	Milou	Picture	X	24	Lifestyle	Support
323	https://www.facebook.com/groups/1607248466232418/permalink/2296995333924391/	20/11/2019	Jade	Picture		34	Other	Personal Experience
324	https://www.facebook.com/groups/1607248466232418/permalink/2297009240589667/	20/11/2019	Jacquel	Text		0	Logistics	Information seeking
325	https://www.facebook.com/groups/1607248466232418/permalink/2297028560587735/	20/11/2019	Karla	Recommendation		4	Work	Information seeking
326	https://www.facebook.com/groups/1607248466232418/permalink/2296740667283191/	20/11/2019	Maayan	Text		54	Work	Information seeking
327	https://www.facebook.com/groups/1607248466232418/permalink/2296883900602201/	20/11/2019	Rose	Text		2	Work	Opportunity
328	https://www.facebook.com/groups/1607248466232418/permalink/2296581367299121/	20/11/2019	Kat	Picture		5	Lifestyle	Information seeking
329	https://www.facebook.com/groups/1607248466232418/permalink/2296372093986715/	20/11/2019	Yolanda	Picture		2	Work	Opportunity
330	https://www.facebook.com/groups/1607248466232418/permalink/2296446567312601/	20/11/2019	Terhi	Text		2	Lifestyle	Information seeking

331	https://www.facebook.com/groups/1607248466232418/permalink/2296476993976225/	20/11/2019	Ellie	Picture		7	Tools & Tips	Information seeking
332	https://www.facebook.com/groups/1607248466232418/permalink/2297457873878137/	21/11/2019	Manon	Picture		2	Work	Information seeking
333	https://www.facebook.com/groups/1607248466232418/permalink/2297570433866881/	21/11/2019	Tanya	Picture		22	Lifestyle	Personal Experience
334	https://www.facebook.com/groups/1607248466232418/permalink/2297593767197881/	21/11/2019	Lorena	Text		23	Tools & Tips	Information seeking
335	https://www.facebook.com/groups/1607248466232418/permalink/2297649980525593/	21/11/2019	Adele	Text		159	Pre	Information seeking
336	https://www.facebook.com/groups/1607248466232418/permalink/2298116807145577/	21/11/2019	Angela	Text		0	Meetup	Entertainment
337	https://www.facebook.com/groups/1607248466232418/permalink/2297951387162119/	21/11/2019	Juliana	Text		16	Travel	Information seeking
338	https://www.facebook.com/groups/1607248466232418/permalink/2290330821257509/	21/11/2019	Sonia	Picture		17	Work	Information seeking
339	https://www.facebook.com/groups/1607248466232418/permalink/229464544159370/	21/11/2019	Nanki	Text		15	Work	Opportunity
340	https://www.facebook.com/groups/1607248466232418/permalink/2294961287461129/	21/11/2019	Robin	Text		6	Lifestyle	Information seeking
341	https://www.facebook.com/groups/1607248466232418/permalink/2297569750533616/	21/11/2019	Nathale	Text		30	Work	Opportunity
342	https://www.facebook.com/groups/1607248466232418/permalink/2297599717197286/	21/11/2019	Milou	Text	X	42	Lifestyle	Information sharing
343	https://www.facebook.com/groups/1607248466232418/permalink/2297516830538908/	21/11/2019	Zsófia	Text		7	Tools & Tips	Information seeking
344	https://www.facebook.com/groups/1607248466232418/permalink/2297532027204055/	21/11/2019	Katja	Text		41	Work	Opportunity
345	https://www.facebook.com/groups/1607248466232418/permalink/2299165630374028/	22/11/2019	Milou	Picture	X	140	Meetup	Entertainment
346	https://www.facebook.com/groups/1607248466232418/permalink/2298496350440956/	22/11/2019	Karyna	Picture		373	Lifestyle	Opportunity
347	https://www.facebook.com/groups/1607248466232418/permalink/2298459913777933/	22/11/2019	Jane	Text		39	Work	Opportunity
348	https://www.facebook.com/groups/1607248466232418/permalink/2299152763708648/	23/11/2019	Sofia	Picture		4	Meetup	Entertainment
349	https://www.facebook.com/groups/1607248466232418/permalink/2299230860367505/	23/11/2019	Caroline	Text		5	Lifestyle	Information seeking
350	https://www.facebook.com/groups/1607248466232418/permalink/2299233653700559/	23/11/2019	Miriam	Text		15	Meetup	Entertainment
351	https://www.facebook.com/groups/1607248466232418/permalink/2299462833677641/	23/11/2019	Nina	Text		7	Work	Opportunity
352	https://www.facebook.com/groups/1607248466232418/permalink/2300101613613763/	23/11/2019	Milou	Picture	X	99	Lifestyle	Personal Experience
353	https://www.facebook.com/groups/1607248466232418/permalink/2299666170323974/	23/11/2019	Lainee	Text		13	Work	Information seeking
354	https://www.facebook.com/groups/1607248466232418/permalink/2299689533654971/	23/11/2019	Ivy	Text		8	Meetup	Entertainment
355	https://www.facebook.com/groups/1607248466232418/permalink/2299692133654711/	23/11/2019	Katrina	Text		2	Work	Opportunity
356	https://www.facebook.com/groups/1607248466232418/permalink/2298841933739731/	23/11/2019	Eve	Picture		0	Work	Information seeking
357	https://www.facebook.com/groups/1607248466232418/permalink/2298930653730859/	23/11/2019	Sarah	Picture		74	Travel	Information seeking
358	https://www.facebook.com/groups/1607248466232418/permalink/2299042677052990/	23/11/2019	Jackie	Text		19	Pre	Information seeking
359	https://www.facebook.com/groups/1607248466232418/permalink/2299178263706098/	23/11/2019	Holly	Text		24	Pre	Information seeking
360	https://www.facebook.com/groups/1607248466232418/permalink/2299230467034211/	23/11/2019	Jane	Text		13	Tools & Tips	Information seeking
361	https://www.facebook.com/groups/1607248466232418/permalink/229855223768702/	23/11/2019	Kate	Text		5	Lifestyle	Information seeking
362	https://www.facebook.com/groups/1607248466232418/permalink/2300996913524233/	24/11/2019	Milou	Picture	X	25	Lifestyle	Personal Experience
363	https://www.facebook.com/groups/1607248466232418/permalink/2300801976877060/	24/11/2019	Emily	Text		27	Lifestyle	Personal Experience
364	https://www.facebook.com/groups/1607248466232418/permalink/230082293541695/	24/11/2019	Siobhan	Text		18	Meetup	Entertainment
365	https://www.facebook.com/groups/1607248466232418/permalink/2300855220205069/	24/11/2019	Becky	Text		17	Tools & Tips	Information seeking
366	https://www.facebook.com/groups/1607248466232418/permalink/230054483569440/	24/11/2019	Marina	Video		4	Work	Information seeking
367	https://www.facebook.com/groups/1607248466232418/permalink/2300693483554576/	24/11/2019	Sam	Picture		18	Work	Opportunity

368	https://www.facebook.com/groups/1607248466232418/permalink/2300710770219514/	24/11/2019	Louise	Text		20	Tools & Tips	Information seeking
369	https://www.facebook.com/groups/1607248466232418/permalink/2300715063552418/	24/11/2019	Julia	Text		12	Tools & Tips	Information seeking
370	https://www.facebook.com/groups/1607248466232418/permalink/2300640683559856/	24/11/2019	Angie	Recommendation		29	Lifestyle	Information seeking
371	https://www.facebook.com/groups/1607248466232418/permalink/2300567650233826/	24/11/2019	Megan	Text		31	Tools & Tips	Information seeking
372	https://www.facebook.com/groups/1607248466232418/permalink/2300540230236568/	24/11/2019	Laura	Text		15	Work	Opportunity
373	https://www.facebook.com/groups/1607248466232418/permalink/2296693063954618/	24/11/2019	Ella	Text		22	Work	Information seeking
374	https://www.facebook.com/groups/1607248466232418/permalink/2295121340778457/	24/11/2019	Rebeka	Picture		8	Lifestyle	Information seeking
375	https://www.facebook.com/groups/1607248466232418/permalink/2296703943953530/	24/11/2019	Brianna	Text		23	Logistics	Information seeking
376	https://www.facebook.com/groups/1607248466232418/permalink/2298378407119417/	24/11/2019	Patrícia	Text		4	Work	Information seeking
377	https://www.facebook.com/groups/1607248466232418/permalink/2298807983743126/	24/11/2019	Jade	Text		60	Work	Opportunity
378	https://www.facebook.com/groups/1607248466232418/permalink/2298493820441209/	24/11/2019	Eliza	Text		12	Work	Opportunity
379	https://www.facebook.com/groups/1607248466232418/permalink/2299673690323222/	24/11/2019	Kayla	Picture		21	Travel	Information seeking
380	https://www.facebook.com/groups/1607248466232418/permalink/2300065133617411/	24/11/2019	Jessica	Text		17	Tools & Tips	Information seeking
381	https://www.facebook.com/groups/1607248466232418/permalink/2299917986965459/	24/11/2019	Sue	Text		0	Pre	Information seeking
382	https://www.facebook.com/groups/1607248466232418/permalink/2300202470270344/	24/11/2019	Sarah	Picture		15	Meetup	Entertainment
383	https://www.facebook.com/groups/1607248466232418/permalink/2301951193428805/	25/11/2019	Milou	Picture	X	120	Work	Support
384	https://www.facebook.com/groups/1607248466232418/permalink/2301189983504926/	25/11/2019	Jennifer	Text		16	Lifestyle	Information seeking
385	https://www.facebook.com/groups/1607248466232418/permalink/2301237220166869/	25/11/2019	Mina	Text		11	Work	Opportunity
386	https://www.facebook.com/groups/1607248466232418/permalink/2301388470151744/	25/11/2019	Nina	Text		12	Work	Opportunity
387	https://www.facebook.com/groups/1607248466232418/permalink/2301495226807735/	25/11/2019	Kisha	Text		4	Tools & Tips	Information seeking
388	https://www.facebook.com/groups/1607248466232418/permalink/2301736750116916/	25/11/2019	Maryam	Text		0	Work	Opportunity
389	https://www.facebook.com/groups/1607248466232418/permalink/2301782236779034/	25/11/2019	Marinela	Text		5	Work	Opportunity
390	https://www.facebook.com/groups/1607248466232418/permalink/2301683896788868/	25/11/2019	Melanie	Recommendation		14	Travel	Information seeking
391	https://www.facebook.com/groups/1607248466232418/permalink/2300991516858106/	25/11/2019	Victoria	Recommendation		7	Travel	Information seeking
392	https://www.facebook.com/groups/1607248466232418/permalink/2301596740130917/	25/11/2019	Melissa	Recommendation		20	Travel	Information seeking
393	https://www.facebook.com/groups/1607248466232418/permalink/2301268423497082/	25/11/2019	Samantha	Recommendation		37	Work	Opportunity
394	https://www.facebook.com/groups/1607248466232418/permalink/2301194513504473/	25/11/2019	Zoe	Text		13	Tools & Tips	Information seeking
395	https://www.facebook.com/groups/1607248466232418/permalink/2301047176852540/	25/11/2019	Susann	Text		216	Relationship	Support
396	https://www.facebook.com/groups/1607248466232418/permalink/2301068166850441/	25/11/2019	Liselotte	Picture		6	Travel	Information seeking
397	https://www.facebook.com/groups/1607248466232418/permalink/2294309894192935/	26/11/2019	Rita	Text		0	Lifestyle	Information sharing
398	https://www.facebook.com/groups/1607248466232418/permalink/2295742540716337/	26/11/2019	Jelena	Recommendation		1	Tools & Tips	Information seeking
399	https://www.facebook.com/groups/1607248466232418/permalink/2296571710633420/	26/11/2019	Sarah	Text		8	Work	Personal Experience
400	https://www.facebook.com/groups/1607248466232418/permalink/2296821393941785/	26/11/2019	Sophie	Text		24	Tools & Tips	Information seeking
401	https://www.facebook.com/groups/1607248466232418/permalink/2298262273797697/	26/11/2019	Bianca	Text		2	Pre	Information seeking
402	https://www.facebook.com/groups/1607248466232418/permalink/2302852206672037/	26/11/2019	Milou	Picture	X	67	Travel	Inspiration
403	https://www.facebook.com/groups/1607248466232418/permalink/2295842174039707/	26/11/2019	Sarah	Text		43	Work	Information seeking
404	https://www.facebook.com/groups/1607248466232418/permalink/2302610303362894/	26/11/2019	Jo	Text		29	Work	Information seeking

405	https://www.facebook.com/groups/1607248466232418/permalink/2302466030043988/	26/11/2019	Vivian	Text		17	Work	Opportunity
406	https://www.facebook.com/groups/1607248466232418/permalink/2302838043340120/	26/11/2019	Ha	Text		0	Tools & Tips	Information seeking
407	https://www.facebook.com/groups/1607248466232418/permalink/2302754830015108/	26/11/2019	Amy	Text		28	Lifestyle	Information seeking
408	https://www.facebook.com/groups/1607248466232418/permalink/2302733163350608/	26/11/2019	Abbiola	Text		26	Work	Information seeking
409	https://www.facebook.com/groups/1607248466232418/permalink/2302454243378500/	26/11/2019	Moorea	Text		6	Travel	Information seeking
410	https://www.facebook.com/groups/1607248466232418/permalink/2302452316712026/	26/11/2019	Aya	Picture		22	Work	Personal Experience
411	https://www.facebook.com/groups/1607248466232418/permalink/2302560126701245/	26/11/2019	Emily	Picture		50	Tools & Tips	Information seeking
412	https://www.facebook.com/groups/1607248466232418/permalink/2302587936698464/	26/11/2019	Jaclyn	Text		10	Tools & Tips	Information seeking
413	https://www.facebook.com/groups/1607248466232418/permalink/2302354990055092/	26/11/2019	Norah	Text		33	Travel	Information seeking
414	https://www.facebook.com/groups/1607248466232418/permalink/2300416500248941/	26/11/2019	Laura	Text		6	Tools & Tips	Information seeking
415	https://www.facebook.com/groups/1607248466232418/permalink/2302351066722151/	26/11/2019	Marina	Picture		5	Work	Information seeking
416	https://www.facebook.com/groups/1607248466232418/permalink/230234977622280/	26/11/2019	Eva	Video		5	Travel	Information seeking
417	https://www.facebook.com/groups/1607248466232418/permalink/2297237023900222/	26/11/2019	Tina	Picture		35	Work	Opportunity
418	https://www.facebook.com/groups/1607248466232418/permalink/2298324830458108/	26/11/2019	Darcy	Picture		32	Work	Opportunity
419	https://www.facebook.com/groups/1607248466232418/permalink/2301319816825276/	26/11/2019	Francesca	Text		5	Pre	Information seeking
420	https://www.facebook.com/groups/1607248466232418/permalink/2301250580165533/	26/11/2019	Meaghan	Picture		13	Travel	Information seeking
421	https://www.facebook.com/groups/1607248466232418/permalink/2301586016798656/	26/11/2019	Mel	Text		8	Travel	Information seeking
422	https://www.facebook.com/groups/1607248466232418/permalink/2301886313435293/	26/11/2019	Kate	Text		4	Work	Information seeking
423	https://www.facebook.com/groups/1607248466232418/permalink/2302000786757179/	26/11/2019	Ana	Text		53	Lifestyle	Information seeking
424	https://www.facebook.com/groups/1607248466232418/permalink/2301889853434939/	26/11/2019	Franzi	Text		13	Work	Opportunity
425	https://www.facebook.com/groups/1607248466232418/permalink/2302142000076391/	26/11/2019	Karlie	Text		0	Work	Opportunity
426	https://www.facebook.com/groups/1607248466232418/permalink/2303662463257678/	27/11/2019	Celine	Picture		9	Lifestyle	Information sharing
427	https://www.facebook.com/groups/1607248466232418/permalink/2303479209942670/	27/11/2019	Chadvee	Picture		21	Lifestyle	Information seeking
428	https://www.facebook.com/groups/1607248466232418/permalink/2303738249916766/	27/11/2019	Aluashka	Picture		17	Lifestyle	Information sharing
429	https://www.facebook.com/groups/1607248466232418/permalink/2303733679917223/	27/11/2019	Milou	Picture	X	56	Lifestyle	Personal Experience
430	https://www.facebook.com/groups/1607248466232418/permalink/2303554123268512/	27/11/2019	Justina	Text		4	Tools & Tips	Information seeking
431	https://www.facebook.com/groups/1607248466232418/permalink/2303602309930360/	27/11/2019	Idania	Text		38	Tools & Tips	Information seeking
432	https://www.facebook.com/groups/1607248466232418/permalink/2303698536587404/	27/11/2019	Bella	Text		46	Work	Information seeking
433	https://www.facebook.com/groups/1607248466232418/permalink/2303729389917652/	27/11/2019	DL	Text		3	Tools & Tips	Information seeking
434	https://www.facebook.com/groups/1607248466232418/permalink/2303205246636733/	27/11/2019	Sara	Text		0	Meetup	Entertainment
435	https://www.facebook.com/groups/1607248466232418/permalink/2303276836629574/	27/11/2019	Mariola	Text		3	Tools & Tips	Information seeking
436	https://www.facebook.com/groups/1607248466232418/permalink/2303483046608953/	27/11/2019	Steph	Text		52	Lifestyle	Information seeking
437	https://www.facebook.com/groups/1607248466232418/permalink/2302994399991151/	27/11/2019	Scarlett	Text		38	Lifestyle	Personal Experience
438	https://www.facebook.com/groups/1607248466232418/permalink/2303000556657202/	27/11/2019	Mara	Text		2	Logistics	Information seeking
439	https://www.facebook.com/groups/1607248466232418/permalink/2302879600002631/	27/11/2019	Laura	Text		13	Work	Opportunity
440	https://www.facebook.com/groups/1607248466232418/permalink/2304491353174789/	28/11/2019	Elise	Text		7	Travel	Information seeking

441	https://www.facebook.com/groups/1607248466232418/permalink/2304518913172033/	28/11/2019	Oxana	Text		12	Work	Opportunity
442	https://www.facebook.com/groups/1607248466232418/permalink/2304285229862068/	28/11/2019	Ria	Text		3	Meetup	Entertainment
443	https://www.facebook.com/groups/1607248466232418/permalink/2304309683192956/	28/11/2019	Samantha	Recommendation		2	Lifestyle	Information seeking
444	https://www.facebook.com/groups/1607248466232418/permalink/2304323213191603/	28/11/2019	Erin	Text		70	Work	Opportunity
445	https://www.facebook.com/groups/1607248466232418/permalink/2304059143218010/	28/11/2019	Melissa	Text		8	Meetup	Entertainment
446	https://www.facebook.com/groups/1607248466232418/permalink/2304005573223367/	28/11/2019	Haleigh	Picture		10	Work	Information seeking
447	https://www.facebook.com/groups/1607248466232418/permalink/2304067513217173/	28/11/2019	Romana	Picture		6	Work	Opportunity
448	https://www.facebook.com/groups/1607248466232418/permalink/2304013699889221/	28/11/2019	Carly	Recommendation		22	Travel	Information seeking
449	https://www.facebook.com/groups/1607248466232418/permalink/2303743529916238/	28/11/2019	Noemi	Text		12	Tools & Tips	Information seeking
450	https://www.facebook.com/groups/1607248466232418/permalink/2303813803242544/	28/11/2019	Lisa	Recommendation		5	Pre	Information seeking
451	https://www.facebook.com/groups/1607248466232418/permalink/2303947009895890/	28/11/2019	Angie	Picture		88	Work	Opportunity
452	https://www.facebook.com/groups/1607248466232418/permalink/2303570959933495/	28/11/2019	Angela	Text		4	Tools & Tips	Information seeking
453	https://www.facebook.com/groups/1607248466232418/permalink/2305464963077428/	29/11/2019	Milou	Picture	X	73	Meetup	Entertainment
454	https://www.facebook.com/groups/1607248466232418/permalink/2303798706577387/	29/11/2019	Claudia	Text		42	Work	Personal Experience
455	https://www.facebook.com/groups/1607248466232418/permalink/2304658809824710/	29/11/2019	Rookhsaar	Text		12	Pre	Information seeking
456	https://www.facebook.com/groups/1607248466232418/permalink/2305265356430722/	29/11/2019	Linda	Picture		86	Travel	Information seeking
457	https://www.facebook.com/groups/1607248466232418/permalink/2305310403092884/	29/11/2019	Allie	Text		11	Pre	Information seeking
458	https://www.facebook.com/groups/1607248466232418/permalink/2305322486425009/	29/11/2019	Pilar	Text		13	Tools & Tips	Information seeking
459	https://www.facebook.com/groups/1607248466232418/permalink/2305435446413713/	29/11/2019	Andréa	Text		116	Tools & Tips	Personal Experience
460	https://www.facebook.com/groups/1607248466232418/permalink/2303950209895570/	29/11/2019	Mia	Poll		30	Pre	Information seeking
461	https://www.facebook.com/groups/1607248466232418/permalink/2304084219882169/	29/11/2019	Antonia	Text		10	Work	Information seeking
462	https://www.facebook.com/groups/1607248466232418/permalink/2305206009769990/	29/11/2019	Amanda	Picture		4	Work	Information seeking
463	https://www.facebook.com/groups/1607248466232418/permalink/2305206343103290/	29/11/2019	Réka	Picture		6	Work	Information seeking
464	https://www.facebook.com/groups/1607248466232418/permalink/2298356853788239/	29/11/2019	Sabrina	Text		24	Other	Other
465	https://www.facebook.com/groups/1607248466232418/permalink/2305153419775249/	29/11/2019	Pilar	Text		6	Tools & Tips	Information seeking
466	https://www.facebook.com/groups/1607248466232418/permalink/2304952986461959/	29/11/2019	Noemi	Text		3	Work	Opportunity
467	https://www.facebook.com/groups/1607248466232418/permalink/2304989343124990/	29/11/2019	Taylor	Text		141	Pre	Inspiration
468	https://www.facebook.com/groups/1607248466232418/permalink/2305045106452747/	29/11/2019	Nina	Text		7	Tools & Tips	Information seeking
469	https://www.facebook.com/groups/1607248466232418/permalink/2305078649782726/	29/11/2019	Colleen	Text		5	Logistics	Information seeking
470	https://www.facebook.com/groups/1607248466232418/permalink/2304696943154230/	29/11/2019	Hannah	Text		0	Work	Opportunity
471	https://www.facebook.com/groups/1607248466232418/permalink/2304868069803784/	29/11/2019	Milou	Picture	X	74	Other	Information sharing
472	https://www.facebook.com/groups/1607248466232418/permalink/2304716096485648/	29/11/2019	Jacqueline	Picture		0	Meetup	Entertainment
473	https://www.facebook.com/groups/1607248466232418/permalink/2306424172981507/	30/11/2019	Milou	Picture	X	90	Lifestyle	Inspiration
474	https://www.facebook.com/groups/1607248466232418/permalink/2305625096394748/	30/11/2019	Vanessa	Recommendation		3	Lifestyle	Information seeking
475	https://www.facebook.com/groups/1607248466232418/permalink/2305676849722906/	30/11/2019	Kirsten	Picture		8	Tools & Tips	Information seeking
476	https://www.facebook.com/groups/1607248466232418/permalink/2305823806374877/	30/11/2019	Pamela	Text		1	Tools & Tips	Information seeking
477	https://www.facebook.com/groups/1607248466232418/permalink/2306236869666904/	30/11/2019	Valentina	Text		5	Tools & Tips	Information seeking

475	https://www.facebook.com/groups/1607248466232418/permalink/2306054673018457/	30/11/2019	Catie	Text		88	Work	Opportunity
476	https://www.facebook.com/groups/1607248466232418/permalink/2305630473060877/	30/11/2019	Adriana	Text		8	Work	Opportunity
477	https://www.facebook.com/groups/1607248466232418/permalink/2305843099706281/	30/11/2019	Daisy	Text		180	Lifestyle	Personal Experience
478	https://www.facebook.com/groups/1607248466232418/permalink/2306074709683120/	30/11/2019	Ashley	Text		11	Tools & Tips	Information seeking
479	https://www.facebook.com/groups/1607248466232418/permalink/2305712086386049/	30/11/2019	Esther	Recommendation		6	Lifestyle	Information seeking
480	https://www.facebook.com/groups/1607248466232418/permalink/2307233799567211/	01/12/2019	Huong	Text		7	Work	Opportunity
481	https://www.facebook.com/groups/1607248466232418/permalink/2307212006236057/	01/12/2019	Ozlem	Text		0	Work	Opportunity
482	https://www.facebook.com/groups/1607248466232418/permalink/2307118496245408/	01/12/2019	Claudia	Text		54	Lifestyle	Information seeking
483	https://www.facebook.com/groups/1607248466232418/permalink/2307174712906453/	01/12/2019	Melanie	Text		3	Logistics	Information seeking
484	https://www.facebook.com/groups/1607248466232418/permalink/2307162372907687/	01/12/2019	Janis	Recommendation		8	Lifestyle	Information seeking
485	https://www.facebook.com/groups/1607248466232418/permalink/2306997839590807/	01/12/2019	Luz	Text		5	Travel	Information seeking
486	https://www.facebook.com/groups/1607248466232418/permalink/2307060209584570/	01/12/2019	Meredith	Picture		0	Meetup	Entertainment
487	https://www.facebook.com/groups/1607248466232418/permalink/2307084896248768/	01/12/2019	Pilar	Text		15	Travel	Information seeking
489	https://www.facebook.com/groups/1607248466232418/permalink/2307006796256578/	01/12/2019	Stephanie	Picture		3	Logistics	Information seeking
490	https://www.facebook.com/groups/1607248466232418/permalink/2306767769613814/	01/12/2019	Sarah	Text		4	Tools & Tips	Information seeking
491	https://www.facebook.com/groups/1607248466232418/permalink/2306776992946225/	01/12/2019	Raychel	Text		43	Work	Opportunity
492	https://www.facebook.com/groups/1607248466232418/permalink/2306899759600615/	01/12/2019	Rachael	Text		6	Work	Opportunity
493	https://www.facebook.com/groups/1607248466232418/permalink/2306630739627517/	01/12/2019	Lucia	Text		30	Pre	Information seeking
494	https://www.facebook.com/groups/1607248466232418/permalink/2306648352959089/	01/12/2019	Julienne	Text		2	Work	Opportunity
495	https://www.facebook.com/groups/1607248466232418/permalink/2306587539631837/	01/12/2019	Rob	Text		8	Work	Information sharing
496	https://www.facebook.com/groups/1607248466232418/permalink/2306741852949739/	01/12/2019	Diana	Text		19	Work	Opportunity
497	https://www.facebook.com/groups/1607248466232418/permalink/2306640432959881/	01/12/2019	Claudia	Text		1	Meetup	Entertainment
498	https://www.facebook.com/groups/1607248466232418/permalink/2306675976289660/	01/12/2019	Dimitra	Text		4	Work	Opportunity
499	https://www.facebook.com/groups/1607248466232418/permalink/2306714096285848/	01/12/2019	Fanni	Text		28	Work	Opportunity

APPENDIX B: REFLECTIVE FIELD NOTES

This appendix presents the fieldnotes taken during the period of the netnography on a day to day basis. Quotes were copied as per original post. Abbreviations were used. Notes were left unedited in order to conserve their original authenticity.

Glossary:

OP = Original Poster

DN = Digital Nomad

DM/PM: Direct Message

01/11

- Job offer for a remote software engineer advertised > no interaction.
- Post seeking recommendation for social media manager. Many comments including recommendations with “tagging” other members, website links and self-promotion. Lots of “DM’d you”.
- Job post with invitation to email if interested. No comments. Structured professional looking job posts get no interaction so far.
- Request to find an independent web designer. Lots of recommendations, as above.
- Post seeking recommendations for a good place to stay in SriLanka for 2 months. Many commented “Following”.
- Travel related post - seeking info about event. Lots of enthusiasm and recommendations for said event.
- Post by Jacqueline about phone sims. “Conversation starter”.
- Someone asking for Spanish lessons. Feels out of place. Still supportive comments.
- Post asking for personal experience about studying online at university whilst travelling full time. Looking for insight on feasibility. A couple of positive experiences shared.

02/11

- Nomad posted about visit to Tulum. Looking to meet other nomads. A meetup was organised amongst a few members in the message thread.
- Post by Laura explaining chronic illness and looking for support. *“Its just a holiday and I fly back next week. Though it feels like forever as I literally cannot breathe well. If it worsenes I will seek out medical care. Just wanted to share this. I really need support as I feel lost right now. Thank you for reading 💕 love”* > Many words of encouragement and support, as well as psychological guidance.
- Post by Nora with challenge about being distracted by social media, when doing social media work. Struggle post.
- Milou (admin) post for “Meetup”. 162 comments with members posting their locations. A couple of interactions in the thread asking for meetups or recommendations *“[Bonny Lmr](#) there is a weekly Wednesday girls lunch if you fancy joining us. PM me for details. 😊* Also a girls coworking session on Monday.”
- Two posts in two days asking for a spanish tutor. > Search feature not used?
- Post mentioning “Wwoof” > work away
- Post asking for inspiration by member who is not yet a digital nomad. *“Hello Ladies! I still haven’t made the step of the digital nomadic lifestyle but considering it a lot as I have a remote job at the moment. Can you share with me inspiring and reassuring stories of yours to help me take that step? Thanks!!”*

- > Interesting that the group includes members who are not yet digital nomads.

03/11

- Short question asking directly for resources > no answer. Comes across as a bit rude.
- Request for meetup in Goa. No answers.
- Milou "Self promo" image thread. Group discourages self-promo posts but allows you to use this post specifically for that purpose. Posted once a month with same caption. LOTS of engagement (177 comments). Many posts with blog articles that have been written. Not much interaction within the thread (to each other's comments).
- Post about struggling to price one's work.
- Post looking for accommodation in Hawaii. Another member says she owns a few Airbnbs and will give her a good rate as a fellow nomad.

04/11

- Two posts by Moderator (Samantha) encouraging nomads to share if they have accommodation available to let or share for April/May. Encouraging sharing amongst nomads. Praise for the initiative.
- Question about dropshipping.
- Missing person post.

05/11

- "Heads-up" posts about ATM fees in South America.
- Post requesting information about taxes and accounting. Lots of resources posted as help.
- Post asking safety of San Domingo for solo traveller.
- Post asking about weather clothing recommendations for Chicago. Lots of personal experiences shared.
- Post asking about how to become a virtual assistant. 2 "F".
- Milou "COLLABORATE" picture post. *COLLABORATE: Because two people know more than one! Are you searching for someone to interview for your blog? Do you want to team up for a webinar? Looking for a VA? Why not ask in this group and see if you can help a fellow FDN out!*
- Post about where to go for Christmas and recommendations on things to do. Supportive ideas.
- Post about moving to Uruguay and finding it hard to connect. Meetup request.

06/11

- Post requesting tips on how to use your location independence as an advantage. Many people offering to help with insights. Guidance about turning the independence into strength. Some asking her questions too.
- Super interesting post about nomad receiving grant to run documentary on environmental issues, and asking for topic suggestions from other members.
- Moderator shared the link to "Ecosia" - an eco-friendly search engine. Many positive reactions to this along with members sharing articles about it. Environment seems to be a topic that generates a lot of positive interaction.
- "Marce" posts a job offer daily. Not much feedback. Links direct to another FB group for remote work opportunities.

- Post asking about where to go in Granada. Picture attached with quote. Generated a lot of answers.
- Admin "Milou" post about travel photo. *TRAVEL PHOTO: Share the best travel photo you took this week. Make us jealous of where you are 😊 :-)! NO links to social media please! / Lots of engagement. (82). Many nomads liking each other's pictures.*
- Quite a few posts about building websites. Confirms the tech savviness of digital nomads.

07/11

- Post asking straight up info about how to charge commission. No answer.
- Post about girl travelling to SA and scared of stereotypes "infested by bugs". Lots of helpful feedback.
- Post about becoming a nomad when coming from Asia. No answers.
- One of the most common questions is with regards to receiving payments online.
- Post asking for nomad to do speed test in Koh Chang
- Interesting post about Patreons and pros and cons of having them. Many shared their experience and how they use it for passive income. *"have one and I've found it very beneficial especially payout wise"*
- Milou post (admin) for STRUGGLES. Interesting post. *STRUGGLES: What is something you are struggling with today? And how can we help? Are you struggling to figure out how to plan an itinerary? How to monetize your site? How to land your first clients? Share your struggles in the comments, so we can help! NO self promotion.*
- Encouraging members to share their struggles. Lots of engagement. Not much interaction amongst the thread.

08/11

- Post enquiring about the fundamental tools of marketing. Helpful 101's shared.
- Lots of posts about setting rates and pricing one's work.
- Post about breaking up with a loved one and needing a therapist. Many recommendations and messages of support.
- Video post joking about needing to be paid/ working for free for "exposure". 209 likes - which one can assume means that people are amused or can relate. Humour = engagement.
- Post asking about Van life
- Post asking about how to deal with the situation where friends/expats leave. Sentiment of loneliness.
- Post about starting a business - looking for support. *I would like to start to develop a business online focusing on brand design and other services....But the thing I really don't want to do that alone. I like to work in a group is much better than alone T T. So I was wondering there is anyone looking for work together towards an idea/goal?*
- Post about laptop and equipment - generated a lot of guidance.
- Question about border agents "self employed status". Different mix of answers. Interesting that some state that they say they do not disclose their activity.
- Post looking for guided tour recommendation. LOTS of recommendations. Seems like a popular topic.
- AL - Struggle post about being unemployed and fear. Lots of words of encouragement and support from all the other nomads (58 comments) including suggestions to meet up.
- Someone shared a NYT article about digital nomadism. No engagement.
- Question about patenting/copyright of ideas.

- Interesting post about a nomad who is tired of justifying her choices. *"Take credit for, and acknowledge your hard work, it doesn't make you a less good fellow-being."*
- 😊. Positive inspiration post. Many likes. Many praising her and offering their share of experience too (64 comments).
- Post from a client asking whether or not she could request a refund for a job that she felt was not satisfactory with attached picture of the job. Many comments ensued with a backlash of her not recognising the quality of the job. First post with "negativity" in this community. Libelous terms used. Moderator had to intervene to remind members to be respectful of one and other.

09/11

- Funny post about coffee shop recommendations in Brooklyn and coffee shop etiquette
- Unspecific post about moving to EU. No answers.
- Post about safety in Morocco. Lots of mixed authentic personal experiences.
- Standard MEETUP thread post from Milou. Same format. It seems like she uses Buffer to pre-plan and publish her posts.
- Safety questions about Iran travel plans. Mixed feedback. 17 comments.
- Questions about setting up a business in Portugal.
- Post about packing up their life as a mum and daughter and moving to Thailand. Looking for recommendations.
- Questions about planning to move to EU as an American. Request for shared experiences. Lots of advice given.

10/11

- Self-promo thread post by Admin.
- Post looking for new VA. Many applicants.
- Logo request also tons of feedback.
- Post looking for content writer also received A LOT of feedback.
- Nomad looking for a group that her mum can be apart of and connect with like minded women. A couple of suggestions.

11/11

- Post asking for advice about how to put a social media portfolio together.
 - o It seems like when someone posts a short questions without much background, there is not much response.
- Post asking about *"What's one thing you wish you knew before becoming a digital nomad"*. Lots of engagement (104). Picture of landscape attached "for attention". Lots of logistical information and answers for both short-term and long-term challenges. *Build a solid emergency fund in a high interest savings account before taking off. The peace of mind that comes with knowing you can handle life if 🤖 hits the fan, is priceless.* . Also multiple comments with *"Me too, let's meet up!"*.
- Post asking about how to organise a yoga retreat.
- Post about asking for good coffee shops in Chiang Mai. One member who is already begins a discussion which ends in agreeing to go for coffee together.
- Post where nomad discloses that she struggled to be understood by family/members. *Hello Ladies! After seeing numerous posts on the difficulties of being an online entrepreneur, I've decided to share my thoughts on the topic.... Keep doing what you love. You've figured it out before the masses, so you're ahead of the game, really. Keep your chin up and always reach out to this group for a little inspiration, if needed! ❤️ to All.* Encouraging others to reach out to the group for inspiration. Many comments and

engagement “thanking her for this”. “Needed to hear this”. A couple of other members reaching out with questions “How do you do it”. Overall very positive and encouraging tone.

- Milou shares a “GOALS” post. *GOALS: What are your goals for this week? It's a fresh new start, and if you LOVE your career as much as I do: you're thrilled! But it can be overwhelming to do everything you want to do. So let's pick ONE goal and hold each other accountable for it! NO self promo!*
 - o DNs can post their goal to be held accountable. Her less popular post in terms of engagement.
- DN asking about lifestyle in Georgia.
- DN asking about platforms for work. General consensus agrees that Upwork is an abusive platform in terms of fees.
- Post about starting a co-living space and looking for people to work there. Comes across a little like a “launch advert”.
- Post asking for Travel recommendations for Vietnam. Lots of places mentioned.
- Post seeking mental-health resources. Friendly approach.
- Post asking for help writing a resume. Post starts with “Sisters, I need you help”. 6 people reached out.
- Post looking for LLC recommendations. Ends with “Thank you all. I value the insight in this group”.
- Lots of VISA info seeking posts.
- Post looking for general travel insights to Thailand. Mixed experiences.
- Post looking for recommendations in Mexico. Seems like a popular place for DNs.
- Post asking about a remote dietician. Lots of feedback and personal experiences shared. Health seems to be an engagement triggering topics.
- Milou - admin post. “COLLABORATE”. Purpose of the thread is to network. Thread permits self-promo. Interesting business requests such as featuring on podcasts, guest blog-posting market research.

12/11

- Interesting post from “Rising star” - aka has created a post that’s generated engagement within first month of joining the community. *Hi! I checked through the search bar and didn't find anything with these specific requirements...where do you recommend as a digital nomad location to stay for a few months that specifically has great WiFi/internet in apartments, LGBT friendly, good air quality, and on a budget?* This post is quite telling about the DN lifestyle. Any location is possible - she’s really open to go wherever.
- Post requesting tips about how to create relationships with people you connect with during travel. Hi Ladies!
- What are your tips for creating new relationships with people that have depth and you feel connected to... while traveling? Most comments encourage openness, authenticity.
- Basic question post about the use of LinkedIn. DNs speak highly of it in terms of networking value.
- Post looking to network. *“Hello everyone. I am new in this group and what an awesome supportive energy you have over here. Any photographers here?”* A couple of comments stating that they appreciate the energy too: *Nina: Totally it's the only group I've never left and I've left many. Here the energy is goooood ! So thankful to the admin. I'm a freelance translator.*
- Nice recruitment post for a web designer. DN offering the chance for someone who is just starting out to work on a project for them. *I know there are a lot of really amazing experienced web designers here, but I'd LOVE to give someone who's just starting out a chance to build their experience and portfolio. If that's you, and you're looking to get*

started in this DN life, DM me with your background and rates! A lot of praise for this post. "Love the mindset". More praise than people applying.

- Travel photo post by Milou.

13/11

- DN shares personal experience about hiring a freelancer who became unreliable due to personal issues. She is looking for advice on whether or not to re-hire her "second chance". Mixed perspectives which reveals a lot about the group: mix of "hirers" and "hirees".
- DN looking for a photographer to follow her in Morocco. Lots of interest. She follows up two weeks later with a post of one of the photos including a Tag to recommend the person who did the job.
- Post asking for advice about how to reduce carbon footprint. High comment rate. Lots of advice incl "No kids" coming up quite a lot. Vegan, plant-based diets, less travel, public transport, Responsible consumer choices.
- *So happy to read most of the comments "I'm vegan"! You go girls!!! Happy to be part of this group* 💕
- Post about trading Yoga services.
- Post asking about whether there are DNs who work in something else than marketing. Looking for personal experience. Humour picture attached that gained a lot of "likes". People share their positions and fields - diverse crowd.
- DN shares an ongoing struggle she is having with negotiating a salary. Many helpful answers from fellow DNs - most of them encouraging her to not compromise. *Thanks all - really useful comments. I felt stronger and clearer going into the call because of you! I held firm on my rate while offering a couple of solutions that could work for me and her. She was receptive and will get back to me tomorrow - so we wait and see.*
- DN shares her struggle about wanting to become a DN but feeling guilty about leaving her pet behind. 110 comments sharing personal experiences. General consensus is "Pet is a lifetime responsibility". DNs seems to strongly disagree with leaving pets behind.
- Milou Admin "STRUGGLE" post

14/11

- Post about a DN struggling on whether or not to "undercut" herself - work for previous client at her original rate, despite having increased experience. Framed as a "moral question". A lot of support from other DNs explaining not to, with shared experiences and stories.
- Non-DN posts question about what work other DNs do, in order to "convince her husband". 197 comments which lots of feedback on different positions. Original poster "liked" all responses. Also many comments stating "Following".
- Post about concern of safety for a female solo traveller. Reassuring comments.
- Post about hiring a photographer. Feedback on other DNs experiences.
- Post about meeting up to discuss Marketing ideas in Paris. Introduces theme of meeting for professional reasons adding a new dichotomy to offline DN community relations.
- Video post about "lifehacks" to feel at home when travelling > A Few likes.
- Post disclosing an email that the DN thinks is scam. Asking for feedback.
- Posts asking questions about contract clauses.
- Post asking about accommodation process for DN. Moderator answered and referred to the "pinned" accommodation threads within the group.
- Post asking about emergency funds. 82 comments with very different answers. Some DNs do not save, some save a year's worth of salary. Many interactions within the comments. Some "shocked" reactions to extremely high or extremely low figures.

15/11

- Post asking about DN lifestyle in New Zealand. Attached a picture of poster riding a horse. One comment was quite negative, calling for “no to animal enslavement”. Comment was not well received.
- Post asking about attendance to a specific marketing event
- Post with picture of DN thanking the community. *Hey beautiful people. Can I please say a huge thank you to this community? Around 1 year ago I put out a post during a real low point of my journey when I was looking for work and feeling lost in India and I got some replies that really did change my life. One being my first ever freelance design client. I have been freelancing ever since, my confidence has grown and I have never looked back. THANK YOU SO MUCH, this is what happens when women support women. I thought this top was relevant!! Ps.If anyone is around the Oxfordshire area I am looking to connect IRL! 497 likes (high engagement) with 38 comments. Lots of praise for the community and also “women supporting women”. Belia Ulfa you are very kind! Women supporting each other really is some kind of super power in. Society that has pitted us against each other for too long.*
- Milou - meet up post. 130 comments.

16/11

- Post asking about Internet in Ethiopia. Quite a few helpful comments and also meetup offers.
- Post about security in London
- Meetup request in Playa del Sol. 52 comments with quite a lot of interest and recommendations. Other DN’s used the thread to ask questions about background of poster.
- Post asking about good music to work to.
- Post asking 4 questions pertaining to starting out as social media manager. *Hi, this might be my first post here but I've been a lurker for a long time! I think the universe is telling me something--I have four social media clients and I haven't even started my business yet! I guess I'm going to have to learn as I go. I was just asked to send a proposal for my first paid client and I have a few questions if anyone would like to give me some insight 😊*, “Long time lurker” interesting.
- Post asking about safety in Colombia. Many positive answers. OP UPDATE: *Thank you guys for all your messages. I feel more confident in booking this trip now! I was doubting myself and was just going to visit family in Peru and skip Colombia. I will take the leap of faith and go with my gut instinct! 🙌🌟*
- Long context post about options to work as a mental health coach as a DN. Many comments.
- Post about struggling to secure clients, looking for tips to “boost confidence”.
- Self-promo thread post from Milou - admin. 129 comments.

17/11

- Post about safety concerns in India. Looking for feedback. Mixed comments.
- Question about what a VA position requires. Many comments and “following”.
- Picture post (meme) about getting better at being paid properly. 632 likes meaning content is relatable. 22 comments agreeing. “Preach!”
- Post asking how to get started as a social media manager. Few comments referring to 101 articles. Few DM offering to hire the OP.
- Post about Airbnb scam. Moderator asks to elaborate. Answers provided.
- Goal thread post from Milou - admin. 20 comments.

18/11

- Post complaining that Airbnb used a photo without permission - asking for advice. 142 comments. Many urging to report, some DNs offering to comment directly in order to begin group movement in getting post taken down. Lots of legal recommendations and urging to use Twitter. Recommendation to send invoice to get paid for stolen photo.
- Post sharing article about the danger of using USB plugs at airports. Mixed feedback.
- Admin post: sharing partnership with a new app and urging members to submit recommendations for Bali, as part of a guide created for the group by the group.
- *Hi ladies! We're SUPER excited to announce that we are partnering with Wowanders. Wowanders is an app that lets you create your own travel diaries with addresses of where you stayed, where you ate and drank, and what you saw. One of the two female creators of the app is actually a member of this group, [Taru Aalto](#).* 47 comments with recommendations. Link to result (app) posted.
- COLLABORATE post by Milou. Link to our survey was posted in this thread. 122 comments.

19/11

- Question about website building and WIX. Lots of feedback and "following".
- Post asking about recommendations for a place to settle down. Lots of recommendations - 268 comments! DNs relating to feeling in occasional comment.
- Post asking about barter models to score free accommodation. Original topic. Lots of different answers and encouragement.
- Post seeking advice about moving to Berlin. Looking for DN feedback.
- TRAVEL photo thread by admin. 89 comments.

20/11

- Post asking about recommendations on where to buy cosmetics in Morocco.
- Post asking about becoming an English teacher if not native English. 54 comments.
- Post asking advice on how to monetize a teen's skill. Teen is excellent at Graphic design (picture attached) and Mum tasking advice on how to guide her. Many "likes" on the picture. Mixed advice from DNs, urging not to push her and just enjoy her art. Some feedback on possible courses she could follow. (practical info).
- Struggle thread post from Milou - admin. 24 comments.

21/11

- Post offering opportunity to recruit travel writer contributors. Admin closed comments and requested OP to write to her confirming that the opportunity was paid. (unpaid job ads are prohibited in group).
- Admin post about daily routine. Asking DN to share their daily routine. Mixed comments sharing personal experience.
- Post asking for mindset book recommendations.
- Post asking about recommendations on how to find freelance writing gigs.
- Post asking for feedback on what work to pursue to become a DN. 159 comments with suggestions.
- Post asking about struggles, stories, success, advice on recording an online course.
- Post about mixing friends and business. Mixed feedback.

22/11

- Post offering a VA position that involves travel-planning. MANY applicants.
- Post buy a Business rep launching a rainjacket and looking for influences to promote it. 373 comments mostly applying for the opportunity or looking to buy the jacket. Raises the question of power of marketing through FB groups!
- Meetup post from Milou - admin. 140 comments.

23/11

- Post sharing backstory and asking for advice on becoming a writer. Posts with backstories seem to get better results in terms of answers.
- Post asking for location recommendations based on "best community". 74 comments.
- Post about negotiating - turning a non-remote position into a remote one.
- Self promo post from Milou - admin. 99 comments.

24/11

- Post asking about advice on becoming a remote interior designer
- Ask for advice on a consulting project
- Post requesting recommendations for phone plan. Many answers.
- Yoga teacher asking about business model. Concerned for safety when doing 1/1 classes in foreign countries. Empathetic responses.
- Post asking for recommendations about how to limit back strain when working at computer.
- Video post asking for recommendations of english teaching schools that hire non-natives.
- Post to share a personal experience about solo travel after "*I was empowered by hearing stories of solo female travelers so huzzah*" - lots of positive feedback and birthday greetings. Snowball effect of positivity.
- Goal thread post from Milou - admin. 25 comments.

25/11

- DN posting that her husband complains she's a burden, and being "hurt" - seeking support from fellow DNs. 216 encouraging comments with many getting "likes" and "loves". Community of support.
- Pricing request for app development
- Post looking about recommendations for cleanses. 16 comments with mixed opinions.
- COLLABORATE thread post from Milou - admin. 25 comments.

26/11

- Query about menstrual cup recommendations. 53 comments with recommendations. Many DN's also sharing articles about the benefits of using these as a traveller.
- Post about planning to become a DN and moving to Cambodia as a Canadian citizen.
- Post looking for an illustrator for icons for a sustainability-focused app they are creating. 40 likes, many comments with applications.
- DN looking for suggestions on where to spend NYE. Many different answers.
- DN asking about alternative program to use than Canva. 50 comments.
- DN sharing struggle of coordinating calendars and meetings with clients through personal experience. 22 comments with apps and tips to avoid this and make it easier for the client.

- DN asking about the benefits of being a travel agent in terms of travel savings. Couple of DNs sharing their experience - not worth it apparently. Moderator answered first comment.
- DN asking how to get started as a writer.
- DN asking about how to become a travel agent. "Interested in genuine, honest reviews and experiences"
- Long post about background and how to become a DN. Lengthy post with not much response.
- DN asking about how to create an ebook
- DN relating a personal work related situation and asking for advice. Podcast maker with current podcast being discontinued and asking how to retarget current audience.
- DN sharing a link to an article about taking selfies with animals - and some recommendations on how to be more respectful of animals. Many likes - no comments.

27/11

- DN relating personal story about bad experiences and asking for advice on what to do. Mixed reviews about it, encouraging honesty and patience. OP commented afterwards saying that advice was "wrong" - comes across as ungrateful.
- DN asking about healthy recommendations whilst relating personal struggles when travelling. Community supportive with many recommendations.
- DN looking for course recommendations - 38 comments. Post following it is also about looking for a course that's worth the time and money.
- Struggle thread post from Milou - admin. 56 comments.
- DN shares article about best cities to live in as DN and asks community about their location. Disguised advertising for Tbilisi and OP's blog?
- DN post about how to find clients. Attached picture "for attention". Many comments about the picture and a couple of recommendations.
- DN shares petition about an environmental issue and asks the community what they do to reduce their impact on the planet and to limit guilt about flying. A couple of feedback posts.

28/11

- OP asking about transitioning to DN life with a small child.
- DN asking about best places to travel to in Asia. 22 recommendations. References to "best air" as criteria of location and to "avoid smokey season" in Thailand.
- DN asking about CoolWorks platform and applying for work as queer. Queer specific FB group suggested as recommendation.
- DN offering a position a graphic designer after relating personal struggle to get business to next level. Not a "traditional job offer post". Many responses with words of encouragement.
- DN in Paris looking to connect for "work dates".
- DN shares link of job opportunity. Several comments stating listing is underpaid. "Safeguarding" effect of the community.

29/11

- Post by admin: COMPETITION "Giveaway"
- **GIVEAWAY* Hi ladies,*
- *You may remember last year we partnered up with travelwear startup, [KOSAN TRAVEL CO.](#), to share the launch of their now sold-out Go Travel Dress. Well they are back at it again, this time with an ultra lightweight, breathable and packable rain jacket (seriously,*

it's lighter than a kitten!). And to celebrate the new launch, they wanted to do a little something to give back to our community!

- Marketing potential for this group confirmed. Link to order included...74 comments. No result announced.
- OP posting about considering quitting toxic job and seeking for encouragement and stories. 141 comments sharing stories and words of encouragement With "relatable" situations and how they "overcame" things.
- Emergency callout for blood donation in Philippines. Many DNs sharing the post and "commenting to boost" - bringing it up in the algorithms for people to see..
- DN asking for recommendations for job search websites
- OP talking about following her dreams of becoming a DN and asking for recommendations on location. Created poll with Bali VS Philippines and asked other DNs to vote. 62 votes for Bali, 50 votes for Philippines. Comments included arguments about which is better and for what reason. Seems like a good way to gain engagement.
- Interesting Post asking about pet peeves (personal experience) on websites. 116 comments. Feedback very helpful for anyone trying to build a website.
- DN asking rituals and celebrations to add to her bucket list. Original topic. 86 comments with many recommendations.
- DN asking about the feasibility of working a full time plus starting their own business. Some encouragement comments.
- DN asking how to price articles as a writer. Includes story about getting ripped up. Many "angry" reacts and some helpful feedback.
- Meetup thread post from Milou - admin. 58 comments.

30/11

- DN seeking help with starting a blog.
- DN posting story about a situation where she witnesses two girls in an uncomfortable and unsafe situation - asking for feedback on what she could have done better to help. Asking for "Power women advice". Triggered a lot of comments (180) with some wisdom shared. OP "liked" all the answers.
- DN sharing situation with FB page blocks - asking for advice.
- Self promo thread post from Milou - admin. 90 comments.

01/12

- DN offering a free Digital Marketing report on a business in the case of a college assignment. 8 comments with people offering their companies to be part of the study
- OP asking about "where to start" to become a DN. 30 comments posting resources and advice. One comment urging her to use the search function of the group. *Not to be discouraging; but you should use the search function on this group; so many of these questions previously answered. you need to be more specific. read through the thread and you'll get loads of ideas that will help you narrow your search*
- DN asking about what life coach certifications other DNs have with Pros & Cons. 54 comments.

APPENDIX C : QUESTIONNAIRE

This appendix includes the questionnaire that was posted on the online digital nomad community. It was posted on the 2nd of January 2020, open for answers for a duration of a week. The questionnaire had a total of 17 questions, separated into two different sections.



Section 1 of 5

Research Project: How do Online communities support the development of Digital Nomad culture?

Dear participant,

This short writing opportunity is part of my marketing research course at Copenhagen Business School. I aim to study the role of online communities within Digital Nomad culture. As a member of the group "Female Digital Nomads" (<https://www.facebook.com/groups/1607248466232418/>) I am keen to hear your opinion on what you feel the value of this group is, and what it means to you as a Digital Nomad (or aspiring Digital Nomad).

I've decided to structure the project as would be a survey, but some answers should be written in long-form. Think of it as an interview, in written form. Please elaborate when possible. The total survey should take a maximum of 15 mins.

By participating in this study, you agree that your data may be used for our project and the insights may be shared with the university administration. However, please note that all data will be treated with strict confidentiality.

Please read the questions carefully before answering. Thank you and I look forward to receiving your response.

I understand the terms and conditions and wish to participate in this study. *

☐ Yes.

General questions about being a digital Nomad.



These questions will help us understand who the audience of this community are.

In order to answer the questions: please understand the general definition of "Digital Nomad" as following:

Living the Digital Nomad Lifestyle means relying on the internet to financially sustain a modern nomadic life. This relatively new trend allows you to become location independent and move between cities as countries while working remotely.

Are you currently a digital nomad? *

☐ Yes

☐ No

If yes, how long have you been working remotely?

☐ 0-1 year

☐ 2-4 years

☐ 4-6 years

☐ 7 years +

If no, indicate the following. You:

☐ have been a digital nomad in the past

☐ aspire to become a digital nomad

☐ are not interested in being a digital nomad - you just enjoy being a member of this group.

Which of the following situations best describes you? *

- ☐ I am 100% remote.
- ☐ I am partially remote, partially on-site.
- ☐ I am mostly on-site, sometimes remote.
- ☐ Other...

Why did you become a digital nomad? (select the two answers that apply the most) *

- ☐ Escaping the 9-5
- ☐ To pursue a unique opportunity outside of your home country
- ☐ To live a nomadic lifestyle
- ☐ Desire to combine work and travel
- ☐ Need of flexibility due to family obligations
- ☐ The freedom and flexibility to work from wherever you choose

What is your current status of employment?

- ☐ Freelance
- ☐ Full-time
- ☐ Self-employed
- ☐ Part-time

What is your specific area of focus? *

- ☐ Creative/Design
- ☐ Sales
- ☐ Marketing/PR
- ☐ Engineering/Programming
- ☐ Admin/Support
- ☐ Product
- ☐ Account management/Customer Support
- ☐ Social Media Management
- ☐ Something else

What is the No. 1 challenge when it comes to being a digital Nomad? *

- ☐ Lack of community / Feeling of loneliness
- ☐ Inability to "shut down" / Feeling overworked
- ☐ Lack of motivation / Professional guidance
- ☐ Lack of career advancement opportunities - either via expansion of freelance business, or promotion

Section 3 of 5

Being part of an Online Community of Digital Nomads



These questions will help us understand the value of online communities of digital nomads to you.

Why did you become a member of this Facebook group? (Female Digital Nomads) *

Short answer text

.....

Has becoming a member of this group changed your feelings towards Digital Nomadism? If so, *
then how?

Short answer text

What do you get (if anything) out of being a member of this Facebook group? *

Short answer text

Did this group have an impact on your decision to become a Digital Nomad? If so, in what capacity?

Short answer text

Do you feel connected to the other members of this Facebook group? In what capacity? *

Short answer text

What aspects of Digital Nomadism do you think get the most attention in this group? Why do you think that is? *

Short answer text

To what extent do you participate in this group? (via like, comment or post) *

	1	2	3	4	5	
Very little (Lurker/Tourist)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very often (Insider/Devotee)

What makes this online community valuable to you as a Digital Nomad? *

Long answer text

Thank you for taking part in this study.



Description (optional)

Please include your email address if you are interesting in being mailed a copy of the study, once it's finalised.

Short answer text

APPENDIX D : QUESTIONNAIRE ANSWERS

This appendix provides an overview of the response from the questionnaire. 60 unique submissions were recorded. When referencing to the responses collected in this survey, we used the following reference: (Respondent number, Question number, Appendix D).

Question 1	Are you currently a digital nomad?
Yes	56 (93.3%)
No	4 (6.7%)

Question 2	If yes, how long have you been working remotely?
0-1 years	18 (32.1%)
2-4 years	26 (46.4%)
4-6 years	8 (14.3%)
7 years +	4 (7.1%)

Question 3	If no, indicate the following. You:
Have been a digital nomad in the past	2 (50%)
Aspire to become a digital nomad	2 (50%)
Are not interested in being a digital nomad	0 (0%)

Question 4	Which of the following situations best describe you?
I am 100% remote.	36 (60%)
I am partially remote, partially on-site.	14 (23.3%)
I am mostly on-site, sometimes remote.	4 (6.7%)
I am not a digital nomad yet.	2 (3.3%)
I am location independent but currently at home.	2 (3.3%)
1 day per month on site, the rest remote.	2 (3.3%)

Question 5	Why did you become a digital nomad? (select the two answers that apply the most?)
Escaping the 9-5	16 (26.7%)
To pursue a unique opportunity outside of your home country	4 (6.7%)
To live a nomadic lifestyle	8 (13.3%)
Desire to combine work and travel	22 (36.7%)
Need of flexibility due to family obligations	18 (30%)
The freedom and flexibility to work from wherever you choose	42 (70%)

NB. 10 respondents did not chose 2 answers as requested.

Question 6	What is your current status of employment?
Freelance	20 (33.3%)
Full-time	14 (23.3%)
Self-employed	20 (33.3%)
Part-time	6 (10%)

Question 7	What is your specific area of focus?
Creative/Design	6 (10%)
Sales	0 (0%)
Marketing/PR	12 (20%)
Engineering/Programming	2 (3.3%)
Admin/Support	4 (6.7%)
Product	4 (6.7%)
Account Management / Customer Support	0 (0%)
Social Media Management	4 (6.7%)
Something else	28 (46.7%)

Question 8	What is the n°1 challenge when it comes to being a digital nomad?
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Lack of community / Feeling of loneliness	20 (33.3%)
Inability to “shut down” / Feeling overworked	24 (40%)
Lack of motivation and professional guidance	8 (13.3%)
Lack of career advancement opportunities – either via expansion of freelance business or promotion	8 (13.3%)

Question 9	Why did you become a member of this Facebook group? (Female Digital Nomads)
1	Community and tips.
2	Recommended in another group.
3	To interact and meet other nomads
4	Seeking community, seeking information
5	To meet other women around the world
6	Community
7	Community and shared interest
8	To prepare myself for an upcoming move to Israel from Ohio
9	To learn about the experiences of others in a similar position
10	Curious about the culture – considering joining
11	Wanted to know how other women manage work and travel
12	To learn from other FDN's. I work remotely and need to add the travel aspect now.
13	To find likeminded females!
14	To get location tips
15	To find other nomads in a particular location and to get location tips
16	To connect with others and weekly inspiration
17	To seek support and community with like-minded and more experienced /successful female digital nomads. To discuss the specific issues around this lifestyle in relation to gender. To get advice from people who have been through the learning curve already.
18	For insights on the DN lifestyle
19	For the sense of community and connection with others who are living their lives in a similar way to mine.
20	I was looking for a group who felt like me.
21	A friend added me and I loved the community feel of it.
22	I struggle with motivation. Female Digital Nomads FB group keeps me connected with women choosing the same lifestyle as me. I like seeing their successes and work flow to know that I, too, can succeed. And networking is so important as a digital nomad.
23	For friendship and advice

24	Mostly to use as a source of information
25	Daily motivation
27	For the authentic answers and personal stories
28	Love connecting with others who share my lifestyle ☺
29	To share tips and opportunities.
30	To meet like-minded people.
31	To network and meet other women that live this lifestyle
32	Similar interests and perspectives
33	It seemed large, wise and well-run. It is fun to be able to communicate with such a global group.
34	To network with others doing the same thing as me.
35	To get inspiration.
36	For travel tips
37	I wanted to know what kind of work is available as a digital nomad
38	I couldn't find the information I wanted through usual search platforms
39	To network with others
40	To connect with similar digital nomads, learn from them and find a community
41	For the community spirit – the road can be lonely!
42	I joined the group to find like-minded people. As well, as learn about new opportunities in remote work.
43	I wanted to be a part of a group that understood and could share advice, stories and experiences of what I was going through or could potentially go through.
44	A digital nomad that I met whilst travelling recommended this group
45	I like to hear other DN's stories
46	I preferred this community to other online digital nomad communities because of the only female aspect. There are some topics that is easier to discuss with your own gender.
47	I am a part of many DN communities online. I like the personal aspect of the information that is shared.
48	To network with others
49	For the community spirit.
50	To gain inspiration to become a digital nomad and understand how others are balancing it.
51	For advice on different DN things and travel tips
52	Mostly for the travel recommendations
53	It is easier to ask questions in the community rather than in search engines for specific topics
54	I like the authentic feeling of groups

55	I wanted to join a community of people who were on the same path as me
56	Motivation and inspiration
57	To get information from other digital nomads
58	In case there were some interesting job opportunities
59	I liked the idea that the group was all-female
60	To hear the stories of other nomads

Question 10	Has becoming a member of this group changed your feelings towards Digital Nomadism? If so, then how?
1	Yes, it encourages me to continue this lifestyle.
2	Yes, I feel more like this is “normal”
3	No
4	No
5	No
6	Yes, it encouraged me to embrace worldschooling my son.
7	Yes, I felt very supported and like I could find an answer to any question I couldn't ask my regular friends
8	Yes, I didn't realize how financially successful you could be as a digital nomad
9	No
10	Yes, I feel less alone in my experience
11	Not sure
12	I don't know
13	Sure. I know the dream life I have envisioned for myself is possible because I see several other people doing it.
14	Yes – it's shown me that it's possible
15	No
16	Not really
17	Yes – it makes me think more deeply about the social implications of this lifestyle
18	Yes totally, feel like it's more possible but also more realistic about the opportunities and difficulties. I particularly like posts sharing women's issues balancing work and travel which help me feel more understood and make better decisions moving forward. I feel it's made me less naive.
19	Yes - I see that that the things I make difficult are easier than I think and things I take for granted need a little more work.
20	Yes – I feel that I am not alone
21	Yes – I had no idea that so many of us were doing this
22	Maybe just in making me even prouder of seeing so many successful female digital nomads

23	No
24	Yes – it made me aware of how many low paying jobs there are
25	Yes – it expanded my horizons
27	No
28	Joining Groups like this remind me that I'm not alone, because I don't meet a lot of women dn's in real life, only travelers
29	Yes – I feel less alone
30	Yes – time is essential in everything you do
31	Yes – It has become more normal. I was an early adopter.
32	No
33	Yes, it seems to be very lonely
34	Not really. Being a DM is awesome, and this group just supports that notion!
35	Yes. It is so inspiring and informative to hear other people's stories and ideas.
36	Yes! I love the supporting community. I'll never feel alone no matter where I go.
37	Yes – I feel that I am not alone
38	Yes – I feel much more informed now
39	Yes – I can make more conscious decisions thanks to the insight in this group
40	Made me realize how many DNs there are!
41	Yes, this group is getting bigger and bigger
42	Not really
43	Yes, I feel more like this is “normal”
44	Yes – and seeing all the support and success makes me believe it is the right choice for my life
45	Yes – hearing everyone’s stories helps me a lot
46	Yes – it made me realise how little I know
47	Yes, it makes me want to travel more
48	I’m not sure. I think it is on par with what I expected of digital nomadism before
49	For me it offers new information
50	Yes – thanks to this group I became a digital nomad
51	Yes. The information in this group has expanded what I knew about DN
52	Yes – this community teaches me about all the options out there
53	Not sure
54	Yes, definitely. I feel like I know a lot more now.
55	Yes in many ways
56	Not sure

57	Not really
58	Yes it's given me the idea that it is possible
59	Yes, it's encouraged me
60	It's on par with what I expected

Question 11	What do you get (if anything) out of being a member of this Facebook group?
1	Notice of opportunities and jobs. Also friendly advice
2	hoping that i will find other people who are in senior leadership positions working remotely, this seems to be more about those starting out
3	Advice, resources, perspective on pricing etc. Feeling of community. Access to new opportunities and ideas (but I've yet to get paid work from the group).
4	Friendship and tips
5	I enjoy being part of a supportive, female-empowered community
6	Information, inspiration and the truth. It's easy to dream big but it's important to understand the process of building a business or maintaining a remote lifestyle.
7	Help in times of need
8	Some important tips
9	24/7 support
10	Community, connections, networks, tips and tricks, news, encouragement, and enjoyment.
11	Insight from experience
12	Varying perspectives
13	Business contacts, advise,
14	support and answers on questions
15	I feel connect in a way that we are all women who live independently outside of the norm
16	A community
17	Community
18	New ideas
19	It somehow makes me feel safer being part of such a big
20	The companionship and friendship of ladies that share the same lifestyle as I do.
21	Help on situations I cannot figure out
22	I got a whole full-time job out of this community! haha :)
23	Good contacts
24	Knowledge, insight that I wouldn't have considered myself.
25	A sense of community and support

27	Fun. Info. Support. But also being ignored. They are not too bothered with deep connecting.
28	Possibility to meet other DNs
29	networking, job leads, support
30	Insight on my future travels :)
31	Information and motivation to become confident
32	I feel connected to people who do the same kind of job as I do. My family and friends don't understand how I can be a full-time employee while working remotely.
33	Valuable information and support.
34	New friends!
35	I appreciate the group being all-female. I feel there are some issues I face as a female digital nomad that men don't necessarily understand. Safety, gender-bias, emotional reactions. It's good to have this FB group as a platform. As I said before, networking is so important to this particular lifestyle, and Female Digital Nomads provides a vast pool of networking opportunities.
36	Advice and information on unique needs, like problems with location-independent working or how to get travel insurance when traveling back to the states for Christmas
37	I've felt support when my friends let me down
38	I learn from others questions and have gotten some good advice.
39	A lot of good laughs
40	Mostly new knowledge
41	The great stories
42	It's a source of inspiration!
43	I've seen job opportunities, co-working hours and connections around the world.
44	Fun
45	Ideas of places to see and things to do
46	An understanding from a set of women who share my views
47	A supportive network
48	Tips for success!
49	Encouragement and advice mostly
50	Networking potential
51	Compassion, empathy and motivation
52	A global support system
53	Job opportunities! I've gained 3 clients here
54	The reassurance that I've made the right decision in certain situations
55	Answers to questions I have about DN related topics

56	Tips and tricks of the trade
57	Insights about things that I don't master yet
58	A community that understands the challenges of DN
59	A network of successful DNs to help me learn and grow
60	Business advice and practical advice
Question 12	Did this group have an impact on your decision to become a digital nomad? If so, in what capacity?
1	It encourages me.
2	No
3	No, i was working on it way before i found this group
4	No
5	No
6	No
7	My decision was already made, but it helps to know that others had already succeeded at it, and were so willing to share their wisdom
8	No
9	Not sure
10	I was already working remotely when I joined.
11	A lot of members inspired me to aspire towards freelancing because it's the kind of life I want to live. It has had a huge impact on me.
12	Yes – it encouraged me to pursue the DN lifestyle
13	No
14	No
15	I was already on my way out of necessity but it was good to know others do this as a lifestyle and make it work. Gave me a bit more confidence to pursue clients and roles.
16	No, I found it after the fact.
17	Yes, it gave me the info I needed to finalise my plans
18	Yes, I feel more motivated
19	Not sure
20	No, I was already on my way to being a Digital Nomad. I did search several DM Facebook groups to see which ones would be a good fit.
21	No
22	No
23	No
24	No
25	None

27	yes, valuable enough to make transitions
28	No
29	No
30	No, not really
31	I don't know
32	No, I was already a digital nomad before joining the group
33	Yes, it encourages me
34	Yes, it gave me the push I needed to have confidence in this lifestyle
35	No
36	Nope
37	No
38	Yes – a little
39	No
40	No
41	No
42	I found the group after being a DN for 6 months so no
43	No
44	No
45	Yes, thanks to this group I had the courage to pursue this
46	Yes, I got my first DN job on this group
47	No
48	No
49	No
50	No
51	I was already working remotely when I joined.
52	Yes, hearing other stories made me believe I could do it too.
53	No
54	No
55	I don't think so
56	Yes, definitely
57	No
58	No
59	No, not really

60	Yes – it was being part of this group that encouraged me to pursue working remotely
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Question 13	Do you feel connected to the other members of this Facebook group? In what capacity?
1	Only by a shared condition, but not personally.
2	Yes
3	Yes, you will get support when you need it
4	Yes somewhat
5	No
6	Not particularly. Don't really know the rest of the group
7	I made a few friends via this group, we collaborate on certain projects
8	I'm not active enough on here but I do trust the feedback and goodwill of the members
9	Not sure
10	Yes, I can learn from other's experience
11	Not sure
12	I don't know them personally, but I trust their opinion
13	Not so much, but that's because I haven't prioritized this group. I really should.
14	I feel connected by a shared condition.
15	I feel connect in a way that we are all women who live independently outside of the norm
16	Yes – female digital nomad power!
17	Yes and no – it's a large group with not much personal chat, but it's nice to know there's a place to ask questions
18	Not significantly
19	Yeah, sort of. I'm a bit put off by the focus on women from the developed world with lots more opportunities and money than I can relate to. I feel visa issues, coming from a poorer economy and even the desirability/safety of certain locations is rarely discussed in a way I relate to. In other ways I do feel connected, and there's some other developing world women I've developed an acquaintance friendship with, but they typically do not have experience in some issues.
20	Yes and no
21	Yes, comrades and sisters
22	We support each other despite not knowing each other personally
23	I would say yes in some way
24	Yes, we share values and aspirations

25	Yes – by the common goals
27	For helping us each other, but not a real connection
28	Yes, as I think non-DMs don't really get the issues we face
29	Yes. More than with other groups I'm part of.
30	Yes, by listening to others and offering advice.
31	I'm not as active as I could be. But when I participate, I feel a connection to those I interact with
32	Yes especially when I interact within the group
33	Not super connected but its cool to have conversations
34	Yes, we share the same value, we go through the same questions, we share our experiences, there is always something to learn.
35	not really, they all seem to be starting out and asking not value add questions. e.g. where should i move in Thailand. It's a crazy thing to ask someone else.
36	Not connected like I would with some IRL but sort of?
37	Yes, we have the same boat
38	No. Surprisingly, unlike other groups, members here seem interchangeable. A hive mind without much character.
39	In that I would meet them for a coffee if we're in the same place same time.
40	No, but it is fun with All the good stories and a glimps of a different lifestyle
41	No, but I would consider meeting up with someone who's in the same place as me if the opportunity comes up
42	Not really
43	No, I'm not super active. But have gotten great advice when I do ask questions.
44	Everyone seems great and I'm glad the moderators keep the group positive. I'm sure if I met any of these women traveling, we would definitely have a chat and get along, however I have not made any personal connections.
45	Yes! We have experienced some of the same things and I love how we share stories, warnings and advice with each other. And that it all comes first hand is the best!
46	Only when I Interact
47	Not much. Some posts pop up on my feed but I don't always pay attention to them
48	Yes – by shared conditions!
49	Yes. More and more as I become a nomad myself now
50	Yes, I would say so
51	Not super connected but I like to read people's stories. Sometimes I can relate
52	Yes , I've worked with several of the girls here
53	Not sure
54	Yes, we share the same goals and mentality

55	I have more in common with some of these women even though they are total strangers than my family. You have to be a DN to understand
56	Yes to some extent
57	Yes, it feels a little bit like a club with lots of secrets to be shared
58	Not really. But I don't participate much
59	Yes – I have been to a few meetups
60	No – but I like to follow the posts

Question 14	What aspects of Digital Nomadism do you think get the most attention/engagement in this group? Why do you think that is?
1	Job posts
2	Visa questions and technicalities. Because of the shared experience.
3	Travel and client management
4	beautiful travel photos
5	Don't know
6	Not sure! I don't read the posts as much as I used to as a lot of space is going towards relationship issues (and it's good that it's a safe space for members who need that)
7	The independence
8	Community
9	Recommendations on where to live - because that information is so specific it's hard to "google"
10	The personal stories
11	How to/scaling up
12	Definitely what the best tools to use are. There are so many and it's difficult to find non biased reviews online
13	How to find job opportunities
14	From what I can tell, work opportunities.
15	The travel because that is what is most appealing.
16	I think it has a good variety of topics.
17	Mostly people seeking how to do it, or younger/new people seeking basic business 101 direction , I think because of the average age of the group
18	People wanting to start out but not knowing how. Which countries are warm/not humid/safe/have vegan icecream haha. These two are the most common types of post I see. I think a lot of people are stuck in the 9-5 or broke and want to earn money online without really knowing how, what's a scam, what's good and how to attract and retain clients and in which field. Fair enough. The second type are people more experienced in the lifestyle looking for a new country /city for a while and asking for FDN specific recommendations. Also, fair enough.
19	Yeah, sort of. I'm a bit put off by the focus on women from the developed world with lots more opportunities and money than I can relate to. I feel visa issues, coming from a poorer economy and even the desirability/safety of certain

	locations is rarely discussed in a way I relate to. In other ways I do feel connected, and there's some other developing world women I've developed an acquaintance friendship with, but they typically do not have experience in some issues.
20	Location information. Because it is the most asked question.
21	Tips
22	Tips of places
23	Travel
24	I'm not sure I can answer that. I haven't been active enough to know.
25	I'm not sure as I've only recently joined
27	Advice on how to start things, grow careers, businesses, etc. I think it's because that's the focus of this group, to help other people who are professionals figure out how to make their digital nomadness even better!
28	Travel: most people dream about it, but only a few live their dreams. I'd say inspiration.
29	Social media work
30	People that want to become a FDN
31	Information and answer queries
32	Earning money. Feeling safe. Survival. I think because of scarcity thinking and doubt. Also: optimising the lifestyle.
33	The personal stories of success and challenges
34	Usually the situations where people share their problems get the most feedback
35	Remote work and how to find it.
36	Broken hearts
37	Unsure
38	Job opportunities and work advice
39	Probably travel tips.
40	Looking for advice about destinations. We are all trying to plan in advance. I do think, however, that some people come in without even having done a google search and expect the rest of the ladies to be the ones that google for them.
41	Not sure
42	I think job postings
43	Work opportunities and tips for "hidden places"
44	Anything to do with creative work
45	Feedback on travel locations
46	How to become a digital nomad. So many people come here as a starting point
47	I'm not sure
48	The funny posts
49	I think the threads by the admin get the most attention

50	Job opportunities
51	The soap stories
52	Best locations to live as DN
53	Visa queries and logistics
54	From what I can see, the posts that are offering jobs get a lot of comments
55	I think the threads from Milou because everyone always comments a lot
56	The posts about personal experiences – that’s what I like to hear
57	Jobs
58	Travel tips and insights
59	I don’t know, I’m not active enough
60	The posts that tell stories that are relatable and “warning stories”

Question 15	To what extend do you participate in this group? (via like, comment, or post)
1	10 (16.7%)
2	26 (43.3%)
3	10 (33.3%)
4	4 (6.7%)
5	0 (0%)

Question 16	What makes this online community valuable to you as a Digital Nomad?
1	It brings me authentic word of mouth knowledge.
2	Camaraderie
3	answers, meet ups, hotspots
4	The tips
5	Information
6	The insight into other tech opportunities
7	Supportive vibe
8	It helps me quickly solve unique problems that native 9-to-5ers simply don’t have
9	Definitely the community spirit
10	Being part of a community when I’m remote
11	Information on how they do it
12	If I have a question about solo female travel or working in a different, city, state, or country, I know that this group is a helpful resource. I can also get career/business advice from other freelancers and bloggers.

13	The consistency in activity and the positive interactions amongst members. I feel safe in this group about travel.
14	The number of possible connections
15	It is less valuable to me than other groups but I do find it interesting to follow how others build a unique life
16	I like the helpful attitude of the group. A lot of very accomplished women take a lot of time to answer questions from newbies and are quite gracious usually. There's some keeping the group in check but very little backbiting and gossip. Even the more personal posts get a lot of empathy and I feel that if I was ever really stuck or needed help I could come to this group. Also I like helping when I can and enjoy feeling useful and needed for someone else starting out. Just helps with the community in such an isolated lifestyle.
17	I feel like this is my connection to a solid community when I physically am not constantly connected to a community.
18	The real tips
19	The sheer number of people and how nice they all seem
20	Female-based. High membership count. Informational.
21	Because it's all women
22	Having a whole group of people to get help from :) And give help to of course!
23	It's a support platform
24	Great source of information
25	Potentially people going through similar to me
27	The information is valuable
28	Posts providing valuable information
29	Everybody gets answers base from digital experiences from those who freely share their ideas
30	A reflection of my lifestyle. Chance to help solve problems. Insight into younger generations
31	It's a support system for me
32	Being able to connect with others when I'm moving somewhere new.
33	A lot of inspiration
34	Answer to anything and everything
35	Inspiration and motivation
36	Good resource to ask questions
37	Mostly the inspiration I get daily
38	Information and reliability
39	The tips, the advice, the support that we get and give.
40	For me it's about the information
41	You can be sure that the information and stories shared are authentic and reflect personal experiences.

42	Quality of information
43	Source of trust and support
44	I like that it's a mix of opportunities and advice
45	The fact that it's all women adds a unique perspective that you don't get in other DN groups
46	For me, this is the group with the friendliest vibes
47	The real tips
48	It's a reliable community
49	The consistency in activity and the positive interactions amongst members.
50	The positivity is refreshing
51	It brings me authentic word of mouth knowledge.
52	It's a treasure chest of DN information
53	I like the atmosphere the most.
54	If you use the search feature you can find out anything you want about DN
55	For me it's a valuable network
56	Community spirit like no other
57	The number of possible connections
58	The information is reliable and there are regular updates so you know you get the latest information
59	Tips I wouldn't expect
60	Supportive vibe and empathy always

APPENDIX E: QUESTIONNAIRE CODES

This appendix provides an overview of the codes associated to the questionnaire answers and their respective count. NB. Not all answers were coded, only the questions we felt were relevant for the scope of this research.

Question 9: <i>Why did you become a member of this Facebook group? (Female Digital Nomads)</i>	
Code	Count
Information seeking	26
Fulfillment of social needs	35
Entertainment & Recreation	1
No reason	0
Wrong interpretation	3

*NB. Several digital nomads answers were attributed more than code as their answers encompassed several elements.

Question 10: <i>Has becoming a member of this group changed your feelings towards Digital Nomadism? If so, then how?</i>	
Code	Count
Did not impact	9
Did impact - positive	38
Did impact - negative	4
Mixed feelings	8
Not sure	1
Total responses	60

Question 11: <i>What do you get (if anything) out of being a member of this Facebook group?</i>	
Code	Count
Informational value	25
Social value	29
Entertainment	5
Professional benefits	10
Other/Nothing	1
Total responses	70

*NB. Several digital nomads answers were attributed more than code as their answers encompassed several elements.

Question 12: <i>Did this group have an impact on your decision to become a digital nomad? If so, in what capacity?</i>	
Code	Count
Did not impact	36
Did impact - positive	16
Did impact - negative	0
Mixed feelings	8
Total responses	60

Question 13: <i>Do you feel connected to the other members of this Facebook group? In what capacity?</i>	
Code	Count
Positive	34
Negative	10
Ambiguous	16
Total responses	60

Question 14: <i>What aspects of Digital Nomadism do you think get the most attention/engagement in this group? Why do you think that is?</i>	
Code	Count
Lifestyle aspect	13
Travel aspect	14
Work aspect	15
Social aspect	10
Other/ don't know	8
Total responses	60

Question 16: <i>What makes this online community valuable to you as a Digital Nomad?</i>	
Code	Count
Intellectual value	27
Social value	18
Cultural value	15
Total responses	60

APPENDIX F: GROUP RULES

This appendix provides an overview of the community “rules”. The online version is available at the following [link](#).

Female Digital Nomads Rules + Guidelines

Hi! First of all, welcome, welcome to the group! We’re at 48K+ strong with wonderful women all around the globe. We’re pretty proud that the main thing members tell us is that our group feels mature and respectful, and we’d like to keep that way whether we’re 48 thousand or 1 million members strong!

Our Posting Schedule:

These are threads we post. This doesn’t mean you can post on the wall but you can post in these threads.

Monday – GOALS: share what your goals are for this week and cheer each other on!

Tuesday – COLLABORATION: this is the place to find people to collaborate on unpaid projects! It’s also the place to post your surveys.

Thursday – STRUGGLES: What are you struggling with right now? Share it here, and other members may pitch in with advice!

Friday – ACCOMPLISHMENTS: What did you achieve this week? Did you smash your goals? Let’s celebrate together!

Saturday – WHERE ARE YOU NOW: Share where in the world you are, so you can meet up with other ladies in the same place!

Sunday – SELF PROMO: go wild! This is where you can share your business, blog, or anything else!

First and foremost, some disclaimers: Besides gender, we do not discriminate based on race, sexuality, politics, or ethnicity.

Everyone who identifies as female is welcome into our community! But yes, we’re ladies only, sorry guys.

We do not take responsibility for any transactions that occur within the group.

While we encourage members to post job offers and love it when two members can collaborate or swap accommodation, that’s where our involvement ends. We strongly encourage members to do their due diligence. Please let us know if something truly fishy is going on, and we’ll do our best to investigate on ourselves, but we’re not here to referee should two members get into a disagreement over their exchange.

While this is a closed group, please be careful in posting sensitive information. While we work really hard to keep this place positive, there is the occasional troll that might have negative intentions.

Now for the Rules

We apologize if this section is long and strict, but we’ve learned from trial and error what works and what doesn’t. For example, we’ve learned that as moderators just being “nice and

reminding people” doesn’t work, and we get taken advantage of very quickly and very easy. You know that saying, “Give someone an inch, they take a mile.” Unfortunately, we’ve found it to be true, which is why we’ve create these rules and made them as detailed as possible.

If you have any issues or questions about the rules or why your post may have been deleted, we encourage you to PM either Milou or Samantha on Facebook. Please do NOT message other moderators as they’re volunteers, and we don’t want them to have to deal with any extra work.

Please also keep in mind that we do not give warnings to rule-breakers. We simply don’t have the time or patience to warn someone to delete a post and have to follow-up to make sure they did.

First and foremost, RESPECT is the name of the game.

This is probably the driving force behind most of our rules — RESPECT! If you can’t be respectful, you have no place in this community.

That means everything from respecting cultural differences to reading someone’s post carefully so you’re not commenting something unrelated.

Things to keep in mind:

Not everyone’s first language is English

Not everyone comes from a first world country

If you don’t know someone’s personal life and they’re not asking for advice, keep your opinions to yourself

Never give medical advice if you’re not a licensed professional

Stay on topic.

As frustrating as some things can be, remember to be polite when you reply or get involved in a discussion.

Let’s create a positive environment where EVERYONE feels welcome to ask questions, whether you run a multimillion dollar business, or a blog with 1 subscriber (your mom). Does someone have a question you can answer? Help a sister out, yo! If someone being rude or a troll? Please message or tag Samantha or I and we will take a look and take action if necessary. We DO NOT condone bullying.

Anyone who’s seen as bullying or harassing will not only be removed from the group, they’ll be blocked and banned for life.

Use the Search Bar Before You Ask

Trust me, things like “How do I become a digital nomad?” and “How do I start teaching online?” have been asked multiple times in the group with many, many, many answers. Search before you ask! Even if you think your situation is unique, search first!

This Group is a NO SELF-PROMO Zone

Don’t even think about it. **We have a weekly self-promo thread** where you can link whatever your heart desires. IF someone is asking for advice, and you have the perfect solution you may, of course, reply with a link to your blog or article or product. However, just starting a whole new thread to promote yourself is a BIG no.

We're both online marketers, we know all the sneaky ways people try to promote their products in a group, and because we know the sneakiest of sneaks will take advantage of everything, we're super strict regardless of the message or purpose.

*We'll not only remove the post in question, but we'll remove you from the group. Keep in mind that we don't **block** you, so you can still rejoin. If you're a repeat offender, though, you will be blocked.*

What is self-promo?

We get this question a lot, so here's a list of all the scenarios we consider self-promotion.

Sharing your latest blog post

Asking people to sign-up for your email list

Selling anything, whether it's a physical product or your Instagram account

Sharing any project you've worked on, whether it's for yourself or another company

Sharing referral links (only when asked for them & always disclose they are referral or affiliate links!)

Give-aways or discount codes for your retreat/meet up

Follow for follow on social media

Basically writing your entire resume in the post

Linking to a Gofundme whether it's for yourself or your friends or your family. As much as our heart goes out to anyone struggling, allowing one Gofundme means we must allow any Gofundme, and we all know how out of control that can be.

Basically, use your judgement. We'll add to this list if we find more issues.

Also, to any coach out there, we've seen enough *longgggg* posts filled with a sob to happy story, emojis, and some posed, smiling photo of you to know when you're trying to literally self-promote yourself and your services. We're deleting them.

Remember, this group exists as a community for helping women connect. It does not exist for you as a free marketing tool for your business.

Do NOT link to 3rd party Facebook groups.

We've had too many people try to promote what would be carbon copies of our group *in our group*, so we've decided to put a total moratorium on *any* Facebook group promotion.

Instead, we've created [a huge page](#) with all the different Facebook groups you can join as a digital nomad, whether it's local DN groups or travel groups or what have you. Have a group? Just let us know, and we'll add you to it! We only refuse to promote groups that are exactly like ours (aka female and digital nomad).

If someone asks for group recommendations, we ask that you simply link that page or we will and close comments.

You may NOT post collaborations into the main group either.

We have a weekly thread where you may post your collaboration or exchange opportunities. Post it there. And if you can't find it, search "Collaboration" and sort by "Most Recent."

What's a collaboration?

Some examples:

any unpaid work including volunteering or interning opportunities
asking people for feedback on your website/channels or your client's website
asking people to fill in your survey
asking for guest posts or offering guest posts
asking people to use a certain hashtag or cross promote on your social media channels (i.e. IG pods, Twitter threads, etc)

Absolutely no MLMs ever.

We are an MLM-free group. I'm sure there may be some great MLM companies, but the MLM-industry is so sadly rotten with scams and thus we've decided not to allow ANY MLM promotion and recruiting. Breaking this rule will get you blocked. To protect members from sketchy companies, brands, or MLMs, we also respectfully ask that you do not request people to "PM you" to find out more information on a subject. Share your information or opportunity publicly in the group

Don't post an affiliate link unless someone asks, and if you do, make sure it's clear what it is.

We would also appreciate it if you didn't post links that we use (such as SafetyWings).

Never, ever post screenshots from this group outside of the group

There's a reason it's a private group! Respect everyone's privacy, please.