Social Media as a new Mass Media tool for environmental consciousness

Case study of social media campaign #Kohälsa by Skånemejerier.

Degree of Master of Science (Two Years) in Human Ecology: Culture, Power and Sustainability

30 ECTS

CPS: International Master's Programme in Human Ecology

Human Ecology Division

Department of Human Geography

Faculty of Social Sciences

Lund University

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Autumn Term 2016

(In resume terms)

If people understand how social media works, as an important new element of mass media, they can use social media advertising and social network strategies as a tool for helping environmental awareness in societies and communities. Social media can work as a tool to help consumers and companies detect when companies use greenwashing in their campaigns and in the information delivered about their products and services, to consumers and communities. It is important to inform consumers about the risk and contras of greenwashing and how companies can take advantage of them with misinformation, in order to earn more income. Social media can be utilized as a tool to both greenwash or raise awareness against greenwashing.

Key concepts: social media, mass media, greenwashing, environmental consciousness, public sphere, social interaction, marketing campaigns, technology, social constructions, communication, representation.

Contents

1. INTRODUCTION AND RESEARCH QUESTIONS

During both my bachelor and master programs, I have learnt and read about mass media, and its relationship with our society. How it can help to construct models and ideas, and how it can influence the development of social cultural constructions. Ewen (1998) describes culture as an accumulation of ideas, understandings and practices, which some people are ruled by and keeps them together as a society. The culture, as a mix of patterns, ideas and forms, governs the way of being or acting inside societies. The culture can be shaped by: territory, ideology or beliefs. Mass media is capable of influencing some of these elements. Therefore, mass media can also be part of cultural representations and social constructions.

Some theories, like the Theory of Mass Society, criticise the mass media and communication sectors, and how they use their power to influence their audiences. These theories claim that mass media is part of the social authorities and power sources, and how because of this people are likely to consider that the content of messages is in service of those who possess the political and economic power.

The Political-economic Mass Media Theory emphasises the economic structure over the content of the messages created by mass media. It also says that mass media is considered as an institution that it is part of the economic system but at the same time it is closely related to the political system.

Mass media, after the pressure of expanding their merchandises and motivated by the economic interest of others, creates the necessity of gathering benefits through their audiences. Mass media achieves this through the manipulation of messages and over exposition of information, which may lead to the filtering of which messages should be delivered to the audience. With this, certain topics lose importance in comparison to others, that may be deemed of higher importance, for example environmental awareness. Greenwashing is a new phenomenon that has emerged as the amount of environmentally conscious consumers grows, and with this, the demand for new eco-friendly products. Often it appears that companies refuse to make any real changes in their products and

instead (supported by mass media advertising, news and messages) they use greenwashing to enhance their products image.

On the other hand, technology and new forms of communication, like social media (blogs, tweets, status updates, and videos), are helping mass media to break these systems and the monopolization over message content. And they also helps to get the audience more involved. Audiences can have a stronger voice and demand more objective and transparent information. Additionally, better education allows people and companies to have a better understanding of the different realities that are happening around the world.

This thesis is focusing on two main topics: (1) to see how organizations/corporations use social media in greenwashing strategies and (2) how mass media´s tools such as social media can help or affect environmental consciousness/awareness.

What is mass media and how it´s connected with society will be explained, as well as how technology has revolutionized communication. Mass media's tools such as social media will be discussed with a deep description of how they work, their background and why/how it works so well with people. I will also try to explain the importance of social media and how it changes the way we communicate our messages through different channels. I will focus specifically on how social media works in environmental topics in comparison with others.

The following research questions are important in this thesis as I specifically focused on social media and how it works in environmental topics in comparison with other topics:

- How can the same structures being used for advertising in , entertainment and news in social be used to help environmental issues awareness?
- How can social media help or affect environmental consciousness?
- How can greenwashing interfere with the goal of giving people true environmental awareness and how does it affect consumers?
- How greenwashing is used in social media?
- How can people use social media as a tool to avoid greenwashing?

- How can the Hooked Model, as an advertising social media strategy, be used in an environmental focus?

To answer these questions, I will use organizations like Terrachoice and the Greenwashing Index as examples, where people help through social media to expose companies that implement greenwashing in their advertising and digital marketing campaigns.

For my second theoretical frame, I will talk about what the new advertising phenomenon of greenwashing is, how it occurred, why it is important and how it affects the information that is communicated to the receiver. I will describe its main function and why it is a risk to both companies and consumers. I will also examine why it is important to stop greenwashing and how it affects environmental awareness.

Finally, I will analyse a successful environmental campaign that took advantage of social media tools and their benefits. I will use the Hooked Model from Nir Eyal and Ryan Hoover as reference. This model aims to help companies to increase income through social media by the creation of new habits. It can also be used as a tool to analyse if the companies´ social media campaigns are potential to become successful and why.

Later, using the same campaign I will try to determine if the company is doing greenwashing or not, by following the "Seven deadly sins of greenwashing" by Terrachoice.

2. BACKGROUND AND CONTEXT

2.1 Mass Media and Society

In order to explain the importance of social media and its impact and relationship with environmental consciousness it is necessary to first explain mass media´s background, its role in society and the creation of habits and ideologies. It is also important to explain the transformation of mass media through the latest years and its connection with technology.

Mass media can be related with the capacity of reaching audiences and the broadcast of it. To be able to understand how mass media works is it is necessary to understand the process of communication. "Communication is the act of sending messages, ideas and opinions from one person to another. Writing and talking to each other are only two ways human beings communicate. We also communicate when we gesture, move our bodies or roll our eyes" (Biagi 2011, 5). According to Biagi (2011) the three ways to describe how people communicate are:

- Intrapersonal communication
- Interpersonal communication
- Mass communication

An intrapersonal communication is when one person communicates with themselves; for example, when we speak to ourselves about some ideas or thoughts. Interpersonal communication is related when we communicate with other people through our different signs and an interaction is made. Finally, Mass communication is related when a message is given through a channel (TV, radio, magazines, etc.) to a large amount of people. Biagi (2011) mentions that in order to describe the process of mass media scholars use the communication model of: sender, message, receiver, channel, feedback and noise.

The sender would be the one who creates the message, the message is what we want to communicate and the receiver is the audience. After the message is received by the audience a feedback is usually given, which is the reaction of the audience to the message received and finally the noise is all the distortion that can happen while the message is delivered.

Diagram: Communication Model.

With the new century, technology has allowed information to travel in a faster, global and a more efficient way. Turow (2009) claims that nowadays that radio, television and newspapers are considered mass media, not only for their high-reach to audiences but for the composition of their audience. For Turow (2009), the difference between these mass media tools is the composition of their content. Mass media is formed by organizations that work together for industries to produce and circulate a comprehensive range of content. Biagi (2011) describes eight types of mass media industries:

- Books
- Newspapers
- Magazines
- Recordings
- Radio
- Movies
- Television
- Internet

Turow (2009) refers to mass media as the interaction between people where a message is received through a channel. Businesses have taken advantage of mass media´s capacity of reaching audiences all around the world at the same time to create a more personal and automated response from their clients. "The products of these businesses are information and entertainment that depend on attracting an audience of media consumers to generate income. Other motives can be the desire to fulfil the publics need for information" (Biagi 2011, 10)

According to Turow (2009), mass media modifies people´s identity by establishing new roles, ideas, stereotypes, etc. Individuals, in order to feel part of specific social groups and to avoid being isolated, transform their ways of living and follow these new social rules.

The identification of preferences, ideas and habits, allows mass media to establish social changes which may lead to new social constructs; because of this mass media can not only understand the reality people are in, but also create it. By generalizing ideas and identities, mass media can help to create stereotypes of how our "reality" is and how people should follow it. Mass media, being part of the identity and representation shapers in the social groups, is used by a lot of different companies to influence the societies and public spheres. Because of this mass media veracity and reliability can be doubtful.

Barker (2000) describes identity as the social construction that cannot exist out of the cultural representations. Therefore identity is not static, is a continuous part of the construction that is given through cultural representations from which mass media forms part of. Barker (2000) also mentions that identities can be perceived through our senses, beliefs, attitudes and ways of living. In other words, senses like smell or vision help people to experience their social construction and with this define what it is "real" in their surroundings.

We need to understand that, as Gergen (1988) postulates, what we think we experience as a reality isn't necessarily true because of the terms by which the world is formed, since the construction of what is knowledge is given to us as an empirical experience. This is how we

manage to determine who we are and who/what we feel identified with. Mass media is an elemental aspect of society and its development; through it, the members of society share opinions, knowledge, ideas and help to create public spheres. According to Biagi (2011), a person on average spends 41% of their time using mass media, 33% sleeping and 26% not using it. Because of this, it was initially thought that the influence of mass media was powerful, direct and uniform, regardless of that in recent years new theories assume that the effects of media are selective and dependent on the characteristics of a society and individual differences (Peterson & Thusrstone, 1933; Cantril, 1940; Schramm, 1979, Kazee, 1981; Lowery & DeFleur,1988). However, the "business" image still remains as the idea of what the mass media role is for. Biagi (2011) mentions that only in the USA, the media industries collect 276 billion dollars a year in income.

Biagi (2011) also says that mass media is part of the key institutions of society and that three important concepts about mass media can help organize our thinking about its impact on society:

1. The mass media are businesses.
2. Technological developments change the way mass media is delivered and consumed.
3. Mass media both reflect and affect politics, society and culture.

2.2 Mass Media and Technology

Technology is an important factor for mass media and the transmission of information. Technology has helped information travel faster and wider through history. For example, with the invention of paper people were able to express their thoughts in a more utilitarian way but it was not until the creation of the printer that this information was able to be transmitted all around the world, making knowledge something more reachable to societies and with it the emergence of new ideologies, cultures and theories.

Technology allows the deliverers to send messages through a better, more efficient, direct and faster channel to their audiences. "Each channel or medium has its own technological capabilities that affect the delivery of the message" (Croteau & Hoynes 2014, 286).

It is necessary to find the right medium in order to reach the audience in a better way. It is important for the sources to find the best method to accomplish this. One way to accomplish this is through good content of information and a venue where most of the people can access it. "Technology places limitations on what a medium can be used for and makes some types of media more suitable for some purposes than others. As media technologies evolve, they provide opportunities for different forms of communication (Croteau & Hoynes 2014, 287). These limitations are created not only by the development of the technology but also by the accessibility of it. The development of different forms of communication has allowed mass media to become a profit source. The more money that is invested the higher the expectations are: better quality reception, less noise and good content are examples of these expectations. The audience, as clients, are looking not only to receive the message but to get it in the best way possible making the business of media more competitive.

2.2.1 Technology, the Audience and Power

The monetary value that technology has given to the different mass media' mediums, has birthed new competitiveness in the market, because of this, the belief that the audience had started to gain power in demand of content started. According to Hanes (2007), "a new approach to the dynamics of audience/text relationship was suggested in the Uses and Gratification Model" (Hanes, 2007, 2). In this model, theorists ask how audiences use the media. "The model suggested that audiences had specific needs and actively turned to the media to consume various texts as a satisfaction of these needs" (Hanes, 2007, 2). In other words, they claim that the power of media is shaped by the audience needs. Like most models, this one has limitations as well. Hanes (2007) claims that The Uses and Gratification Model says that the messages are delivered all together into packages of information and are received in an equal way to all audiences not gaining importance in how the messages are interpreted by the audience or the effect it has. In other words, the messages are being delivered without any selective interpretation of the audience. For example, a certain company launches a new advertising campaign giving a general message to the audience without caring if women will interpret the campaign differently than men or children.

This can be a limitation of the model because it doesn't respect either individuality or the personal identity of the audience, making it harder to deliver the message in an effective way to the receiver.

The audience influence in mass media has become important in regards to the feedback in the communication process. The audience has become the client of mass media companies and has started to demand and make decisions on what the message should carry. Companies are starting to listen more to them and are creating new content to cater to these needs.

2.3 Internet in the Mass Media

Internet is part of the new communication technologies. It gives the opportunity for people all around the world to have access to information, in a faster way than other mediums such as newspapers, magazines, television, etc. Biagi (2011) says that this newest media industry is also growing very fast. Around 79% of consumers in the US are online consumers and the money spent for online advertising has increased from $8 billion in 2000 to $26 billion in 2010. The internet has become a new mass media medium as well as a delivery system for traditional media like print, audio, video and interactive media like video games. The internet offers access to shopping and social networking and a place for business where people can sell their products as well.

For these reasons the internet can be considered a powerful and more efficient tool for mass media with a better capability to impact audiences. The Internet not only allows an efficient worldwide reach but it also allows the audience to be transformed by the source of information. The internet doesn't concentrate on a few people as it provides ways for others to share ideas, feelings, and opinions. Blogs, online journalism, videos, and podcasts can be created since the internet is a household commodity, thus giving us the freedom to participate and influence the media itself.

People use the internet to be heard, to share their ideas, critiques, and talk with others from different places of the world. With this the internet has overcome the limits of distance in a more efficient and direct way than any other mass media tool has ever done. People also use this facility to advance their own needs making the internet an multifunctional tool to help, not only technological or scientific matters, but also as a method of expression for everyone.

With the development of technology and easy access for societies to internet, one could argue that people have started to embrace the internet as a part of their lifestyles giving a door to mass media to connect with their audiences in a more personal way. Online campaigns, broadcast, online radio stations, videos uploaded in YouTube, etc. have started to be developed. The information has begun to be sent through all the possible channels. The speed of messages, lifestyles, movements and information has increased. The website, Wetfeet comments in its article "Industry overview: Internet and New Media", that increasingly, "web surfers are accessing the Internet via wireless devices be it Wi-Fi or Bluetooth-enabled computers, cell phones, or personal digital assistants."

Due to this internet connectivity, the capability of communication is available anywhere, anytime and in any need. Wetfeet, also says in its article "Industry overview: Internet and New Media" that "web companies are increasingly recognizing that they need to optimize the content and functionality that they offer to users of wireless devices".

Thanks to how close internet and media manage to get into our lives, people have started to create social networks where they can share with others their surroundings, experiences, ideas, and activities, building an online society and culture. The website Wetfeet, claims in its article "Industry overview: Internet and New Media" that "online communities are creating connections between people on opposite sides of the globe. YouTube is making instant celebrities out of people who do remarkable things with their webcams. Email, instant messaging, and other technologies are making it easier for friends and family to stay in touch, wherever in the world they are." Video-on-demand and other services like Netflix are changing people's entertainment-consumption habits.

The internet is encouraging social and political changes as well; organizations can reach and impact a bigger audience spreading new ideas, campaigns, fundraisings, etc.

2.4 Social Media

The Oxford English Dictionary describes social media as "Websites and applications that enable users to create and share content or to participate in social networking." In other words, social media is where people in the internet interact, share and discuss information about each other.

This can be done in many different ways, such as blogs, forums, message boards, wikis, virtual words, tagging, news, online communities, images and video sharing, podcast and collective intelligence. According to the website Alexa Global Traffic Rank some of the most common social media sites in January 2015 were:

1. Facebook, 2.YouTube 3.Twitter 4.Linkedln 5.Blogspot 6.Instagram
7. Pinterest 8.Tumblr 9.WordPress 10. Vine

In the late 70s and in the beginning of the 80s, computers weren't as common as today and were more a luxury or a rare commodity. The idea of staying inside home in front of a desk and a keyboard was not a good social idea or a popular way of spending time. Computers were only use for certain kind of social circles. The website Digitaltrends explains in its article "The history of the internet social networks", that "it also was during this time, and with a parade of purportedly antisocial geeks at the helm, that the very gregarious notion of social networking would take its first steps towards becoming the omnipresent cultural phenomenon we know and love".

It was in 1978 when the Bulletin Board System (BBS) appeared. Its function was to notify friends and other people about meetings, share information with postings and making announcements. "These online meeting places were effectively independently-produced hunks of code that allowed users to communicate with a central system where they could download files or games (many times including pirated software) and post messages to

other users".(Digital trends)   The BBS became a serious activity, gaining popularity in the 80s and 90s.

Later, other online services appeared as well like "The prodigy" (1984) and along with it the truly pioneer of the social network as we know now at day: AOL (America Online). For many people AOL was the beginning of the internet by itself. One of the most fascinating features it could have had was the AOL member-created communities, where users could have profiles of themselves with detailed information.

By the mid-90s the internet was growing fast, websites like Yahoo and Amazon had just started and the need to have a PC in every home also started. The Digitaltrends website claims in its article "The history of social networking" that "by 1995, the site that can have been one of the first to fulfil the modern definition of social networking was born". Classmates.com was the website that provided the idea of virtual reunion as a phenomenon. It helped people to create a social network with old schoolmates; users could create personal profiles and share the information with people that they used to go to school with. Digitaltrends also says in its article "The history of social networking" that "Classmates.com was a hit almost immediately, and even today the service boasts some 57 million registered accounts".

In 1997, the website SixDegrees appeared; giving the users the opportunity not only to create profiles but also to invite friends, organize groups and search other user profiles (a little like the beginning of Facebook). This website didn't succeed enough and at the beginning of 2000 it disappeared.

It was finally in 2002 when the social networking boomed with the launch of Friendster, "Friendster promoted the idea that a rich online community can exist only between people who truly have common bond" (Digitaltrends). This site worked a little bit like an online dating site, and Friendster gained around of 3 million users before the poor structure and the technical problems dragged this website into an unquestionable drop.

In 2003 MySpace was launched. MySpace was once super popular in the social network community. It provided music, music videos, photos, comments, and a changing features environment. It helped mostly music bands and people who were interested into finding news about them. With time MySpace declined as well and its popularity waned.

Finally in 2004, Facebook appeared. In January 2015 according to the website Statista and its Global social network ranked by number of users, Facebook was the largest social networking site in the world with 1.366 billion users. According to the Forbes list, Facebook is the 18th most valuable brand in the world.

The original purpose of Facebook was to serve as a social network between the Harvard University students. *"Facebook launched in 2004 as a Harvard-only exercise and remained a campus-oriented site for two full years before finally opening to the general public in 2006"* (Digitaltrends) . According to Digitaltrends the success of Facebook it is still in debate, some argue it's the easiness of the platform, other to the multitude of its easily-accessed features and other attribute this to the name by itself. "Regardless, there's universal agreement on one thing: Facebook promotes both honesty and openness. It seems people really enjoy being themselves and throwing that openness out there for all to see" (Digitaltrends). Finally but not last, the technology revolution and constant upgrade of communication sources have helped to change social networking. With the appearance of smartphones, touch screens, iPads, tablets and so on, the mobility of our communication has become closer and more personal. This allows users to contact and talk with each other at any moment. Because of this, social networks have needed to adapt as well to the new requirements of their users. New applications have been developed and new ways of social networking have been created; smartphones' video and photo sharing platforms such as Snapchat, Vines or Instagram have been launched in the past few years. "Mobile-based platforms also approach social networking in an entirely different fashion than their Web-based counterparts. Rather than offering a comprehensive social networking experience like the now-defunct Myspace and the struggling Google+, they instead specialize in a specific kind of interaction service, that involves the sharing of public images, the private sharing of images, augmented reality, and location-based matchmaking. People essentially use the

various services in conjunction with other platforms to build a comprehensive, digital identity"(DigitalTrends).

2.4.1 Social Media Platforms

In order to understand social media's importance, it is necessary to describe some of the most relevant social media platforms that are currently in the market and revolutionizing the world:

- FACEBOOK

According to its website, Facebook was launched in 2004 by Mark Zuckerberg, who was 23 years old at the time. The site gets income from advertising while being free for users to use. People sign up by giving some personal information, completing a profile and uploading photos of themselves. They can also share information, thoughts, news, videos and links to different kinds of interesting topics or media that can be found on the internet. People create an online network with old friends, family, co-workers or new people they are interested in connecting with. Facebook allows you to keep in touch with people from all around the world. Distance is no longer a problem and Facebook allows others to get closer with just one click.

Why did Facebook become so successful?

By understanding why Facebook is so successful, people can understand a little bit more about how social media works and its impact in our societies. The Social Advisors website argues that Facebook provides connection within friends and family, transforming this social media into a value service that entertains and informs. In comparison with other social streams, "Facebook encourages users to act, to like, to share, to participate all in a subtle way"(The Social Advisors). Facebook can help ordinary people form a deeper connection with others that have fame or status, for example, official artist accounts or important political profiles. Facebook can also gather people with the common interests, and offer social interactions that may have been impossible outside of the digital world. Another feature that can be considered for Facebook's success is its easy-to-use design that allows people to read information, keep track of friends, and upload photos in a very simple way.

Facebook has also succeeded in the business sector. It is an online tool used by companies who want to increase their sales, become viral or have a better communication with their clients. Facebook´s economical profits have come via promotional and advertising tools that companies are willing to pay for in order to be announced within the social network. Many business accounts have a Facebook page, where people can go and follow the updates of different companies' products, rank their services, message them for information, give suggestions, etc. The most important service Facebook provides is the free publicity to companies and their products. This happens as users share information about the companies to their social network. According to the MSI Mail Marketing Blog in its article "Why is Facebook so Popular?" written by Ty Baisden, over 2.1 million websites have created their own Facebook pages.

It also argues that "businesses may enjoy Facebook for many different reasons: including the easy integration options and free advertising opportunities. Prior to the internet, the main avenues of advertising were radio or television commercials, printed ads in newspapers or magazines, direct mail marketing and word of mouth. Many of these venues can be extremely expensive" (Baisden, 2011)… and less effective, so businesses have found a great alternative with Facebook "pages".

- INSTAGRAM.

The official Instagram website defines it as a "fun, quirky way to share people's lives with friends and others through a series of images or pictures". The user has the option to snap a photo with a cell phone and choose from different filters to make it better. It's a way of sharing people's daily life in a more visual way. Instagram website says that "they are building Instagram to allow you to experience moments in your friends" lives through pictures as they happen. We imagine a world more connected through photos´.

Instagram was launched on October 6, 2010 and originally only able on iPhones due to the good quality of their cameras. It surpassed 25 million users in early March, 2012.

How does Instagram work?

Instagram allows people to take photos within the app or use old photos from your phone album and share a photo moment of your daily life. Users can give a title to it, use hash tags

and the photos can be shared with others, not only through Instagram but also in other social platforms like Facebook or Twitter. Initially photos are publicly shared with anybody but people can choose to keep them private. The foundation of Instagram, as a social network, is to share photos with friends and people who can "like" and comment on them. With this, people share their daily lives in a dynamic visual way.

A special feature of Instagram is hash tags, which allow users to find photos of some specific interest. It is like a filter that helps people to search specific photos in an easy way. It also allows users to follow their favourite artist or public person and gives the feeling of a more personal connection with them. People that once we thought were out of our league can be followed. I personally enjoy this social network for photos, which I find is something more dynamic and nice to the eye. An image can describe a million things. I consider that this kind of social network can help to impact peoples' minds and opinions by showing information through a strong image. For example, environmental problems around the world can be perceived better in this way.

Companies like NatGeo are implementing this social media for the use of different social campaigns and to encourage photo journalism.

- TWITTER

Kwak, Haewoon in her "What is Twitter, a social network or a news media?" presentation to the 19th international conference on World wide web, New York, USA, 2010, describes Twitter as a micro blogging service where users tweet about any topic within a 140 character limit and follow others in order to read and receive their tweets, that unlike the other social networks, doesn't need the reciprocation in following someone back. "Common practice of responding to a tweet has evolved into well-defined markup culture: RT stands for retweet, '@' followed by a user identifier address, and '#' followed by a word represents a hash tag. This well-defined mark-up vocabulary combined with the strict limit of characters conveniences users with brevity in expression. The retweet mechanism empowers users to spread information of their choice beyond the reach of the original tweet's followers" (Kwak, 2010, 1).

Twitter uses the hash tags to find "trending topics" which are the most common phrases or words people use in this platform during the day or latest hours. With this, Twitter tries to

encourage people into discussion. Kwak (2010) also claims that the trending topics are a good representation, if not complete, of issues that reflect societies in their public spheres. Twitter is written in tweets, which are the limited sentences the users write in their personal profiles. Tweets usually express an idea or an opinion. It can also be a critic toward something or just a random thought. The topics can be such as jokes, personal experiences, photographs, suggestions, etc.

People, who have Twitter, can follow a specific topic, person or news from all around the world in a very easy way and can also participate in chats that are made through the hash tags. If someone wants to know what the general opinion is about something, someone or a certain happening, then twitter is the tool. Some people claim that twitter is more a news media tool than a social network, but again it all depends how it is used.

Finally, Twitter helps to create data analysis about people preferences in different topics like elections, sports, movies and so on helping different companies, researches and people to understand society better.

Websites like https://interactive.twitter.com/ gathers some Twitter data and makes it available for everybody:

- YOUTUBE

YouTube was launched in May 2005 and was created by Steve Chen, Chad Hurley and Jawed Karim. YouTube official website describes it as "a space that allows billions of people to discover watch and share originally-created videos. It provides a forum for people to connect, inform and inspire others across the globe. It acts as a distribution platform for original content creators and advertisers, both large and small".

The main purpose of YouTube is to share videos online. Everybody can create their own video and upload it in this platform. Videos can be commented, rated and shared by others. The phenomena of video blogs emerged from this social media, where people record themselves talking about certain topic. This video blog format became something big within the users of YouTube and as a result has created a new community and a new form of business. It became an empirical production for entertainment, information and interaction. Daniel Margolis (2008) writes in its article "Analysing the Societal Effects of YouTube¨ on the website Certification Magazine that "YouTube provides ordinary users a way to expose their content to millions of eyeballs immediately".

Margolis also says in its article "Analysing the Societal Effects of YouTube on the website Certification Magazine" that Andrew Perrin, associate professor of sociology at the University of North Carolina at Chapel Hill, says that "He couldn't think of any other medium throughout history that would have been so immediate in its effect. The self-production aspect of YouTube, combined with its broadcast reach, that is a unique form…I'm sure there are lots of estranged spouses throughout history who would like the opportunity to have done that".

3. THEORETICAL FRAME: GREENWASHING, SOCIAL MEDIA AND ENVIRONMENTAL CONSCIOUSNESS.

3.1 Mass Media, Social Media and Its Influence in Environmental Consciousness.

According to Sandoval (2005), people usually express two kind of different opinions about the relationship between mass media and the environment. On one side some, those who aren't that attached to environmental issues may claim that media attention towards environmental matters is growing more and more, and the spread of information it is getting bigger and bigger. The ones tasked with divulgation and conservation of nature, tend to complain more about how mass media approaches environmental information, either in quality or quantity.

The relationship between mass media and the environment is very young and recent. More accurate data comes, according to Cudworth (2003), from 1960´s- 1980´s when events like Chernobyl, the oil spread in Torrey Canyon and the diffusion of scientific information, and international meetings like the UN´s Human Environment Conference in Stockholm, Sweden have occurred. Only after these events have environmental matters started to gain attention from the media.

The media needed, as a consequence of these, to show interest in ecological issues in order to satisfy the necessities of the audience. To start with, the information the media was given was mostly scientific and about international meetings on environmental issues. The language was more elaborate and difficult to understand for the general public. The content was controlled by researchers and governmental authorities. In the 1980´s the creation of environmental organizations started to appear. This was thanks to the influence of social movements and social knowledge. Information was also made and delivered by social groups, students and people, whom started to get involved in environmental matters. Gonzalez (2007) says that their main criticism was against economical models and systems. Later, during the 90´s the environmental interest started to grow more from different sectors of the populations rather than only the scientists, scholars and the social organizations.

Concepts like *ambientalism* were used and people from different industries started to help with the environmental discussion in the social spheres. Environmental impact studies, environmental consulting and the compensation for nature started to grow as well. Because of this, mass media needed to get more involved. Its content began to be divided in economic development and the environment. On the other hand, these two topics where separated completely. Zeran (2005) points out this kind of problem as the reflection of the liberal economic model which postulates information as a merchandise and not as a social public service.

Thanks to technological developments in mass media, information has become more public, helping different social groups to keep track of the environmental issues, exploitation of natural resources, international and community problems regarding environmental issues; and all of those can be related with other social aspects like health, traditions, customs, education, etc. A more dynamic activism can be achieved as well. Because of the image related to mass media and environmental matters, people may have the impression that mass media was, and might still not be fully committed to the environmental crisis that happens all around the world. Gonzalez (2007) believes that mass media, for example in Mexico, had put their personal and economical interest over the social wealth of the country and that only because of the constant push of society they have been forced to talk about ecology and the environment, although still in a fragmented way that doesn't allow free speech, debate and social criticism.

Does mass media have the responsibility of generating environmental consciousness?
Many environmental problems are social. The social dynamics drive to some of these environmental problems and the changes created after them have social effects. The environment can be a problematic term and an abstraction of how different societies perceive and experiment their own environment. It is impossible to separate the environment from society. Cudworth (2003) defines the environment as the context which provides the conditions for the existence of the human species, and for the multifarious other living creatures and vegetation. She also says that for the ecological scientist, there are webs of interconnecting relations of dependency between humans and other animal life,

plants, water and earth. Environmental justice and the institutionalization of the environment is one example of how communities and the environment co-exist and are often co-dependent of each other. For instance, if we look at a forest, environmental justice would make people ask about who gets to use and rule their forests and what affects these particular usages and the governance of forest has on forest conditions. One clear representation of this can be seen with the Amazon rainforest in Brazil where the deforestation of the zone has affected not only the wildlife but also the indigenous people who live in the place, forcing them to move away from their villages and homes.

As I said before, mass media's main function is to transmit a message to inform or entertain different audiences, which usually are formed by societies, communities or ideologies. It is their responsibility, as part of the social system which helps to create ideas, culture and communities, to share environmental matters as an important social topic that influences the cultural, political and social ways of the audience. Mass media as a weapon of information can be used for education. It can allow people to gather information from different topics such as the environment. It can also encourage societies to get more engaged with finding solutions to the different problems they have to deal with in a more sustainable perspective. Some entrepreneurs claim that environmental issues don't generate enough profits for the mass media big companies. Others say that even though mass media do try to put an effort into environmental issue information, it is not enough because the quantity of ecological problems that happen every day, which may over take the capacity of mass media to properly cover them.

3.2 The Importance of Social Media

As explained before, mass media helps with the influence and shape of social behaviours. Social media, as part of mass media, can do the same.

Mashall McLuhan (1964) studies the social behaviour through the changes in media of communication. He describes media as the extension of the senses and therefore he claims that the introduction of a new medium, like social media, to a culture can change the way people in that culture behaves and alters their consciousness. Electronic media has changed

the parameters of space and time by making communication almost instantaneous. In particular, social media has torn down these walls from a social point and impacted it with new patterns of information flow on social behaviour.

Kathleen C. and Anuhea R (2010) suggest that ¨technology has raised free speech to a whole new platform. Instead of reading opinions and propaganda through newspapers, posters, commercials, and even billboards; free speech is written and even texted on the internet all over the world. The coming of the social networking era has brought strength to the infinite access of free speech in our social environment¨ (Kathleen, C and Anuhea, R., 2010, 5). In other words, social media has embraced free speech between users and has changed the way communication was previously used, giving social power to the audience as well. Social Media helps people discover information about problems that before were ignored by the traditional transnational mass media, and has given a heavier weight to issues that before were left behind. People can contribute with their opinions, critiques and embrace the discussion in more dynamic ways. The oppression and limited communication, particularly in some countries, can be avoided, thanks to social media, where people have access to give, receive and share information in a more free and easy way. "Where consumer interactions with corporations were once relegated almost exclusively to private communications such as letters, phone calls or discussions with friends; stakeholders can now easily make their opinions and complaints heard publicly" (Lyon and Montgomery, 2012, 14).

For example, I have seen that people in Mexico have started to express more opinions in political matters compared to the small voice they had before. Me, as someone being away from my homeland, can have access to information which allows me to understand the situation in the country, not only through the normal mass media like newspapers, television, radio and so on, that sometimes might be censored, but also by the opinion of the Mexican people. Mass media helps to create a broader perspective.

The audience can also be more selective about the kind of information they want to receive. The social media filters allow users to search for a specific topic in a very easy and instant way.

Social media has become an important part of people's lives and technologies such as smartphones, tablets and social media are changing the way people access and consume media. Communities have become closer and the flow of information is faster than ever before. For example the new generation of news has become viral and more visual. People can access information in more dynamic ways like videos, photos, text, blogs, and the interactivity between the audiences with it is more personal and instant. Something as easy as sharing a photo through societies can create more impact than newspapers, magazines, etc. People gets together to share skills and set up new ways of communication through social media in order to talk about specific issues that some big broadcasters may ignore or may consider as not as important as other topics.

This new way of communication has not only influenced social behaviours and communication processes but it has also altered the ways of advertising and how companies may work. The advertiser and the advertised blend together making an unilateral necessity between the companies and the audience, "If a company hopes to succeed in this new generation of technology they must embrace social media." (Vinnie. P and Ayuna. C 2010, 6).

As also mentioned before, social media like Facebook have created the possibility for companies to build virtual companies and personalities. Thanks to this a dialogue between the customers and businesses can be formed. Social media has transformed companies into large personalities, transcending beyond just a brand, they can operate as a personal connection, and they can have a more personal contact with their environment and the people they are trying to reach. (Vinnie. P and Ayuna. C 2010, 6).

Nir Eyal and Ryan Hoover (2014) say that companies attach their product to "internal triggers" creating habit forming methods to link their services to the users' daily routines

and emotions. Instead of expensive marketing, social media can be a good tool to use these internal triggers to the costumers in a cheaper way. To share opinions and interests, through social media, has helped the companies to find these triggers in an easier and more personal way. "Habit-forming technology is already here, and it is being used to mould our lives. The fact that we have greater access to the web through our various connected devices — smartphones and tablets, televisions, game consoles, and wearable technology gives companies far greater ability to affect our behaviour." (Eyal and Hoover 2014, 6). Eyal and Hoover (2014) argue that "the habit-forming products can do far more good than harm and that the entrepreneurs and innovators have tremendous new powers to influence the everyday lives of billions of people" (Eyal and Hoover, 2014, 8). They believe that "the trinity of access, data and speed presents unprecedented opportunities to create positive habits"(Eyal and Hoover, 2014, 8). For example, it can improve our relationships with society, friends, family, and people with common interests and with people all around the world.

Like Eyal and Hoover said, social media and habit-forming products can create good habits that, I claim, can help to improve social matters that were ignored before by the big companies and mass media; like environmental issues, social problems, etc. It can also help to connect isolated, minority communities to the rest of the world and the different realities beyond their own.

On the other side, social media can also affect our interaction and communication through interpersonal communication. The way people communicate now seems to change from a face to face form into a social media or mediated interaction. For people it's becoming easier to talk with people through Facebook, twitter, messages and other media that doesn't force the connection of people in a more physical and real way.

People don't need to have a personal or close contact with others anymore as long as the social networks exist. People can know what is going on in others' lives by just adding them in their social media. Interaction has become a little colder and distant but at the same time this has enable communities to get together without the real connection process that a face to face communication needs. People can follow others' thoughts, ideas, events and stages in life by just a click. It can either make us feel comfortable with knowing what is happening in society or feeling that we know what is happening with our connections without trying to put any kind of effort to it. Also, people can create their own digital personality through social media and build a reality that may sound more attractive than the honest reality, by only sharing their "highlight reel". In other words, it allows us to build and create a representation of ourselves to others by only sharing specific information.

In summary, I suggest that social media is important because the easy access it provides to information that can be shared all over the world without a limitation of a country or status quo. This information can be given by both, the audience and the mass media industry, which encourages new venues and forms of discussion in social spheres, giving weight to topics that went ignored in the past. Free speech has become more viable and the speed of the message can be instantaneous. It offers a more dynamic way to spread information about different topics, and it has helped people to connect more with others through common interests. Social media is also important because it allows companies to become closer to their audience and more personal. It has given an important role to the audience and it has changed the way and the process of interactivity that traditional mass media used to have.

How Social Media Can Help To Create Environmental Consciousness?
Montero Sandoval (2005) claims that people think in a wrong way, that the simple representation of some mass media content and the big spread of information are more than enough for education; but it is also necessary to learn, as the audience, on how to reach for information and educate ourselves. The social function of mass media goes beyond

informing, since it works also as an important tool to formulate opinions and open argumentative discussions. This is why I consider that the audience should start to question the objectivity presented by mass media to them. Is it really how it is portrayed? Are we sure it affects us in the way it is described? Are those the only solutions we can have? Should we settle with only that? The spread of information today is faster and more instant than ever before. According to R. Fay from Ecoconsultancy, 91% of companies agree that social media is becoming an important tool for their marketing strategies. In their 'State of Social 2011' report, 87% of global company respondents use Twitter as part of their social media marketing strategy, and 82% use Facebook. Other popular platforms for businesses include YouTube (69%) and LinkedIn (57%).

*The Humanitarian Centre Organization (*2013) proposes that "social media can be used to promote good environmental practices, share best solutions and raise awareness about environmental campaigns in other unforeseen ways."   Social media can embrace activism all over the world and communicate to people in a faster way. It helps to open social discussion about environmental matters and share it with others as well. Previously, mass media only covered big events that were considered of more importance than others. The broadcast of certain topics could be manipulated or controlled by those whom where behind the information delivered. Now people can manage information on their own. Organizations can share their activities to others and encourage people to join. People can see the efforts and solutions to environmental problems made by different organizations in order to try to raise awareness and consciousness.

Recognizing how natural resources are being exploited in countries around the world is different than seeing what is happening around the corner. Many times mass media claims that solutions are being put into place when sometimes this may not be completely true or they might only cover certain parts of the problem. If people can contribute to these solutions the problem itself feels more personal and therefore people care more about the issue. Mass media plays an important role into social behaviour and changes. Social media can have the same effects on society. Just like mass media can have bad influence on these changes and identities, it can also generate positive influences. *The Humanitarian Centre*

Organization (2013) also says that "if a strong social media presence was combined with meaningful changes in behaviour, lasting change could be achieved and embedded in organizations."

Social media can help create a culture of environmental awareness that allows action to take place. Social media can also help where mass media by itself cannot cover all these environmental issues, by using different people as new informants and journalists. To be able to do this it is important to understand the different channels of social media, their functions and how to use each platform in order to take advantage of each one in a positive and strong way. Some companies like National Geographic are trying to encourage people around the world to get more involved with different campaigns by checking their website and participate in their photograph competitions about environmental topics like: food management, natural resources management, social relationship with the environment, etc. They have created a link between their environmental activities and all the possible social media; they also have blogs that encourage people to communicate and discuss topics. They believe that social media can be a big trigger to influence society and behaviour changes. Karin Gunther Russ claims in an article post to *Our Health and Environmental Blog* on April 2, 2013 that "social media provides a favourable platform for non-profit organizations to reach their audience and to achieve a variety of goals". Facebook is most commonly used by non-profits for building awareness and engaging a strong base of supporters for the organization. Engaging an audience means more than just sharing information; it encourages them to take the information presented and act on it. Social media can help to keep people interested in environmental issues, raise awareness and encourage action on good environmental practices. If social media is used correctly, it can build a bigger culture environmental interest.

Because it is important to know how to create good social media strategies I have decided to focus my case study on an example of how this can be done and what can happen after a good social campaign is implemented. It might not only have good influence over an audience but it can (or not) create a social behavioural change. On the other hand, the counterpart of this social media/environmental consciousness combination is also important

to understand, in order to try to avoid it. Greenwashing and fake activism can be two good examples of this.

3.3 Greenwashing

Some companies may use mass media and social media for greenwashing. The Greenwashing Index website describes greenwashing as *"a coordinated attempt to hide unpleasant facts, especially in an environmental context."* In other words, it is when a company invests money and advertising into building a green business image to their clients when in reality the implementation of environmental practices in their companies are not actually done. For example, the environmental film festival Planet in Focus gives the Green Screen award to those companies within the TV and film production business who make solutions and environmental practices to reduce their C02 emission. This can be something as simple as recycling, saving energy, the use of environment friendly products, etc. With this, the film festival pretends to encourage companies to become green and to make deep investigations against greenwashing. In its website stopgreenwashing.com, Greenpeace explains that "the term was coined around 1990 when some of America's worst polluters (including DuPont, Chevron, Bechtel, the American Nuclear Society, and the Society of Plastics Industry) tried to pass themselves off as eco-friendly at a trade fair taking place in Washington, DC".

3.3.1 Why is greenwashing a problem?

The environmental impact from companies has increased in recent years. With this more green businesses have surfaced and with it the greenwashing has come along. Corporations, in order to get more income and consumers, are trying to demonstrate that they are not only environmentally conscious, but creating environmental solutions as well. Some of these businesses do contribute to a more environmental friendly world, however for others this "green" image just works as an advertising and slogan strategy for people to buy their products. "At best, such statements stretch the truth; at worst, they help conceal corporate behaviour that is environmentally harmful by any standard."(Greenpeace).

In its website, TerraChoice claims that more than 95 percent of the consumers' products claiming to be green are committing greenwashing. TerraChoice made a study called "The Sins of Greenwashing: Home and Family edition" (2010) with the purpose to analyse different green claims made by advertisers and companies regarding their products. It analysed 5,296 products from Canada and America. According to the study (2009-2010) the number of products which claim to be green, increased by 73%. "As consumers demand greener products, companies are attempting to meet that demand with more green products" (TerraChoice). The demand has generated more companies becoming greener, or at least claiming to be. TerraChoice found that over 95% of the companies studied do some kind of greenwashing. Greenwashing affects not only the environment and consumers, but it also has a bad side effect for the greenwashing companies themselves. Greenwashing can affect the environment because the companies do not apply the green practices that can help the environment. Also it is a bad example to other companies. The promise becomes weak and the environmental company ethics are doubted by consumers and other clients.

As for the consumers, nobody likes to be fooled, which is what happens when companies claim to do something in order to get revenue, when the truth is they don't. Consumers want to contribute by becoming "green" consumers and would feel betrayed to realize that in reality they are not. Thus it is important to be informed about the different products or services; to double check if they are really doing good to the environment. "The average citizen is finding it more and more difficult to tell the difference between those companies genuinely dedicated to making a difference and those that are using a green curtain to conceal dark motives. Consumers are constantly bombarded by corporate campaigns touting green goals, programs, and accomplishments." (Greenpeace. Stopgreenwashing)

In its website, the Greenwashing Index claims that "smart businesses are finding that doing right by the environment actually does increase profitability in many cases. When properly trained, consumers see right through this "green screen." Then greenwashing backfires, hurting a company's reputation and, ultimately, their sales".

An example of how greenwashing works can be seen in the advertising of Shell; using words as "sustainable" when describing its tar sand project in Canada and its oil refinery in North America. When in reality, according to Consumers Affairs Correspondent Martin Hitman (2008) "both projects would lead to the emission of more greenhouse gases,. ASA ruling the advert had breached rules on substantiation, truthfulness and environmental claims". Hitman (2008) wrote, that "the WWF (The World Wild Fund of Nature) complained that extracting low-grade bitumen from sand was highly inefficient and destroyed huge tracts of virgin forest". In response Shell claimed that the company´s technology was actually reducing pollution instead of increasing it. The company defended itself claiming that its projects were rated as some of the" least damaging because it sought to limit emissions of nitrogen oxide, sulphur dioxide and organic compounds".

According the Greenpeace website, there are many ways a company can produce Greenwashing; some of the criteria they used for their investigations are the following:

- **Dirty Business:** Promoting sustainable products or services, while the whole process of development of the product is unsustainable or produce pollution.
- **Ad Bluster:** Using advertising (which can be through social media) to show environmental achievements in order to avoid attention from their actual environmental problems or the "bluffing" claiming to do something when they actually don't.
- **Political Spin:** To present a green image of the company through advertising while "lobbying" against environmental regulations.

TerraChoice (2010) claims that greenwashing can be listed in "seven sins" that need to be avoided in any company:

- **The Sin of the Hidden Trade-Off**:
  To not explain an honest understanding of all the possible environmental impacts your company/product might lead to.
  To not be more specific in your messages to the audience but use single issues to distract them from other impacts.

To make claims about environmental impacts or benefits without knowing how your product/company can have other impacts and hiding information from the audience.

- **The Sin of No Proof:**

  Not being clear and to not confirm the scientific facts behind any green claim.

  Not make all evidence available to the consumer.

- **The Sin of Vagueness:**

  Not use language that your audience can understand.

  To use vague names or terms without giving a clear explanation of what it means.

- **The Sin of Worshiping False Labels:**

  To use favour eco-labels that are not themselves accredited and to not address the entire lifecycle of products.

- **The Sin of Irrelevance:**

  To claim to be CFC (Chlorofluorocarbon)-free unless is a legitimate reason to stand above the competition.

  To have pro-environmental claims that are most commonly shared by the competition.

- **The Sin of the Lesser of Two Evils:**

  To not help customers to find the right product for them based on their needs.

  To fool the customers by making them feel "green" even though their choices are harmful or unnecessary to the environment.

- **The Sin of Fibbing:**

  When a company is not being honest or not telling the truth.

The different sins mentioned above and the criteria listed by GreenPeace help the public to have a better understanding of how greenwashing works and how to be able to spot it and avoid it.

3.4   Greenwashing Index

The greenwashing Index was created by the Enviromedia Social Marketing in 2007. Its main function is to score different environmental campaigns and the truth behind them.

This helps to consumers and other companies to check the authenticity of a campaign and the sustainability behind it.

How does it work?

According to the Greenwashing Index website, when an ad is rated by the greenwashing index, a score will be generated based on the following statements:

- **The ad mislead with words**: When the ad misleads the audience about the company's environmental impact through the things it says.

- **The ad misleads with visuals and graphics**: When the advertiser may use environmental or natural images in order to make people believe the company or product is more green that it actually is.

- **The ad makes a green claim that is vague or seemingly unprovable:** Does the ad claim environmental benefits without sufficiently identifying for you what they are? Has the advertiser provided a source for claims or for more information? Are the claims related to the company/product?

- **The ad overstates or exaggerates how green the product or company actually is**: The advertising shows a green image of the product or company that might not actually be. Does the public believe in the green claims made by the ad?

- **The ad leaves out or masks important information, making the green claim sound better than it is:** When some important information is missing or is skipped that might have relevant consequences on the environment.

The greenwashing index' purpose is to help educate consumers about the different greenwashing possibilities and how to detect it. It is also their goal to help consumers to generate their own opinions about the green images given by the products or companies and make their own decision about them.

3.4.1 Social Media and Greenwashing

Social media is one of the latest tools for mass media, marketing and advertising. Social media has, as well, become a tool for businesses and consumers. Consumers and businesses have a tier relationship with more interaction and connection. Lyon and Montgomery (2013) say that "with previously unheard of access to information and networks, consumers and activists alike are finding a new voice in their interactions with corporations".(Lyon and Montgomery, 2013, 1).

TerraChoice (2010) claims that between 2006 and 2009 green advertising grew by almost 300%. Greenwashing can misinform consumers about products and their green impact. "Laufer (2003) identifies a suite of strategies that companies use to greenwash, all of them relying on the limited ability of stakeholders in civil society to gather information, communicate, and monitor corporate actions" (Lyon and Montgomery, 2013, 3). Social media has the potential of giving a better access to information for consumers on corporate CSR (Corporate Social Responsibility) practices.

"The media has played an important role in the often challenging task of communicating and disseminating information about CSR initiatives to stakeholders, and in consumers' perceptions of corporate credibility regarding such efforts" (Du, Bhattacharya, and Sen, 2010; Fieseler et al., 2010; Lyon and Montgomery, 2013, 12). Mass media is used to help companies advertise their products and their different green claims in order to mislead the consumers from the reality. Social media can work as a tool for organizations and activists without any anarchical structure or *horizontalism* (Mason,2011; Lyon and Montgomery, 2013) where they can give arguments and try to show consumers different ways the messages given by mass media cannot be true. Social media can be an extension of mass media within the digital era, and modernization and as well as the evolution of communication, social media brings more opportunities. Not only in the cost of the service but the facilitation of communication between consumers and companies. This can lead to different uses of social media, specifically, towards greenwashing:

- **As a tool for activist and consumers to interact better with corporations.**

Lyon and Montgomery (2013) postulate that social media has the potential to both enhance and redefine the flow of information between the corporations and the consumers around environmental problems.

Through social media, consumers and activists have become critical to different anti-environmental actions made by companies. Social media has helped to discover the different types of greenwashing that some companies might do. Thanks to social media, different greenwashing campaigns have been shut down and the truth has been shown.

For example, according to Thomases (Lyon and Montgomery, 2013) the fast-food company McDonalds launched a twitter campaign with the hashtag #McDStories in the year 2012. The purpose of the campaign was to show the positive and environmental side of McDonald's production for BigMacs and Chicken McNuggets but instead, a flood of negative comments and stories were tweeted. Topics about food poisoning, low labor standards and animal welfare concerns were revealed. After a short time, the company shut down the campaign. The McDonald's incident is a clear example of the impact that social media can create when companies try to manipulate an image that strike consumers as hypocritical.(Lyon and Montgomery, 2012) Kashmir Hill writes in her article "#McDStories: When a Hashtag Becomes a Bashtag" in the Forbes website on January 24, 2012 that some tweets that were written in relationship with #McDStories are:

− Dude, I used to work at McDonald's. The #McDStories I could tell would raise your hair. (via Twitter)

− One time I walked into McDonalds and I could smell Type 2 diabetes floating in the air and I threw up. #McDStories (via Twitter)

− These #McDStories never get old, kinda like a box of McDonald's 10 piece Chicken McNuggets left in the sun for a week (via the LA Times)

− The promoted TT of #McDStories isn't going the direction I think @mcdonalds wanted it to go. Lots of weed stories and heart attack jokes. (via Paid Content)

− Ate a McFish and vomited 1 hour later….The last time I got McDonalds was seriously 18 years ago in college….. #McDstories (via Twitter)

– #McDStories I lost 50lbs in 6 months after I quit working and eating at McDonald's (via The Daily Mail)

Companies tend to pay a lot of money for their different broadcasts, as long as their products get sales. On the other hand consumers, whom cannot afford the high price and have limited options, decide to rely on activist and NGO´s for environmental information. Social media helps for communication to be disseminated in a cheaper way. Now with just a click consumers and activists can share and warn others about companies' illicit activities such as greenwashing. "Citizens can become activists themselves". (Lyon and Montgomery, 2013, 19)

"Given the limited formal regulation of greenwashing, uncertainty about enforcement in the US and lack of international consistency of such regulation", (Delmas and Burbano, 2011, 70) consumers and activists use social media to critique and monitor greenwashing companies. By showing and spreading the different anti-environmental actions companies can take, consumers and activists work to encourage companies to have positive campaigns and communication about their green performance.

Lyon and Montgomery (2013) believe that thanks to social media, companies are becoming greener and less greenwashing is occurring. The easy criticism given by consumers to their green activists in the different social media platforms is impacting companies' ability to greenwash. Companies rather not share any information if their green activities aren't clear and prefer to share more positive communication. In other words, social media is helping to fight in a positive way against greenwashing and is helping to get everybody involved and engaged.

- **<u>As tools for companies to promote greenwashing.</u>**

Social media has not only become an important tool for consumers and activists but it has also become an important tool for companies and their campaigns. Social media has been vital to cheat on their sustainable activities (Schultz et al., 2012; Lyon and Montgomery, 2013).

Social networks like Facebook, Twitter and blogs can help to conversations between users and corporations where they can share information that can be linked to the likelihood of social contagion and topics or issues going "viral" whenever this is positive or negative (Lyon and Montgomery, 2013). Topics going "viral" give corporations free publicity that can help to protect their image about their environmental commitment and the relationship of their products with the environment. Greenwashing can be done within social media allowing companies to creatively manage their reputations. (Laufer,2003; Lyon and Montgomery, 2013) by covering nasty activities and still showing the corporate legitimacy (Laufer, 2003; Lyon and Montgomery, 2013).

For example, Coca cola is well known for its successful marketing campaigns all over the world dedicated to showing a better side of the world and humanity. Some of its campaigns have also focused on the environment. The Facebook campaign which is considered one of the top 10 most inspiring digital marketing campaigns from Coca Cola by the website Econsultancy: "The Recycling King" in Israel. In this campaign, Coca Cola added recycling bins all over Israel, where people can go and recycle their garbage and coca cola bottles. They encourage sharing their recycling participation by uploading photos and the one who would recycle the most was called "The Recycling King". The goal of the campaign was to make people realized how easy it is to recycle and how easily is to locate recycle bins. With this campaign Coca Cola wanted to show a green side of their product by encouraging people to recycle their products' bottles and trying to do something good for the environment.

The problem with this is that even though the recycling activity does help to take care of the environment, the whole product process behind Coca Cola is very harmful to it. For example, in the website Ecoportal, Castro Soto writes in the article Coca Cola: Agua, Contaminación y Pobreza on February 14, 2005 that in Chiapas, Mexico, ammoniac leaks on the Coca fabric affected the water people drink and the company was also obligated to pick up all the "Ciel" water bottles when mug appeared on them. Coca Cola has hidden information to the authorities about accidents like the one occurred in San Cristobal de las

Casas, Chiapas, Mexico where the water in process of the fabric contained more than the double of sink allowed by the authorities.

4. STUDY CASE

4.1   Methodology

For my methodology, I chose to do a study case where I will analyse the successful Swedish social media campaign "Kohälsa" (cow health), launched by Skånemejerier in the area of Skåne, Sweden in 2016 and still in progress. I will use tools like "The Hooked" (2014) by Nir Eyal with Ryan Hoover and the "Greenwashing Index" by the Enviromedia Social Marketing to analyse the campaign in order to show why it is a successful environmental campaign and if greenwashing applies on it.

4.1.1 The Hooked Model

I used the tool of the hooked model for my study case. This model was used as a reference of how a successful social media campaign works and if "Ko hälsa" applies this tool for its success.

In their book *Hooked* (2014), Nir Eyal with Ryan Hoover, explain that thanks to technology it is easier to connect with end users. This is because information and interaction between users and social media have become easier, faster and more viable. With this, businesses can take advantage of the new social media channel to reach an audience and create a bigger impact. They also claim that certain social media and product strategies can secure a successful campaign; for many companies forming habits is a must.

To generate these habits, Eyal and Hoover (2014) suggest the following model:

The hooked model counts with 4 main stages:

> - Internal / External Trigger
>
> - Action
>
> - Variable Reward
>
> - Investment

Eyal and Hoover, (2014) describes a trigger like an actuator of behaviour, in other words the starter of the action. There are two types of triggers: External and Internal.

External triggers can be an email, a notification, a new app, etc., something that alerts the user about the campaign or product. "When users start to automatically cue their next behaviour, the new habit becomes part of their everyday routine." (Eyal and Hoover 2014,

5). An action occurs right after the trigger, in other words, an action is the reaction or behaviour that happens in reward or consequence of the trigger.

In order to know what are the actions follow or if the message is being received it is necessary to have a feedback. In this model, Eyal and Hoover (2014) suggest that the feeling of a reward can help the loop of feedbacks and creates a powerful feeling of craving in the audience, so the habit becomes more a necessity.

"Research shows that levels of the neurotransmitter dopamine surge when the brain is expecting a reward. Introducing variability multiplies the effect, creating a focused state, which suppresses the areas of the brain associated with judgment and reason while activating the parts associated with wanting and desire. Although classic examples include slot machines and lotteries, variable rewards are prevalent in many other habit-forming products." (Eyal and Hoover 2014, 5).

According to the model, after the reward, an investment is finally done. The investment doesn't necessarily has to be an economical contribution towards the product or campaign, but putting of something into it ; such as time, effort, social capital, distribution, attention, etc.

This model is focused mostly in the accessibility and power of social media and the forming of habits through them. However this model is too generalized when social media can be used in different ways. The model could be focused depending on which venue the person wants to use. Also, each consumer and culture is different from others and each one has different requirements which the model might miss.

4.1.2 Social Media Campaign: Kohälsa

Company: Skånemejerier is a company that produces dairy products in Skåne, Sweden. It is the third largest producer after Arla Foods and Milko. It belongs to the French corporation Groupe Lactais since 2012. Some of its products include: milk sour milk, yoghurt, butter, juice, hard cheese, etc. Skånemejerier has launched digital campaigns such as "Tack för att

du väljer min mjölk" that have helped the company to promote its products with a very satisfying result. This year, 2016, Skånemejerier launched its new digital campaign "Kohälsa". This campaign is still in progress and therefore, Skånemejerier doesn´t have final analysis yet of the result, so cannot determine if it has or has not been a successful campaign. That's why I will use this campaign, "Tack för att du väljer min mjölk" as a reference to decide if the new campaign is a successful one according to the company standards.

The name of the campaign is "Kohälsa", which according to Skånemejerier´s Manager Communication and Inhouse, Anna Radelius, has the purpose to "create awareness about animal welfare and the environment". The campaign launched in February 2016 and it is still in progress. According to Skånemejerier, in order to obtain good products it is first necessary to have good and healthy cows to produce them. This idea is reflected through the campaign´s slogan: "Mår korna bra, blir också mjölken bra" (If the cows feel good, the milk will also be good). According to Skånemejerier, good animal welfare is what consumers care most about in the dairy industry, even more than organic products. Therefore, Skånemejerieri is making a major effort to communicate their work on animal welfare.

In the campaign, Skånemejerier presents itself as a company that takes care of their cows in eight different ways:
1. Healthy cows: Farmers work daily with the cows and make sure they are well, both inside and outside. The farmer must have good observation skills and knowledge of how normal and healthy animals should behave. They should also have a genuine interest in the animals, so the farmers can give their cows the best conditions, so the cows can live well and feel good. With new technology, farmers can see and understand how the cows are doing and what they need. Most cows have a device similar to an activity bracelet for humans, which help the cows to get the right feed at the right time and to measure their activities. In Sweden the use of antibiotics for preventive purposes is prohibited, that means that healthy animal should not get antibiotics under any circumstance.

2. Grazing: In Sweden, the law states that all milk cows have to go out and graze. To graze is a basic and natural cow behaviour and it has positive effects on the cow´s health. It leads to less health problems, less stress and better animal welfare. The weather in the south of Sweden allows the cows to stay out longer than elsewhere in the country.

3. Barn and local environment: Cows in Sweden have more space to move, compared to other countries. Inside a barn, the cows have their own resting booths. This helps the cows to be dry, warm and comfortable. All are allowed to eat and drink whenever they feel like it.

4. Food and water: The cows at Skånemejerier don't eat food with GMO. This means, that the food given to the cows has no gene modifications. A cow eats around 50 kgs of food and drink between 50-100 litres of fresh water per day. Cows can graze fresh grass during the time they are out from the spring till the autumn and during the winter; they are kept inside where they receive silage.

5. Farm visits: There are 400 milk farms that provide milk to Skånemejerier. Skånemejerier visits every farm two times per year and as a result, the company knows the farmers and how the farms work very well. Every farm has an important role for the company no matter how many cows each farm has.

6. Quality certificated farms: In order to provide milk under the best circumstances for the cows, the farmer and the environment, Skånemejerier has decided to make a quality certification on the farms that are delivering milk to them, by taking help from a third party. By getting the certification it means that the accountants will come out to visit the farms and report on how well the farms are taking care of their cows. The focus points to check are: the health of the livestock, the quality of the milk, the work environment and the crop. The work on energy and climate issues is also underway on their dairy farms. A dairy farmer can figure out the farm's greenhouse gas emissions and get an overview of the areas related to food, nutrition, water and energy, that are the most important to work with from a climate perspective. The results of every farm are carefully documented and monitored through regular visits.

7. More free cows: Cows are allowed to move around in open spaces. This is called the loose. A total of 84% of the cows are loose. All new housing being built today must by law be built on the loose.

8. Always Swedish milk: At Skånemejerier wants consumers to feel safe with their products and because of that Skånemejerier has develop a unique tracking system for their milk. Skånemejerier claims that they can guarantee that their milk is made from 1 of the 400 farms that are working for them and that the milk is Swedish. Through a mobile app the consumers can check by themselves from which farm their milk package came from and which cow was the one who provided it.

These steps are reinforced by images, videos, activities and photographs where Skånemejerier shows the way their cows are treated. It also encourages the consumers to buy their products in order to support the well-being of the cows.

The campaign is mainly in social media even though it does use channels including TV and street ads to support it.

The digital and social media platforms that "Kohälsa" uses are:

Facebook: Skånemejerier has its own Facebook page where it shares different images and videos related to kohälsa. Its Facebook page works as a place for interaction and all other social media venues are connected through this platform. The company also promotes its different activities and informs consumers about the cows and how Skånemejerier works. It also encourages discussion between the different consumers and answers questions about the company, the campaign and the health of the cows. In Facebook, people can see videos that are uploaded in YouTube as well and can check the different photos that are also share in Instagram.

The page has a lot of interaction with the consumers. For example, every year the cows are released to the farms garden when the weather is warm enough and people from everywhere are allowed to see when this happens, since the cows get super happy about it. A lot of information is given that day in the farms and people have the chance to ask questions about the subject. The event was promoted by both Facebook and Skånemejerier

website. People could see the live streaming through Facebook as well, and photos were uploaded to follow up the event.

YouTube: The campaign has four videos uploaded in YouTube. These videos are small commercials about the cows. People can watch these commercials on TV as well. YouTube starts with commercial videos in the beginning of viral YouTube videos where the companies can promote themselves. In the videos, people can see two brothers that work as farmers for Skånemejerier. Meanwhile the farmers talk about some of the points mentioned above, a shot of the cows being free and walking around the farms is shown. Every video ends with the campaign slogan and with the invitation to consumers to get more informed through their website: kohälsa.se

Instagram: In this venue, Skånemejerier share different photos of the products that are made by the company and occasionally photos of the cows. Every photo comes with some information about the product and about the eight points mentioned before. It also has images of the different events made by the company in order to create consciousness about the milk process.

Mobile app: Skånemejerier has a mobile app that allows the consumers to know where their products come from. The app scans the bar codes of the milk packages and shows where the milk came from, in other words, the cow that produced the milk and its health information.

Website: Kohälsa has its own website, where the consumers can read the eight points and download the mobile app.

4.2 Analysis

"Tack för att du väljer min mjölk**!"**

According to Anna Radelius, Skånemejerier´s Manager Communication and Inhouse, "Tack för att du väljer min mjölk!" was the most successful social media campaign run by

Skånemejerier in 2015. I am using this campaign as a reference of, what is considered for Skånemejerier, to be a successful campaign.

According to Skånemejerier, the main purpose of the campaign was to increase ToM (top of mind), brand positioning and drive sales. Radelius explains that the content was five films showing the farmers life. The platforms used were: Facebook, YouTube, online films, TV4 digital and online banners. The final analysis campaign showed as a result:
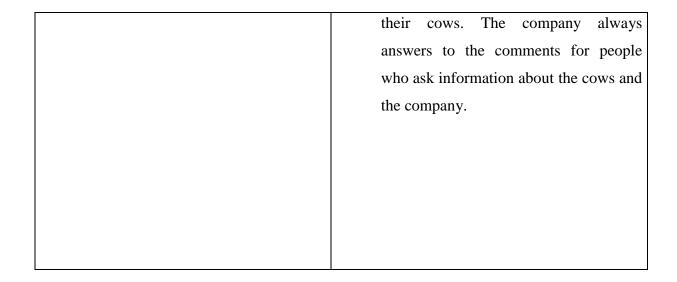
71% (79, 95910933) total of likes

8 % (2,877588192) total dislikes

21% had no opinion

It managed to meet all the campaigns objectives. The campaign started in February 2015 and finished in May of the same year.

The following comparison between the two campaigns allowed me to determinate if Kohälsa is a successful campaign in order to later analyse it with the Hooked model.

"Tack för att du väljer min mjölk!" (Feb-May 2016)	"Ko hälsa" (Jan- May 2016)
- 5,834 total views in YouTube.	- 71,129 total views on YouTube.
- 21,505 total likes on Facebook videos. (7 videos).	- 5,115 total likes on Facebook videos. (3 videos).
- 3,072 average likes per video.	- 1,705 average likes per video.
- 1,144,082 views on Facebook.	- 685,193 views on Facebook.
- 163,440 average views per video.	- 228,397 average views per video.
- 547 shared on Facebook.	- 512 video shared on Facebook.
- 789 comments on Facebook.	- 8719 likes on Facebook (11 photos).
- No photos related to the campaign.	- 222 photos shared in Facebook.
- No shared photos.	- 193 comments on Facebook.
- No post on Instagram.	- 1,036 likes in Instagram.
	- 15 publications in Instagram with #kohälsa.
	- 10 comments on Instagram.
	- There are a lot of positive comments about what Skånemejerier does with

	their cows. The company always answers to the comments for people who ask information about the cows and the company.

Comparing Skånemejerier's old, successful, social media campaign with "Ko hälsa" we can see that both campaigns are similar in numbers. "Tack för att du väljer min mjölk!" had a small advantage in likes on the videos but both have a lot of views and the same amount of shares. So, in conclusion, compared to a successful social media campaign, "Ko hälsa" is a potentially successful environmental campaign as well.

With the help of the Hooked model, I will analyse and understand the campaign "Ko hälsa". With this, I intend to show some steps and processes that can help people generate a successful environmental campaign. I will analyse the different steps suggested by the model within the campaign, to understand where each step will apply.

External/ Internal Trigger

The hooked model suggests as the first step, the external/ internal trigger. This is when the forming-habits start. "The company achieves this by alerting users with external triggers like an email, a website link, or an app icon" (Eyal with Ryan, 2014,4). In the case of "Ko hälsa" the website link kohälsa.se was used as the point of initiation of the campaign. Photos with the link started to circulate around the different social media platforms where the campaign is being promoted. This link takes the consumers to read the eight basic ways Skånemejerier takes care of their cows. With this, Skånemejerier had the intention of informing people about animal welfare and to create awareness of how the animals are treated. The link was usually together with a photo or video of the cows. I cannot be sure if

the consumers actually read the information on the link but comments related to animal welfare (both positive and negatives) started to be written and debates about the cows welfare began. This starts an internal trigger about the consumption of milk and the consequences of it and how people could contribute to it.

Action

"An action is what comes after the trigger. It is the behaviour that is done in anticipation of a reward. This phase of the model draws upon the art and science of usability design to reveal how products drive specific user actions. Companies leverage two basic pulleys of human behaviour to increase the likelihood of an occurring action: the ease of performing an action and the psychological motivation to do so" (Eyal with Ryan, 2014,5) . In the case of "Ko hälsa" the main goal is to create consciousness about animal welfare and to create a green image for the company Skånemejerier. The psychological motivation is to make the consumers not feel guilty about the consumption of Skånemejerier dairy products.

How does this happen? The campaign is focused into giving information about how the company's cows are well treated. They main point is to explain that if the cows feel good the milk will also be good. What the campaign means with this is that by giving the cows a good life, not only are the cows benefiting from it but also the products for the consumer and the company. "Ko hälsa" wants to show the positive sides of producing dairy products and wants the consumers to feel confident that by buying their products they contribute to the well-being of the cows where in other countries of the world this is not the case. Vegans decide to stop the consumption of dairy products because of the treatment given to the milk cows and the processes they have to go through, which are typically cruel. With this new campaign, Skånemejerier wants to reflect this concern and show that with their company people really don't need to worry about this.

Variable Reward

"The variable reward is one of the most powerful tools that companies can implement to hook users " (Eyal, Nir with Hoover, Ryan, 2014, 5).

According to Eyal, researches show that "levels of the neurotransmitter dopamine surge when the brain is expecting a reward. Variability multiplies the effect, creating a focused state. This suppresses the areas of the brain associated with judgment and reason while activating the parts of the brain associated with wanting and desire" (Eyal, Nir with Hoover, Ryan, 2014, 5). In social media cases, the rewards are what the users expect from their networks. For example, to find specific photos, share or read specific information, get tips, have fun with some videos and so on.

Since "Ko hälsa" is a social media environmental campaign, the rewards of the campaign is to propel information about the cows and to keep the consumers in track of the different ways that Skånemejerier takes care of its cows. It gives the feeling of accountability to the consumers patrolling Skånemejerier activities and actions towards their animal welfare and ethical treatment of the cows. Another reward for consumers is to be heard by the company and receive certain interest about your opinions and consumption necessities. The information given by the company in the campaign reinforces the consumers' necessity of feeling confident that by buying its products, they contribute to the well-being of the cows.

Investment

"Investment phase increases the odds that the user will make another pass through the hook cycle in the near future. The investment occurs when the consumer puts something into the product of service" (Eyal, Nir with Hoover, Ryan, 2014,6).

However, according to Eyal and Hoover (2014) the investment phase isn't about consumers doing an economical investment up, rather, the investment implies an action that improves the service for the next go-around, for example: sharing it with friends, following actions, use new features, which consumers make in order to improve their experience. "These commitments can be leveraged to make the trigger more engaging, the action easier, and the reward more exciting" (Eyal, Nir with Hoover, Ryan, 2014,6). The investments made, so far, in the campaign are the amount of likes, shares of the campaign, comments and critics of the information supplied etc.

"Ko hälsa" has so far a total of:

- 71,129 total views on YouTube.

- 5,115 total likes on Facebook videos.

- 685,193 views on Facebook videos.

- 512 video shared on Facebook.

- 8719 likes on Facebook post.

- 222 photos shared in Facebook.

- 193 comments on Facebook.

- 1,036 likes in Instagram.

- 15 publications in Instagram with #kohälsa.

- 10 comments on Instagram.

With this, we can see that consumers have participated with the campaign, shared information, interacted and invested time into trying to get informed, create debates and critic about how the company could be better. Another form of investment that can be expected is the increase of consumers who buy Skånemejerier dairy products.

4.3   "**Ko Hälsa" and The Greenwashing Index.**

"The Greenwashing Index is promoted by EnviroMedia Social Marketing and the University of Oregon" (Greenwashing Index). The Greenwashing Index helps consumers to check if a company's social media campaign is practicing greenwashing or not. I will use the index to analyse "Ko hälsa" and determinate if Skånemejerier is practicing Greenwashing.

The Ad Misleads with Words.

This is when the ads of the campaign mislead the consumers about the real environmental impact the company has, through the things that it says.

The "Ko hälsa" campaign has eight points on how the company takes care of its animals. One of these points talks about how the company cares about the environmental impact from producing milk and how farmers can measure this impact. In the main slogan "If cows feels good, the milk will be good" people can understand that the good taking care of

the animals leads to better quality products but it is hard at first impression to understand, especially if the consumer doesn't have basic knowledge of the milk industry and its impacts on the environment. The company does make reference to the importance of having a good environment for the cows and focuses on ecological animal welfare but does not emphasize the real impact that the company itself has on the environment as a consequence of the production of their products. This, according to the Greenwashing Index, needs to be done.

The Ad Misleads With Visuals And Graphics.

When the images used for the campaign may be about the environment or nature, in order to make people believe the product is greener that what it actually is.

The images used for the "Ko hälsa" campaign shows happy and healthy cows in a green and fresh field. Other images show how the farmers have a good relationship with their cows and everything is in harmony. People can also see in their videos how the cows go out on walks with the farmers under the sun enjoying the good exercise.

Even though these images can show a certain reality of how the cows live, it is important to think that they don't show when the cows are inside barns or if they are outside together with their calves. Not all the spaces are shown in the images or the real conditions of the farms. On a positive side, people can go themselves and visit the farms to check the conditions of the cows and compare it with the images and videos that are being provided in the campaign, but still the images provided for the campaign need to be more realistic about the real conditions of the cows which means that the company is misleading the consumers with their ads.

 The Ad Makes a Green Claim That Is Vague or Seemingly Improvable.

The company campaign might claim environmental benefits without sufficiently identifying which ones they are. The campaign needs to provide a source of information for it claims or more information and these claims need to be related to the company/product.

In this case, "Ko hälsa" does inform the consumers about the benefits of taking care of the cows and how these benefit the company as well; this is the whole motto of the campaign. The company also provides more information for each of the claims on the website "kohälsa.se".

But due to the extent of the information and the job required to investigate this information it is beyond the scope of this thesis to evaluate.

The Ad Overstates or Exaggerates How Green the Product or Company Actually Is.

The campaign shows a green image of the product or company that might not actually be honest. Does the public believe the green claims made by the ad?

The campaign of "Ko hälsa" shows an image of a company that takes care of their cows and that promotes good animal welfare. It also shows an interest into giving a good environment to the cows and their nutrition. It shows an image of being a company with good and happy cows that do not suffer at all during the process of producing dairy products. When visiting different farms managed by Skånemejerier, at first sight the company gives the image of providing a better life to the cows and treats them better than other companies in other countries like Mexico. But this can be an overstatement since in order to be sure about this a deep investigation needs to be done. Analysing the comments in the different social platforms the campaign used, I could see that the consumers still critique the methods used by Skånemejerier and had complaints about their animal welfare.

The Ad Leaves Out or Masks Important Information, Making the Green Claim Sound Better Than That.

Some important information may be missing or be skipped that might have relevant consequences on the environment. Even though, Skånemejerier provides a lot of information, some information needs to be searched for. People have to contact the company or ask the farmers about it. For example, information about for how long the cows are pregnant, how long they rest before getting pregnant again, if they are allow to keep their calves and for how long, and so on. The information exists but it is not in plain sight of the consumer. On the side of the environmental impact, the company mentions they

do care about their environmental impact and the production of gas emissions but fail to provide more details.

5. CONCLUSION

Upon the completion of this thesis and my case study, I have come to the conclusion that mass media can manipulate the audience's consciousness about realities and ideologies. Certain topics gain more weight than others; according to mass media´s monetary or personal interest. It is important to remember that because of this, messages will have different filters before being transmitted to the audience. These filters select information that according to the sender, is important to be communicated. Most of the time these undervalue topics like the environment. The control of information prevents some topics from getting the attention needed or the information is doctored in a way that misleads consumers. The topics that usually get more attention are about politics, entertainment, economics and technology research.

Social media, as a new mass media digital tool can do this as well but is different than other mass media channels. Social media gives an audience the opportunity of providing better feedback to the sender, to avoid the noise around the message and to become not only the receiver but a sender as well. Social media and mass media´s new technology might be revolutionizing the cycle of communication, transforming what was once a one-way channel into a two way communication channel. Social media allows the audience to be critics, to analyse the message that they are receiving from the sender and to have a better and bigger impact on their feedback. This happens because social media together with the internet gives tools to the audience to get informed without censorship, and allows them to be able to express themselves in comparison with the traditional mass media venues.

The audience can now reach information that might not be given in a traditional way and can demand people to talk about it. Now, the topics that were left behind, such as the environment, can be discussed and have a larger amount of participation in the public sphere as well.

For example, I consider that environmental justice is a topic that affects most of the minorities of the world. Where politicians, economy and different cultures interact, these interests collide, , but different messages on the same topic with different perspectives can

be given. In the past, the people who had the power to influence these messages could control the information given from mass media to the public within the traditional mass media venues, tricking society about what was really happening and leading aside the minorities' point of view and participation in it. Today social media allows these minorities to have a voice on these topics and they can create big impact into these messages and this allow people to get informed. Even though, internet and social media is still unreachable for a lot of these minorities, people who had the access to this technology, such as NGOS, organizations and activists can help to spread information and create consciousness in the public about these realities.

In the case of the environmental campaign "Ko hälsa" in Sweden, from the company Skånemejerier, we can see that consumers in Sweden are communicated information about the milk production process and have the opportunity to track where they milk comes from and to visit the farms that produce milk. People, now, not only buy the milk, but they are able to make a decision to buy that specific milk after being educated and sharing their own opinion about it; leading to a more environmental awareness regarding milk production and animal welfare. A lot of people might decide to stop buying their milk after this information was opposite so mass media not only has an informative purpose, but it can also have a monetary purpose as well.

A successful marketing campaign can produce a big increase for a company's sales and result. The purpose of these campaigns is to help the company stand out from the competition and to gain an competitive advantage. They do this by giving something unique to the consumers that will allow them to remember their product or service above others. One way of achieving this is through habit- forming techniques, where the company situates their products or services in the consumers mind, making the product a habit or an necessity. After investigating the hooked model and seeing it applied it to an environmental social media campaign, I consider that these habits-forming techniques can also be applied for environmental campaigns; successfully informing an audience about the environment, allowing them to form their own critical opinion of an issue; or influencing peoples' habits towards the environment. This impact may be hard to analyse since the payback on these campaigns are behavioural changes than a financial gain, but the two are connected, as the

company use these environmental habits to its own advantage. Creating an environmental consciousness as well selling products, has been the result in the case of Skånemejerier and its campaign "Ko hälsa".

Social media has revolutionized the way advertising and marketing is used. It helps the audience to get a more personal connection with the company. It also works as a accessible source of information that allows the audience to actually question what a company is telling them. "Ko hälsa" from Skånemejerier is a clear example of this, which educates people about the conditions that cows live and informs the consumers about the different eight topics the company considers primordial. On the other hand, this information can be manipulated and the audience can become misinformed.

A solution for this is that social media provides is that information can be reached from all over the digital world with less limits than traditional mass media channels. It provides a more diversified wealth of information that is less filtered than in other venues. People have a bigger voice and more feedback so the manipulation of information becomes more difficult. This can direct the consumer to different information tracks, and with all the information available to the consumer/ audience, they can make their own opinions and decisions. If people do not find the information they are looking for or are not completely satisfied with it, they can find more information about the topic by themselves, easily. The boundaries of education can become less.

The audience has become more critical and ask more from the companies, for example a bigger environmental interest has lead the consumers to make businesses invest more in the environmental focus of their products, and invest more in putting across that image. A result of this is the appearance of green marketing and green advertising.

The goal of this is to sell a green image, not only of the company, but also of their products, to the consumers whom care about the environment. With this, companies intend to make consumers feel satisfied with the guilt-free purchase of their products.

Unfortunately, many companies sell this green image just to give the consumers what they want and to increase their sales, but the reality is the company is misleading consumers, an act known as greenwashing. Social media can be used in both positive and negative ways in relationship to greenwashing. Tools like the Greenwashing Index help consumers to identify when a company is committing any of the different sins of greenwashing and expose these companies to other consumers. It is important for consumers to learn about greenwashing and how to identify it, since greenwashing is interfering with the goal of educating the audience about environmental matters and issues by providing false information, hiding information or misleading the consumers about certain products or services.

What happens when companies greenwash? When companies greenwash, consumers are being fooled. They believe that they are buying products that don't harm the environment or that have a positive impact upon it, when in reality this is not the case. This can be avoided, by putting pressure on companies regarding their environmental campaigns, becoming informed about the subject and by knowing the different ways that companies can greenwash. Social media can work as a tool to avoid greenwashing. Social media works as a social critical tool that can be controlled by consumers. With social media, consumers can expose greenwashing campaigns, the companies conduting them and can encourage discussion and debate about the subject. As TerraChoice mentions, a lot of companies have realized that it is actually better to not attempt greenwashing. If a company gets caught greenwashing, the consequences can potentially be extremely damaging to their branding and financial result.

I believe that people need to be more involved and selective about the information and messages they receive every day, filter what is important and what is not. People need to analyse the kind of information that they receive and be more critical about it by getting involved in the public sphere, encouraging debates and discussion. Social media can help to inform people about environmental issues and can help people to become more conscious about their surroundings. This is very important since often we believe in a reality that isn't actually true and we spend our lives believing in information that is not real.

With a better connection to information about our surroundings, ie the environment, I believe environmental awareness would be a basic part of everybody's life, allowing us as consumers to better control the production of products we buy and the companies that produce those products; leading into a more friendly environmental world. Information is the fundamental base for everything, if people are well informed, greenwashing and other acts of misinformation become much more difficult for companies to achieve.

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