

**Assignment name:** Master Thesis\_August submission

**Name:** Linn Hansson

**Handed in:** 2015-08-30 21:57

**Generated at:** 2015-09-28 20:14



Kurskod: SKPM08  
Termin: VT 2015  
Handledare: Henrik Merckelsen  
Examinator: Howard Nothhaft

*MSc Thesis*  
*MSc in Strategic Public Relations*  
*jointly delivered by the University of Stirling and Lund University*

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# The Perceived Credibility of Fashion Bloggers and Sponsored Blog Posts

*A Qualitative Study on Blog Credibility*

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# Abstract · Summary

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## **The Perceived Credibility of Fashion Bloggers and Sponsored Blog Posts**

This study examines the problem regarding fashion blogging where editorial content being increasingly sponsored by PR agencies and corporations. The research question will answer how this affects the credibility of fashion bloggers and the blog content. A qualitative approach has been used to measure this phenomenon, with quantitative features. Former blog credibility measurements were gathered to conduct a credibility model that provided a framework for the interviews. To be able to find out how fashion bloggers communicate that a blog post is sponsored, a content analysis was made. Four different trends in how sponsorship is communicated was found and analysed by the respondents in the interviews. The result of the study show that fashion bloggers and the blog content are believed to be credible; accept for the objectivity of the blog information, due to sponsored blog posts. The research also provided a picture of how sponsored blog posts can be done more credible. For example, advising PR agencies and companies to be more transparent about the collaboration with the blogger and it was also highlighted that a sponsored blog post becomes more credible if different brands that represent the blogger's style is represented in the post, instead of just one.

*Keyword:* Credibility, Fashion Blogs, Fashion Blogger, Sponsored blog posts

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**Word count**

Definition of Research Problem: 360 words

Background Information: 1318 words

Literature Review: 2258 words

Research Design and Methods: 2351 words

Analysis: 5739 words

Discussion and Findings: 1713 words

Total Word Count: 13 739 words

# 1.0 Definition of Research Problem

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Traditionally, PR and marketing were different (Hutton, 2010) in terms of marketing using advertising as a component. Advertising is a way to promote products through purchased media (Smith, 2013), while PR use editorial content (Hutton, 2010; Carlsson, 2009) and therefore often called earned media. Advertising has traditionally been separated from editorial content (Van Reijmersdal, 2011) to maintain journalistic integrity (Lacher & Rotfeld, 1994). Due to the development of the web, lines between PR and marketing have been blurred. An example of this is blogging where editorial content is increasingly sponsored by PR agencies and corporations. Anyone can create a blog and bloggers do not need to consider ethical and professional standards as journalists (Johnson & Kaye, 2004). This means that the information on blogs may easily be created anonymously, under false pretences and misinterpreted, which may concern the credibility of the message that is received (Metzger, 2007; Metzger & Flanagin, 2008).

As a consequence of this, many governments have sought to change marketing regulation, e.g. the Swedish parliament passed a new marketing bill stating that bloggers need to reveal marked sponsorships in the blog post (SvJT.se, 2008). The assumption behind this bill is to keep sponsored recommendation posts from hiding their marketing intent (Lu, Chang and Chang, 2014), as consumers respond differently to advertising and journalism. Vast research back up such assumption in traditional media when it comes to factors such as source credibility (Van Reijmersdal,

2011; Joshi, 2009). In fashion blogging, however, research has been scarce (Sedeke & Arora, 2013). Thus, the aim of this study is to find out how the information about sponsored blog posts affects the perceived credibility of fashion blogs and bloggers.

## **1.1 Research Question**

This study seeks to investigate how the information about sponsored blog posts affects the perceived credibility of fashion blogs and bloggers. This question is going to be answered by looking closer at three sub questions.

- What is the blog readers perceived credibility of fashion bloggers and blog content?
- How does fashion bloggers communicate to their readers that a blog post is sponsored?
- What are the blog reader's opinions about sponsored blog posts?

## 2.0 Background Information

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In this part of the study the reader will be presented with background information about fashion bloggers, sponsored blog posts and legal restrictions for blog marketing. This will make the reader gain more knowledge within the studied field before moving on to the literature review.

### 2.1 Weblogs and Fashion Blogs

Weblogs or blogs belong to the new generation of Web 2.0 technology (Fieseler, Fleck & Meckel, 2010). A blog can be described as a personal diary that is shared with other people over the Internet (NE.se). Blogs allow direct and spontaneous interaction between the blogger and the reader (Bouhleb, Mzoughi, Ghachem & Negra, 2010). Grossman, Hamilton, Buechner and Whitaker (2004) argue that bloggers are self-proclaimed experts, as they often focus on a specific topic of interest in their blog, for example fashion, food or training etc.

Since the early 1990s, blogs have become a popular social media platform and according to the Pew Internet and American Life report, more than 57 Million people read blogs (Lenhart, 2006). In Sweden, it is quite popular to read blogs. 40 percent of the Swedish population read blogs (Findahl, 2014) and a total of 74 percent of women between 16-25 years old visit blogs now and then (Findahl, 2013). This means that the most popular blogs have a huge reach and researchers therefore call bloggers the “new influencers” among their readers (Trammell and Keshelashvili, 2005). Grossman, Hamilton, Buechner and Whitaker (2004) believe that blogs

have become a popular social media platform because they are easily accessible, free to read, they are being updated regularly and are up-to-date about topics. They are also written by a person like you and me. Given the fact that blogs have become a new and powerful medium for communicating with the public, the blogosphere has become a legitimate platform for public relations efforts (Porter, Sweetser, & Chung, 2009) and a powerful online communication tool for companies, because it enables brands to promote products and services (Duke, 2009; Ng & Matanda, 2008).

If we take the fashion industry as an example, fashion blogs have some advantages over traditional media, as they can quickly react and respond to current happenings, which is beneficial in a business that is moving in a fast pace (Hauge, 2006). Fashion blogs also has a lot of readers in today's society and in August 2009, more than 60 Swedish fashion blogs generated more than 10,000 visits a week (Pihl, 2014). With this huge reach fashion blogs has become an important channel for retail brands to easier reach their consumers with information about new products and trends. Brands are integrating fashion bloggers in their communication and marketing strategy (Krietsch, 2012; Kulmala, Mesiranta & Tuominen, 2013) and they are giving bloggers larger roles in their communication campaigns. From letting bloggers design their own fashion lines to ad spots and design input (Krietsch, 2012), as well as making the bloggers represent different brands or products. Critics believe that fashion bloggers do not have the proper expertise to provide credible and quality reporting, but fashion blogs are in fact very influential as the most popular ones have built a wide audience and have affected the fashion industry and the mainstream media (Sedeke & Arora, 2013).

## 2.2 Sponsored Blog Posts

In 2008, 75 percent of Internet users started using social media, which was a 56 percent increase compared to the year before. This massive raise has been of great interest for companies functioning in an online atmosphere (Kaplan & Haenlein, 2010), as social media has open up for new opportunities for marketers and companies (Carlsson, 2009). In the fashion industry, cooperating with fashion bloggers has become a widely used marketing tool (Hauge, 2006) and a competitive advantage for fashion companies (Pihl, 2014), as blogs provide an interactive environment for costumers (Hauge, 2006) and a place to gain product recognition (Krietsch, 2012). There are several ways companies can use blogs to increase their visibility, as well as the blogger can make a profit. For example, companies can pay for banner ads, product placement, join an affiliate network or sponsor blog posts (Karlsson, 2012).

Alexander and Tate (1999) define sponsorship as “*financial or other support given by an individual, business or organization for something, usually in return for some form of public recognition*” (p. 19). Sponsorship has long been a big financial provider for newspapers and television and has functioned as a way for business and organisations to promote their products, services and ideas. The nature of the Web, has introduced several new ways for traditional sponsorship (Alexander & Tate, 1999). For example, sponsored blog post is now widely used among PR agencies in an effort to create recognition of a product or a brand (Hörnfeldt, 2015a). In Sweden, PR practitioners provide journalists or bloggers with free samples or financial contribution, in hope that they will mention the product in a positive way in their blogs (Hauge, 2006). Krietsch (2012) points out that companies need to find a blogger that can represent the brand as well as the marketed fashion products need to fit

the blogger's personal style if the blog marketing is going to be seen as credible and effective (Kulmala, Mesiranta & Tuominen, 2013).

To sum up, PR-practitioners strategically establish relationships with fashion bloggers to reach the target audience with information about new products, as recommendations from the blogger is more trustworthy than a message directly from a company. This makes bloggers an effective communication channel for PR agencies (Ungkonsument.se, 2013), but also a way to deceive the blog readers as the source of the message sometimes becomes unclear. In this case, the Swedish marketing law exists to prevent any misinterpretation regarding the source of the message.

### **2.3 Legal Restrictions for Blog Marketing**

Sponsored blog post is a type of advertising as it becomes commercial if a blogger is getting paid, in money or products, in exchange of writing something on the blog. It is also commercial if the blogger receive any type of compensation by adding links in the blog to product information or Webshops. Some companies do not want the bloggers to write that it is a sponsored post, because they want the message to be as trustworthy and authentic as possible. Not disclosing a sponsored post, by presenting it as *commercial, in cooperation with* or *sponsored blog post*, (Hörnfeldt, 2015a) is today a violation against the Swedish Marketing Law. In June 2008, the Swedish parliament passed a new marketing bill requiring marketed sponsorship to be revealed in the blog post so that the marketing intent cannot be hidden (SvJT.se, 2008).

The new marketing law has implemented the European parliament and the commission's directive 2005/29/EG about tortuous methods of doing business. Among other regulations, the regulation about commercial identification (9 §) was developed, which means that there now is a demand on absolute identification on the

person liable for the marketing (SvJT.se, 2008). “*All Marketing shall be formulated and presented so that it is clear that it has to do with marketing. It shall also be clear who is responsible for the marketing*” (Notisum.se, 2015). Cecilia Norlander, legal expert at *Konsumentverket*, point outs that these rules exist to protect the consumers, as a person needs to know if a message is advertising in order to judge the information on the right basis (Ungkonsument.se, 2013).

Even though these regulations exist, the online environment makes it difficult to enact standards for quality control in the form of government regulation, as there are no universal standards for posting information online. The nature of the Web makes it sometimes hard to distinguish information and commercial content. In some cases, the source information is not available, masked or missing from the blog. This will harm the credibility of the message, as the source of the information is crucial to credibility (Metzger & Flanagin, 2008). A further discussion about blog credibility and how to measure it will be explained below.

## 3.0 Literature Review

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Within the literature review section the readers will be introduced to former research within blog credibility and the credibility of sponsored blog posts. Different measurements of how to measure blog credibility will also be highlighted.

### 3.1 Blog Credibility

Researchers have found that it is important for Internet users that the online source of information is credible (Sweester, Porter, Chung & Kim, 2008), as there are not many people that would rely on a source that they do not believe is credible (Kaye & Johnson, 2011). The importance in being perceived as credible is more crucial for newer information sources, as blogs, that differ from mainstream news sources when it comes to appearance, purpose and writing style (Johnson & Kaye, 2004, 2009; Johnson, Kaye, Bichard, & Wong, 2007).

Researchers have found that the influence and credibility of blogs among blog readers has increased (Johnson and Kaye, 2004; Trammell and Keshelashvili, 2005), but there are still different views about whether or not blogs are believed to be credible. Johnson and Kaye (2004) did a quantitative study, which is explained further down, comparing blogs with traditional media. The result showed that blogs were believed to be a credible source of information (Johnson & Kaye, 2004) and that blogs were more trustworthy than the media (Johnson & Kaye, 2010; BIGresearch, 2007).

In contrast, other studies of Internet users in general indicated that blogs are rated as either moderate (Banning & Sweetser, 2007; Banning & Trammell, 2006, as cited in Sweetser, Porter, Chung & Kim, 2008) or low in credibility (Consumer Reports Web Watch, 2005) because blogs may be viewed as less fair, balanced and objective than traditional media channels (Kaye & Johnson, 2011). Studies also suggest that people who mainly engaged in blogging for entertainment purposes and personal fulfilment do not consider blogs to be particularly credible. This is because these people are less goal-oriented and therefore less selective when choosing media content, as compared with people who are very interested in, for example, politics and who find blogs to be credible sources for their information inquiry (Johnson, Kaye, Bichard & Wong, 2008). Kay and Johnson (2011) argue that the judgement of credibility in blogs depends significantly on who is surveyed, but it may also have to do with the type of blog being studied and what measurements that are used. In the section below, different kinds of measurement to assess blog credibility will be discussed further.

### **3.2 Measuring Blog Credibility**

Credibility can be described as the believability of a medium, source or message and divided into two dimensions: trustworthiness and expertise, which have both objective and subjective components. Trustworthiness is primarily based on subjective factors, as it is a receiver-based judgement. Expertise, on the other hand, also includes objective attributes of the source or message, for example source credentials or information quality (Metzger & Flanagin, 2008; Metzger, 2007). There are several concepts that are connected to credibility; accuracy, quality, authority and competence, which are more towards the expertise dimension; and reputation, reliability

and trust, which lie closer to the trustworthiness dimension (Metzger & Flanagin, 2008).

Many studies use the traditional distinctions of source, message and medium credibility when examining credibility of online information (Metzger & Flanagin, 2008). *Medium credibility* being the level of credibility that individuals have of a specific medium; *message credibility*, being the perceived credibility of the communicated message; and the *source credibility* focus on if the source is likely to provide credible information (Metzger, Flanagin, Eyal, Lemus & McCann, 2003; Kang, 2009). Cosenza, Solomon and Kwon (2015) adapted these perspectives to examine the credibility of wine blogs and found the link between the credibility of the source, site, message and trust. They divided each of these measurements into different attributes.

To get an overall view of the source credibility, they measured the expertise, trustworthiness and appeal in the source. The site credibility was measured by analysing the visual design, functionality and initial appearance; and the message credibility was divided into content, style and linking. Metzger et al. (2003) point out a problem with this measurement when measuring online information. The source of the online message can both refer to the author of the material, the sponsor or operator of the site, the medium or the site programmer. Further, different source attributes will result in different findings.

### ***3.2.1 Measuring Blog Credibility with Traditional Measurements***

Today, research examining blog credibility has mainly focused on news blogs, political blogs, health and medical blogs, as well as commercial information (Metzger & Flanagin, 2008). Many of these studies have also compared blogs with traditional

media or other information sources and used measurements traditionally used to measure news media (Banning & Sweetser, 2007; Johnson & Kaye, 2009; Thorson, Vraga, & Ekdale, 2010). Believability, fairness, accuracy and depth of information are four attributes that has been used to measure blog credibility but derive from research measuring the credibility of traditional media, as television, newspapers, magazines and radio (Gaziano & McGrath, 1986; Newhagen & Nass, 1989).

For example, Johnson and Kaye (2004) made a quantitative study measuring blog credibility by rating the degree of believability, fairness, accuracy and depth on a 5-point scale. The result of this study showed that 75 per cent of the respondents considered blogs to be moderately to very credible and only 3,5 per cent of the people in the study rated blogs as not at all or not very credible. In this case, blogs were believed to be credible because they provided the depth, analysis and points of view missing from traditional sources (Johnson & Kaye, 2004). Blogs were also believed to be transparent when writing opinionated texts. Transparency has therefore been shown to be an important factor for the blogger's credibility (Kang, 2009).

When credibility is measured by using believability, fairness, accuracy and depth as components, depth is seen as a blogs strongest attribute. Blogs are also judged as believable (moderately to very believable), but not very accurate or fair. While fairness may be an important part for traditional journalism, bias can be seen as an advantage among blog readers and the respondents seem to be aware that blogs are biased (Johnson & Kaye, 2004).

In 2010, Johnson and Kaye used the same measurement (believability, fairness, accuracy and depth) as they did in 2004 to assess the credibility of online broadcast television news, online cable news, online newspapers and blogs. The study showed that almost 60 percent of the respondents thought that blogs provided

in-depth information, but less than half (approximately 40 per cent) believed that blogs were somewhat believable and accurate. Due to this, politically interested Internet users still relied more on blogs than on any other news source for news and information. Blogs were in this case judged as more credible than online newspaper sites, online cable television sites and online broadcast news sites. This was also discovered in a research made by BIGresearch (2007), which showed that people believe bloggers to be more trustworthy than the media. Johnson and Kaye (2004) points out that the low trust in traditional news compared with blogs, may have to do with the fact that the Internet users were not trained to judge the credibility of Internet sources (Johnson and Kaye, 2004).

Thorson et al. (2010) measured blog credibility by letting the participants rate the level of fairness, completeness, bias, accuracy, trustworthiness and perceptions of balance in blogs and in the news, attributes that was developed by Meyer (1988) to evaluate credibility of newspapers. Other researchers (e.g., Sundar and Nass, 2001; Yang, 2007) also relied upon traditional media measures such as accuracy, objectivity, bias, believability, fairness and sensationalism when evaluating Web credibility (Cosenza, Solomon & Kwon, 2015). Authority, accuracy, objectivity, coverage and currency have also been argued to be important factors for enhancing credibility on the Web (Alexander & Tate, 1999). Even though these attribute derive from the printed world, Alexander and Tate (1999) believe them to be general criteria that need to be addresses regardless of the medium being evaluated.

Cosenza, Solomon and Kwon (2015) argue, on the other hand, that measurements used to measure traditional media do not capture the fact that blogs are different than the compared media channels and researchers are therefore getting mixed results because of misleading data (Kang, 2009). Critics of credibility research on

traditional media, argue that credibility is highly situational and subjective and depends on the receiver's relationship to the medium, the source of the message and the message itself (Metzger, Flanagin, Eyal, Lemus, McCann, 2003).

Kay and Johnson (2011) also highlighted that the assessed credibility in blogs depends on who is surveyed. This needs to be noted, as credibility has to do with the amount of time spending online, the familiarity of the medium (Sweetser et al., 2008; Greer, 2003; Johnson and Kaye, 2004) and previous blog experience (Sweetser, Porter, Chung & Kim, 2008), as well as by demographic attributes as age, education, income, gender and political attributes (Kaye & Johnson, 2011). The type of content, different expectation of the source, levels of interactivity and information storability may also influence the perception of credibility (Metzger & Flanagin, 2008; Metzger, 2007).

### ***3.2.2 Important Credibility Attributes Among Blog Readers***

As some researchers has measured blog credibility by applying measurements used to measure the credibility of traditional media, others have found credibility factors by asking bloggers and blog readers. Banks (2008, as cited in Kang, 2009), for example, suggested following attributes regarding blog message credibility, after interviewing 30 bloggers. If a blog is going to be judged as credible it has to be focused on a specific topic, provide authentic information (i.e., exclusive coverage of an interesting topic), be insightful (i.e., in-depth personal experience and attitudes) and being updated frequently with information within the focused area. Additionally, consistency has also been noted as a credibility factor, meaning that the blogger should produce quality content regularly over a long period of time (Rowse, 2006).

Kang (2009), on the other hand, used focus groups discussions to find the key attributes of blog credibility. Source was indicated as a critical attribute among the participant, as well as they also suggested that credible bloggers are passionate, reliable and transparent, as a source of information. Other participants thought that the blogger's knowledge and influence in the specific field was important attributes. When it comes to the content credibility, credible blogs are consistent and timely delivered of authentic, insightful and informative content. When blogs are updated frequently; have existed for a long time of period or have interactive features and professional design, the participants also found the blog content to be informative and insightful. Among those who did not rely on blogs for information, common journalist criteria as accuracy and fairness were believed critical in credibility judgement of blog (Kang, 2009).

With the gathered information from the focus group discussions, Kang (2009) later did a survey using the discovered attributes for blog credibility divided into source and message credibility. To measure source credibility he used: knowledgeable, influential, passionate, transparent and reliable (5-item measure). To measure blog message credibility he used: authentic, insightful, informative, consistent, fair, focused, accurate, timely and popular (9-item measure). The results showed that influential and reliability are proven to be a strong foreteller of the blog source credibility (Kang, 2009; Banning & Trammell, 2006, as cited in Sweetser, Porter, Chung & Kim, 2008; Johnson et al., 2008; Johnson & Kaye, 2004). This may have to do with the fact that more experienced blog readers rely on blogs that share their viewpoints and are more likely to view these blogs as credible (Choi, Watt, & Lynch, 2006). Accuracy and focus played a big part for the message credibility (Kang, 2009).

### ***3.2.3 The Credibility of Bloggers and Sponsored Blog Posts***

As mentioned above, research concerning blog credibility has foremost focused on news blogs, political blogs, health and medical blogs (Metzger & Flanagin, 2008); and many of these studies have compared blogs with traditional media (Banning & Sweetser, 2007; Johnson & Kaye, 2009; Thorson, Vraga, & Ekdale, 2010). Research about the credibility of bloggers and sponsored blog posts, on the other hand, are limited and Colliander and Erlandsson (2015) and Lu, Chang & Chang (2014) are among the few researchers within this field. Colliander and Erlandsson (2015) investigated the effects of revealing to blog readers that the blog was sponsored by a company, in exchange for favourable reviews of their products. The result of their study showed that the attitude toward the blog and the credibility of the blog would suffer after the revelation. The attitude toward the sponsoring brand and the purchase intention, however, would not. Lu, Chang and Chang (2014) found in their study that consumers have positive attitudes toward sponsored recommendation posts when the products are search goods or have high brand awareness, which also improves purchase intention.

Better Bloggers, Sweden's first professional network for bloggers, asked 467 Swedish blog readers about their blog reading habits. When asking how important it is for the blogger's credibility that the person marks sponsored blog posts as commercial, 70 percent of the research participants believed it to be very important, 23 percent thought it was quite important to important and 7 percent though it was not important to not at all important. The study also showed that two percent of the respondents had a positive attitude towards sponsored blog posts, regardless of the type of commercial. 74 percent had a positive attitude towards sponsored blog posts, as long as it was clear that it was a sponsored post and that it matched the blogger's

style. 17 percent was negative towards it and believed it to lower the credibility of the blog (Hörmfeldt, 2015b).

## 4.0 Research Design and Methods

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This chapter begins with a description of the chosen scientific perspective. Further, the research design and methodological approaches, which are used in the study to gather the empirical material, will be presented. Lastly, an explanation of the interview execution and the study's limitations will be discussed.

### 4.1 Scientific perspective

The methodology of this study is drawn from a social constructionism stance, viewing reality as a result of subjective understanding and interpretations (Tsetsura, 2010). Also stating that social phenomenon and its meaning is constantly created by its actors (Bryman, 2011; Holstein & Gubrium, 2011). In this case, blogs is seen as communication channel for strategic public relations efforts, to reach the target audience with information about new products. With the received messages the blog readers construct an understanding and opinion towards the blogger and the market products. This approach is therefore used to enable knowledge about the perceived credibility towards fashion blogs and sponsored blog posts among blog readers.

The empirical material will be interpreted through the logics of the hermeneutical perspective, by prior understanding understand other peoples' feelings and experiences (Thurén, 2008; Denzin & Lincoln, 2011). This perspective argues that the social reality is not only consistent of measureable objectives and behaviour, but instead of meaningful efforts and result of peoples acting. The interpreted science is researching the meaning and the content that exists in social acting, in conversations,

in text and other culture products (Ekström & Larsson, 2000). The hermeneutic perspective is relevant for studies that are using interviews as a main research method, because interviews are often used to understand people's opinions and thoughts on a deeper level. By interviewing blog readers about their perceived credibility towards fashion blogs and sponsored blog posts, they are put in a familiar context and can therefore contribute with new knowledge. As a researcher you interpreted the interview answers, which are already based on the interviewees thoughts, based on your own experiences and knowledge. This interpretation of the empirical material was related to previous research to develop the research within blog credibility. Critics argue that the interpretation science is an unsure approach, because it is influenced by the interpreter's interpretations, values, understandings and the context, it is rarely or never testable on an intersubjective level (Thurén, 2008).

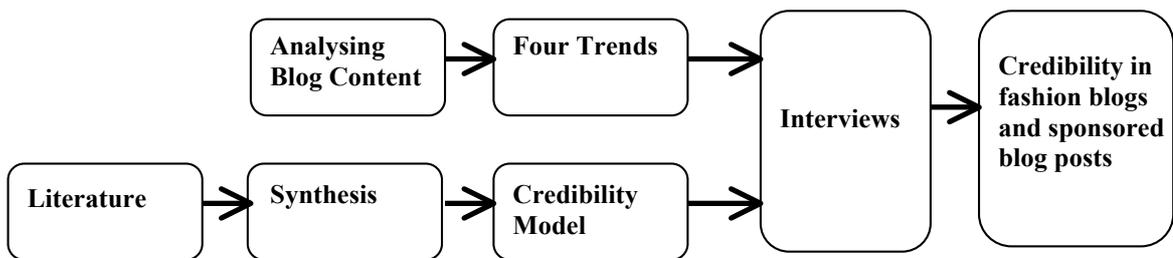
## **4.2 Research Design – A Mixed Method Approach**

If looking at previous research within blog credibility, we can see that a majority of these studies were quantitative. This study is therefore going to have its focus in the qualitative research field, but with quantitative features. The study is divided into different parts to easier answer the research questions (see model 1).

The different attributes to measure blog credibility, that was used by other scholars and highlighted in the literature review, were summed up and made into a model (see model 2). Due to the quantitative nature of the model, the credibility attributes were answered with survey questions and later analysed by the blog readers in the interviews, to get a picture of the perceived credibility of fashion bloggers. To get an overview over how often sponsored blog posts appear and how they are pre-

sented; a content analysis was also made. Four different communication trends were found and these were also used in the interview and analysed by the blog readers.

The analysis of the quantitative results was made to get a deeper understanding about blog readers' thoughts and attitudes towards the credibility in fashion blogs and sponsored blog posts. This can be explained as using a mixed method approach to gather the empirical material. Mixed method research integrates both qualitative and quantitative research in one single project (Bryman, 2012). Creswell (2014) also claims it as a way to explain quantitative results by follow up with qualitative data collection and analysis.



Model 1: Research design

## 4.3 Research Method

### 4.3.1 Content Analysis

Content analysis is a quantitative method that can be described as: “a research technique for the objective, systematic and quantitative description of the manifest content of communication” (Berelson, 1952, p. 18). The approach in content analysis should be well defined (Ekström and Larsson, 2000) and in this study the focus was to find trends in how fashion bloggers communicate to their readers that a blog posts is sponsored and how often these blog posts appear. The attributes in the analysis schema should also be able to be described quantitatively, as well as the analysis should be narrowed down to variables that can be described from the text by every

observer (Ekström and Larsson, 2000), usually done by a coding schedule (Bryman, 2012). This was made by choosing Angelica Blick, one of Sweden's biggest fashion bloggers (Lokko, 2014), to gather material from. By looking through the blog content, four different communication trends were found. These trends were counted when they appeared from 24<sup>th</sup> of May to the 16<sup>th</sup> of June 2015, which made a total of 100 analysed blog posts. The trends were used in the interviews and analysed by the blog readers. The quality of content analysis is that it is a measurement that is irrespective of the scholar and the result should be the same if the study is re-done (Ekström and Larsson, 2000), which increases the reliability of the study (Bryman 2012). The research has an inductive approach, as information was gathered, analysed and conclusions were drawn from the gathered material and not from stated hypothesis (Bryman, 2012).

Critics towards content analysis agree that the method only analyses separate parts of the content and that the whole picture is jeopardized to go missing. There are also critics from the qualitative approach who mean the method's condition hinder the ability to interpret and understand the content's meaning on a deeper level (Ekström & Larsson, 2000). In this study, the result of the content analysis was analysed by the interviewees, which made it possible to discuss the trends further.

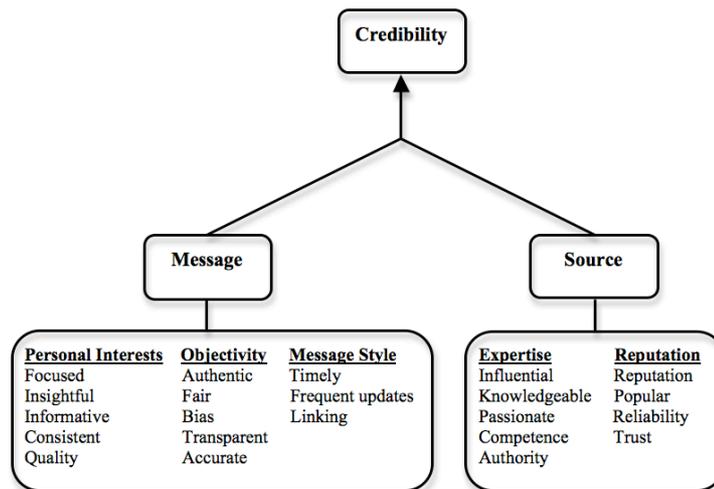
#### ***4.3.2 Questionnaire format***

The credibility model that was grounded in previous measurements conducted by other researchers; provided a framework for the interview questions and the analysis of the empirical data (see model 2). Metzger and Flanagin, (2008) and Metzger (2007) highlighted that credibility can be described as the believability of a medium, source or message. This was be the basis of the model, but as this study has its focus

on the message that is communicated on the blog, the model will therefore be focusing on source credibility (the blogger in this case) and message credibility (the information that is communicated on the blog). Medium credibility will be excluded from this model.

The different measurements in the literature review have been summarised into different themes. These themes have been used as a framework in the model and divided into subgroups to get a clearer picture of the attributes that create blog credibility. *Message credibility* has been grouped into *personal interests*, *expertise* and *message style*. *Personal interests* concern the messages focus, insight, consistency, fairness (bias and objectivity) and transparency, as well as if the message is informative and authentic. *Expertise* concerns the accuracy, quality, authority and competence in the message; and lastly the *message style* is focusing on if the message is timely and frequently updated, as well as if the information is linked to other Websites. *Source credibility* has been divided into *authority*, concerning if the blogger is influential, knowledgeable and passionate, and *trustworthiness*, regarding the blogger's reputation, reliability and trust.

From personal experience, fashion blogs are not known to provide the readers with depth information. Depth has therefore not been used in the model even though researchers have used it to measure blog credibility and found it to be a strong variable for credibility (Johnson & Kaye, 2004; 2010; 2011). This to make the model as functional as possible.



*Model 2: Credibility model (made from used credibility measurements)*

The interviews started with having the respondents fill in a couple of survey questions, based on the attributes that were collected in the credibility model (see model 2), and state how much they agree with fashion bloggers and their blog post being credible, on a four-point scale. They also had to judge the importance of the different attributes. A four-point scale was chosen, as the researcher wanted the interviewees to take a stand and not just fill in the middle box out of comfort. Later, they would analyse the answers to provide a deeper knowledge about why they answered the way they did.

The quantitative approach was chosen to make it easier to measure the credibility attributes. A survey design study a sample of that population and provides a quantitative description of trends, attitudes or opinions of population (Creswell, 2014). Due to the fact that this study has a qualitative approach with six interviews, the survey part cannot provide statistical generalisations. This part of the interview was instead used to measure credibility and easier answer the research question concerning blog credibility among the respondents.

By combining both survey and interviews the respondents were able to ask questions during the sessions, as well as the researcher could ask unplanned questions to lead the respondents towards interesting answers, favourable for the study. These are some disadvantages with questionnaires that were hindered when the method was combined with interviews (Bryman, 2012).

#### ***4.3.2 Semi-structured interviews***

Scientific interviews can be described as a conversation between two parts about a common interest and individual interviews is often done to find information, attitudes and opinions from the interview person (Kvale, 1997). Qualitative methods are favourable when the researcher wants to understand people's personal opinions, without them being influenced by other people (Ekström och Larsson, 2000; Kvale, 1997). This is why interviews is a favourable method for this study, as this study's purpose is to get a deeper knowledge and understanding about blog readers perceived credibility in fashion blog and sponsored blog posts. Interviews are also a flexible method, as the respondents can ask questions if something is unclear or needs to be elaborated (Daymon & Holloway, 2010).

The study's empirical material is based on semi-structured interviews and the interview guide is based on the developed credibility model and pictures that illustrates the different trends that fashion bloggers use to communicate a sponsored blog post. Bryman (2011) explains that semi-structured interviews are composed by themes that are gathered in an interview guide. This means that the questions and the order of the questions may vary from interview to interview, which gives the respondents a great freedom in the answering of the questions, as well as the interview

guide will give structure to the interview and ensure that the researcher will gather similar data from all the respondents (Daymon & Holloway, 2010).

Six interviews were conducted with five women and one man in the age of 25-28; who often read fashion blogs; have a university degree and who lives in a big to medium-sized city in Sweden. This because 94 per cent of the blog readers in Sweden are women and the majority of the blog readers are between 25-34 years old. This may have to do with the fact that these people were among the first generation that started reading and writing blogs, ten years ago, when the phenomenon started in Sweden, and has continued doing so. Most of the blog readers live in bigger cities with more than 50 000 citizens and a majority of these people have an academic education. A proven strong consumer oriented target group (Hörnfeldt, 2015b). The decision to use one man instead of just women, had to do with him being a heavy fashion blog reader and therefore a good candidate for this study, as well as the other participants. Every interview lasted between 25 and 45 minutes.

There are some critic towards the qualitative research method and especially qualitative interviews. Critics argue that qualitative research is too subjective as they are based on the respondent's personal thoughts (Bryman, 2011). Daymon and Holloway (2010) believe, on the other hand, that this is the strength with qualitative research, as it can provide a more open and reflexive point of view towards the studied phenomenon and create a deeper knowledge.

#### **4.4 Interview Execution**

The interviews were recorded. Kvale (1997) points out that it is important to record the interviews so that the researcher can focus on the subject and the dynamic in the interview and later return to the material to re-listen. The interviews were transcribed

to get an overview of the empirical material. According to Ekström and Larsson (2000), one way to sort the collected material is to group and gather similar interview answers in categories. This is similar to what Kvale and Brinkmann (2009) call “meaning coding”, where you gather key words from quotes and sort them into themes. This strategy has been used in this study by grouping similar answers into categories to make it easier to analyse. The quotes in the analysis, as well as the one in the literature, are translated from Swedish to English and a bit refined, as repeating words can be annoying for the readers.

#### **4.5 Limitations**

Daymon and Holloway (2010) state that in qualitative research, the research project can never be completely consistent and replicable because the researcher is the main instrument. The studies result depends on the characteristics and the background of the researcher and even if other researchers adopt the same methods, select a similar sample and topic area, their emphases will differ. Kay and Johnson (2011) also argue that the measured credibility in blogs depends on who is surveyed, the amount of time spending online, the familiarity of the medium (Sweester et al., 2008; Greer, 2003; Johnson and Kaye, 2004) and previous blog experience (Sweetser, Porter, Chung & Kim, 2008), as well as by demographic attributes (Kaye & Johnson, 2011).

A further limitation with this study is that the credibility model was based on quantitative measurements, but used with a qualitative approach. The survey answers can therefore not represent a majority, but only the respondents participating in this study. Every interviewee also interpreted the analysed credibility attributes differently. Due to the qualitative focus, questions and unclarities could easily be addressed right away.

## 5.0 Analysis

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In the analysis the empirical material, which was gathered in the interviews, will be discussed in related to previous research and the research questions will be answered. In the first part of the analysis the research question regarding the credibility of fashion blog content and bloggers will be answered. In the second part, the communication trends that were found in the content analysis will be highlighted. These trends will be analysed in the last section to get a clear picture of the respondents' opinions about sponsored blog posts.

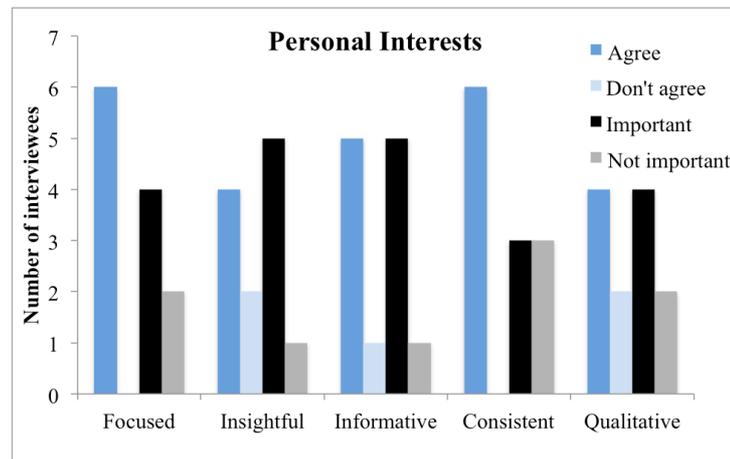
### **5.1 Credibility of the Blogger and the Blog Information**

Some of the interviewees were reading fashion blogs every day and some only three to four times a week. The reason why the respondents read blogs was foremost to be inspired. Both when it came to fashion and new trends, but also travel destinations because many of the fashion bloggers travel a lot. Some of the interviewees mostly read blog for entertainment and relaxation purposes. During the interviews it was also said that it is fun to read about someone else's life and that it is almost felt like they knew the person after having followed a specific blog for a long time of period.

#### ***5.2.1 Information Reflecting the Bloggers Personal Interests***

The survey questions were divided into different subject (see the model 2). The first subject that was analysed was the bloggers *personal interest*. Within this group factors as *focused, insightful, informative, consistent* and *qualitative* were analysed. The

graph below will provide an overview of how the respondents answered. Because of the studies qualitative focus, the sample is too small to be used for statistical generalization, but it provide a good overview in terms of the general attitudes among the interviewees.



*Graph 1: Personal interests*

All the interviewees thought that the information in the fashion blogger’s blog posts was focused on a specific subject, which Kang (2009) highlighted as a big part for the message credibility. Some totally agreed and Hanna (2015-08-02) explained it as if you read a fashion blog you will know that it is about fashion, but it can both be about shoes and accessories. Others just agreed, as they argued that fashion blogs are focused on fashion, but as they become more established within their field they also broaden their focus to travel, events, training, food and interior design, becoming more of a lifestyle blogger. This was also why some of the respondents did not think it was important for the blog posts to be focused, while others though that it was very important.

*I think that it is important. Because if I want to read about fashion, I don't think that it is that nice if they are writing about food.*

*Hanna (2015-08-02)*

The answer whether or not the information in fashion blogs were insightful varied. Some thought that it was and that the fashion bloggers provided the readers with information that was insightful and others thought that the blog posts were quite shallow and easy going. For most of the respondents, insightful was an important factor to make the blog more interesting and readable. Only one of the respondents did not think that it was at all important. She believed it to be a good thing that fashion blog content was not insightful, because it did not require any afterthought and it could be read for relaxation and entertainment purposes.

All the respondents also thought that fashion bloggers were consistent in what they were writing. Sophie (2015-07-30) said:

*I totally agree... If we take an example, you can stop reading a blog for several weeks and when you start reading it again (...) it is the same today's outfit and same collage with clothes.*

Some thought that consistency was an important factor to make the blog posts more credible. They said that blogger's need to be consistent in their writing to be able to be big in the fashion industry. It would not last in the long run if fashion blogger wrote about fashion one day and about fishing the next day. But consistency was not an important factor for all the respondents as long as they provided their readers with fun and entertaining information. Some also thought that the blog posts were informative, as fashion bloggers provided the reader with information about new trends

and naming stores or giving the readers direct links to webshops. Blog readers often want to know this kind of information. According to one of the interviewees, fashion blogs were not at all informative. She did not believe them to give her any new knowledge and she only read fashion blogs for entertainment purposes. Even though, all the respondents thought that it was an important credibility factor for the blog posts to be informative. In this case, providing information about fashion and new trends, as well as where to buy the clothes shown in the blogger's pictures. Setenay (2015-08-16) also explained that it is the blogger's particular opinion on things that makes the blogger informative and interesting.

*I what to get something out of the blog I read. (...) I read that particular blog because I want to know more about what he or she thinks, I want their opinions. Otherwise I could just buy a magazine.*

*Setenay (2015-08-16)*

Johnson and Kaye (2004) and Kang (2009) found in their studies that blogs were believed to be credible because they provided the depth missing from traditional sources. As the information in fashion blogs often consists of short texts describing a picture, fashion blogs were explained as having no deep and therefore not particularly qualitative. It was also said that this varied from different fashion blog and that some had more quality than others. Another respondent thought that if the quality also referred to the pictures in the blog and not just the written texts, the more established fashion blogs have very qualitative blog posts.

*As the biggest bloggers have their own photographer that follows them and take pictures. It feels like they have put a lot of work into the pictures. It can therefore be said that the pictures are qualitative, but maybe not the text underneath.*

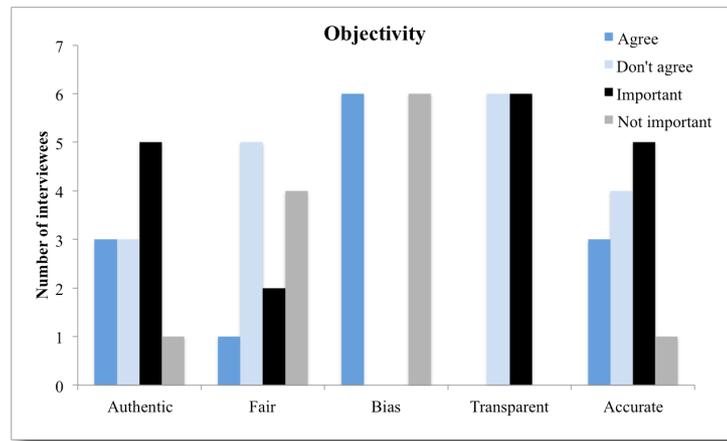
*Sara (2015-08-04)*

Some of the respondents thought that it was important for the blog posts to consist of qualitative information, and foremost the pictures. Others thought that as long as the fashion blogger updated frequently, the information did not have to be qualitative.

To sum up, it can be said that the blogger's personal interest was reflected in the blog content. Whether or not these attributes were important varied. The interviewees agreed that the information in fashion blogs were focused on fashion and consistent in the updated content. There were different views in if the information in fashion blogs were qualitative and insightful, but almost all of the respondents thought it to be informative. All the respondents agreed on the importance of the information being informative, but there were different thoughts about the importance of the information being focused, insightful, consistent and qualitative.

### ***5.2.2 The Objectivity in the Information***

The second subject that was analysed was the *objectivity* in the blog posts. The objectivity was divided into *authentic, fair, biased, transparent* and *accurate*. In the graph below you can see how the respondents answered.



Graph 2: Objectivity

All the respondents highlighted the fact that companies often sponsor fashion bloggers and that this makes the information less authentic, but three of the interviewees still believed them to be authentic. One of the interviewees had also noted that fashion bloggers often reuse blog posts. She said that you could see a collage with clothes on one blog and then you see the same collage on another blog the next day. This hinders the objectivity of the information, as it becomes clear that the blog post is not written by the blogger herself. Sophie (2015-07-30) also explained that fashion bloggers make you feel like the information is authentic, even though the blogger probably have received all the products from different companies.

Only one respondent did not think that it was important for the blog posts to be authentic, because he believed that they would never be authentic due to the obvious sponsorships behind many of the blog posts. The other interviewees though, on the other hand, that it was important that fashion bloggers provided authentic information.

*Many of the bloggers claim it (blogging) to be a job and then I think that it is important that they are doing the work themselves and don't let others (cooperations) do it for them.*

*Rebecka (2015-07-19)*

Johnson & Kaye (2004) argued the information in blog posts are not believed to be fair. This was also discovered in this study, as the respondents claimed that bloggers do not always clarify sponsored blog post. Established fashion bloggers often get sponsored by big brands, which also makes the information less fair as they only give the readers information about brands that can afford their voice instead of smaller ones. Fairness did not seem to be an important credibility factor for the respondents, as they were aware of the bloggers being sponsored by companies, but choose to read them anyways.

Johnson and Kaye (2004) stated that blog readers seem to be aware of blogs being biased, which was also the case in this study. All the interviewees agreed that the blog posts were biased, as companies often sponsor bloggers to write about a specific brand. Sophie (2015-07-30) also highlighted the fact that bloggers often are biased towards other bloggers' fashion lines. She claimed that they often wear and write nice things about other bloggers' designed clothes, even though they would not normally wear something like that. The interviewees did not care if the bloggers where biased, because they understood that bloggers need to cooperate with companies to earn money to be able to blog for a living. It was also stated that it sometimes was unclear if the blog post was sponsored or not, as the source behind the message was not clearly stated. This did not make the information transparent, according to the interviewees.

*It is a bit ambiguous because they use their own words, but sometimes you notice that it is just bullshit and that it (the blog post) is bought.*

*Sophie (2015-07-30)*

Even though, the information on fashion blogs were not believed to be transparent, transparency was, like Kang (2009) stated, an important credibility factor among the interviewees. Metzger and Flanagin (2008) also highlighted that it will harm the credibility if the information source is masked or missing from a blog and that the source is crucial to credibility. Among the respondents a frustration was created when a clearly sponsored blog post was not addressed as sponsored. The respondents wanted it to be easier to see the source of the message.

Johnson and Kaye (2004) argued that blogs are judged as not very accurate, but Kang (2009) found out that accuracy played a big part for the message credibility, which it also did in this study. All the interviewees, but one, thought that it was important that the information in fashion blogs were accurate.

*They have to show a piece of themselves that is accurate; otherwise I believe that the person will lose readers.*

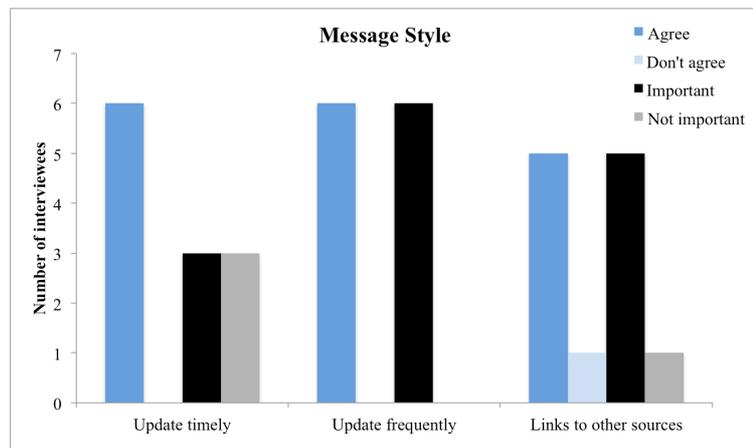
*Sara (2015-08-04)*

Hanna (2015-08-02) explains that the information in blog posts is accurate as the bloggers write about their lives and what they are doing every day. This gives the readers an insight into how they live their lives and are as people. Setenay (2015-08-16) though, on the other hand, that because the fashion bloggers write everything from their points of view, the information becomes very subjective and therefore less accurate.

When it came to the objectivity of the information in fashion blogs all the respondents were very critical towards the message, due to sponsored blog posts. All the respondents thought that the blog posts were biased and did not believe the information to be fair or transparent. Some did, on the other hand, believe it to be accurate and authentic, and some did not. The interviewees believed that it was important that the information on fashion blogs were transparent and accurate and all but one, though that it was important that it was authentic. They did not care if the information was fair or biased.

### 5.2.3 The Message Style

To get a grip of what the respondents thought about the message style, they had to analyse if they believed the blog posts to be *updated timely, frequent* and if the information was *linked* to other website or webshops. See the graph below to get an overview of how the respondents answered.



Graph 3: Message style

All the interviewees agreed that fashion bloggers updated their blogs with new blog posts timely and frequently. One of the respondents had not notice that bloggers of-

ten link to Webshops and other Websites, while the rest of the respondents thought that they were doing it all the time.

*Foremost to each other's blogs and also to where they have bought these clothes and then they link to different Websites and different brands.*

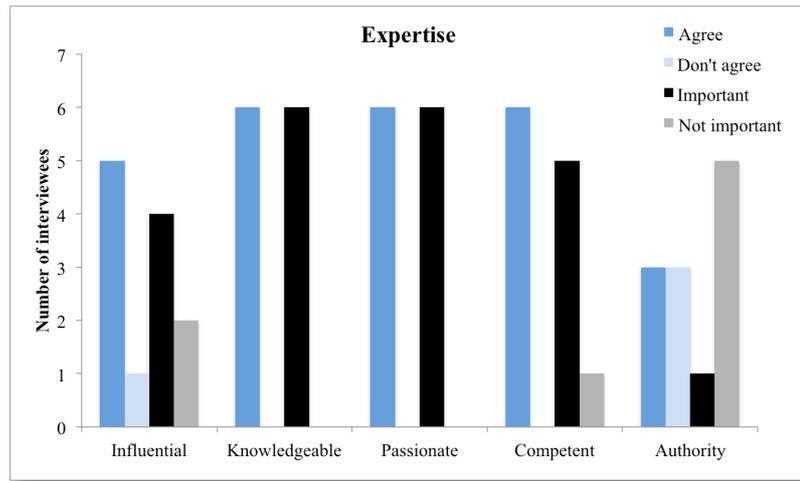
*Sophie (2015-07-30)*

There were different views whether or not it was important that the blogger updated the blog timely, but they all agreed that it was very important that the blogger updated frequently. The respondents believed that blog readers would get bored if the fashion blog were not frequently updated. Only one of the interviewees did not think it was important that the blogger linked to other webpages or webshops. The others though, on the other hand, that this was very important to be able to find where you could buy the clothes that were shown in the blog.

To sum up, all the interviewees were very positive toward the fashion blogger's message style. They agreed that fashion bloggers updated their blogs with new blog posts timely and frequently and all but one also agreed that bloggers link to other webshops or sites. There were different views in the importance in updating the blogs timely and linking to other sites, but all the respondents agreed that it was important with frequent updates.

#### ***5.2.4 The Blogger's Expertise***

The fashion bloggers' expertise was divided into *influential*, *knowledgeable*, *passionate*, *competent* and having *authority*. The diagram below illustrates how the respondents answered to the questions regarding the blogger's expertise.



*Graph 4: Expertise*

Sedeke and Arora (2013) highlighted that fashion blogs are very influential as the most popular ones have a wide audience and have affected the fashion industry. The respondents in this study also agreed that fashion bloggers are influential, and they have therefore become the new channel for companies to reach the audience with information about new trends. This was believed to be quite notable, as you clearly can see that people get inspired by fashion bloggers and try to dress in a similar way. This may have to do with the fact that blog readers often rely on blogs that share their viewpoints (Choi, Watt, & Lynch, 2006).

It was also said that fashion bloggers are influential for both companies and the readers. The readers see them as role models and want to become a fashion blogger themselves and fashion companies are letting fashion bloggers be a part of fashion shows and design their own collections. One of the respondents gave the fashion blogger Kenza as an example because of her enormous influence among, mostly, younger girls and how she has her own fashion brand and is a role model for many people. Many fashion bloggers have also been used as models for different brand campaigns, because of their influential power.

*The new thing is also to use a blogger as a model for a brand, because young people look up to them instead of other fashion icons.*

*Sophie (2015-07-30)*

One interviewee agreed that fashion bloggers are influential in general, but they do not have to be influential, as long as they have inspiring pictures in their blog posts. Like Kang (2009), Banning and Trammell (2006, as cited in Sweetser, Porter, Chung & Kim, 2008) Johnson et al., (2007), Kim (2006) and Johnson & Kaye (2004) highlighted, most of the interviewees thought it was important that fashion bloggers were influential and that most of the biggest fashion bloggers were influential in a positive way. One of the respondents explained that they often stand for a healthy body image and encourage the readers to be happy about how you look. It was also said that some fashion bloggers use their influential power to discuss feministic problems in the society.

Fashion bloggers were also seen as knowledgeable, as they blog for a living and therefore have a lot of knowledge within the field of fashion. Companies also give them more insight in the fashion industry by letting them be a part of fashion shows and design their own fashion lines (Krietsch, 2012). This also gives them more knowledge about fashion that can be shared with the readers. The cooperation with fashion brands help the bloggers come closer to the source and can therefore provide their readers with up-to-date information (Kaye and Johnson, 2011).

The respondents also thought that it was important that fashion bloggers had knowledge within fashion, to be able to inspire the readers and teach them more about fashion and new trends. It was also highlighted by the blog readers that fashion bloggers are passionate about their work.

*They are really trying to give their readers everything. Going to different places just to take great pictures so that everyone can get inspired.*

*Sophie (2015-07-30)*

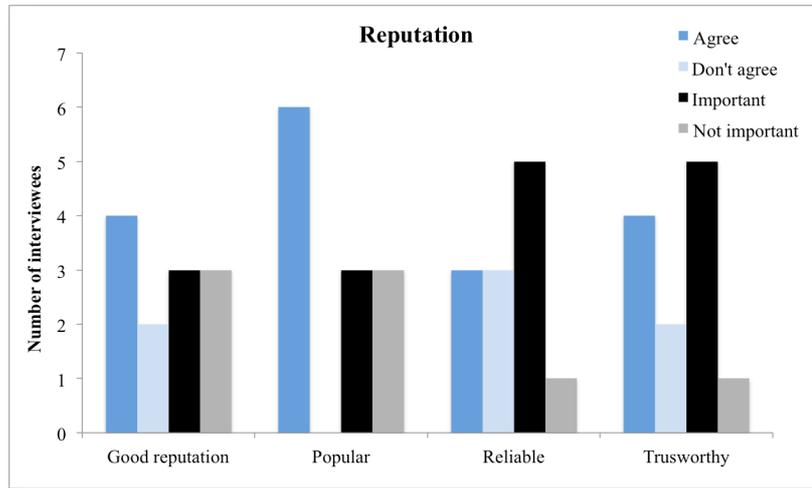
Setenay (2015-08-16) also explained that a bloggers cannot update their blogs three to four times a day and bring the camera with them all the time to take great pictures, if they were not passionate about fashion. Passionate was also stated as an important thing for the bloggers to be, otherwise they would not be able to make a living out of blogging. The readers would also have noted if they disliked what they were doing and lost interest in reading the blog. Fashion bloggers also seemed to be competent, as they had managed to create a name for themselves even though most of them are quite young. This was also an important factor for the blog readers, as they wanted fashion bloggers to provide them with interesting and up-to-date information.

Some of the respondents though that fashion bloggers had authority as they influence a lot of people via their blog. Two of the respondent did not agree, as they always were critical when reading something on a fashion blogs. It was also said that fashion blogs should not have the authority to tell young women how to dress, what to eat and what to do, as they, according to one of the interviewees, do. Part from that, it was also said that fashion bloggers do not require authority to be good at what they do.

To conclude, the respondents agreed that fashion bloggers had expertise within fashion, because they are influential, knowledgeable, passionate and competent. It was said that it was important that the fashion bloggers were influential, had knowledge within fashion, were competent and passionate. There were different views if fashion blogger's had authority, but it was said that bloggers do not require authority to be good at what they do.

### 5.2.5 The Blogger's Reputation

The interviewees also had to analyse what they thought about fashion bloggers reputation divided into *reputation*, *popularity*, *reliability* and *trust*.



Graph 5: The blogger's reputation

The respondent thought that fashion bloggers generally had a good reputation. One person also said that they had a good reputation, but that bloggers are on their way out, as people are rather looking through Instagram than fashion blogs. He meant that we want easy accessed and fast information and there are newer platforms that can provide that compared to blogs. Another respondent highlighted that fashion blogger's do not have a great reputation as a profession, as the blogosphere is quite shallow. It was also said that it is important that the blogger have a good reputation, otherwise they will lose their influential power and people would no longer be interested in hearing what they are saying. Other thoughts regarding this was that a good reputation will make the blog reader find the blog easier, but if a blog reader like a particular blog a bad reputation would not keep the person from reading it.

The respondents also thought that fashion bloggers are popular because they have hundreds of thousands of daily readers. Some of the respondents thought that it was important that fashion bloggers were popular because people tend to rely more on bloggers with more readers than bloggers with less. Other interviewees did not think that the popularity mattered for their own sake. To the question if fashion bloggers were reliable the respondents had different opinions. Some thought they were, while others thought they were not. This is because they often get sponsored to write something about a product or a brand and that they are doing it for their own winning. It also seemed like reliability was important for the blog readers, as they wanted the information to be accurate and they did not want to be fooled by the blogger. This agrees with the findings of Kang (2009), Banning and Trammell (2006, as cited in Sweetser, Porter, Chung & Kim, 2008), Johnson et al. (2007) and Johnson and Kaye (2004), who showed that reliability is proven to be a strong foreteller of blog credibility.

Johnson and Kaye (2004) claimed that blogs are judged as believable, but in this study the answer regarding the believability of the fashion bloggers varied. Some of the interviewees thought that fashion bloggers were trustworthy, as they felt like they knew them after having read their blogs for a long time of period. Others did not believe them to be trustworthy, because companies often sponsor blog posts. One respondent thought that they probably are more trustworthy among younger readers and because she is the same age as most of the fashion bloggers she follows, she is more critical towards them. The interviewees also thought that it was important that the bloggers were trustworthy, as the readers want to be sure to be given valuable information about fashion and that they are shown as genuine persons.

The conclusion we can draw from this is that the respondent thought that fashion bloggers generally had a good reputation. It was also said that it was important that the blogger had a good reputation. The respondent thought that fashion bloggers are popular, but the answer varied regarding if this was an important credibility attribute. Some of the respondents also thought that fashion bloggers were reliable and trustworthy, while some did not. Part from that all the respondents agreed that it is important that fashion bloggers are reliability and trustworthy.

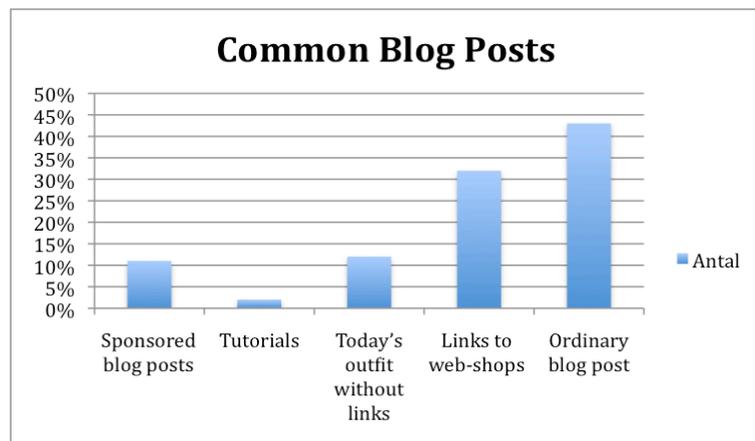
## 5.2 Analysing Blog Content

To be able to analyse how the information about sponsored blogs affect the perceived credibility of fashion blogs and bloggers, it was necessary to find out how fashion bloggers actually communicate sponsoring to their readers. It is difficult to see if a blog post is sponsored, if the fashion blogger does not state it. Hörnfeldt (2015a) points out that links to webshops are often used when fashion bloggers are cooperating with companies and bloggers should present these blog posts as *commercial*, *in cooperation with* or *sponsored blog post*. When analysing the blog content four different communication trends appeared more often. These trends consisted of clearly stated sponsored blog posts, as well as blog posts where specific brands were mentioned but were not addressed as sponsored. The different trends were (see graph 6):

1. In 11 per cent of the analysed blog posts the blogger wrote that it was a sponsored blog post (see image 4).
2. Two per cent were tutorial campaigns in cooperation with a company (see image 5).
3. Links to webshops or website (see image 6) made a total of 32 per cent.

- 12 per cent of the analysed blog posts were today's outfit where the stores were mentioned, but without links (see image 7).

The majority of 43 per cent consisted of blog post with ordinary text about daily activities, which did not provide any information about any products or companies. The images of these communication trends were analysed by the blog readers in the interviews.



Graph 6: Communication trends regarding sponsored blog posts on Angelica Blick's blog

## 5.3 Opinions About Sponsored Blog Posts

### 5.3.1 Fashion Bloggers in Cooperation with Brands

In this part of the study, the respondents had to analyse different blog posts regarding the four communication trends that was found in the content analysis. The first picture they had to analyse was a picture of Angelica Blick throwing toothpaste tubes over her head with the text underneath saying that she was working together with Pepsodent and Summerburst this summer (see picture below).



SUMMERBURST

Woop woop! Under Summerburst hängde jag såklart på Pepsodentområdet eftersom jag samarbetar med dom och dessutom ihop med Summerburst! Jag själv var där en kortis första dagen - stort tack för VIP-biljetterna Pepsodent - och fick njuta av början på festivalsommaren :) höll ju i en liten tävling inför Summerburst där några av er vann biljetter dt!! Vilka av er var där? Hade ni kul? Så jäkla tur med vädret! Många av mina vänner var ju där och jag har nog inte sett så många leenden och skratt på länge! Ålskar festival!

*Image 4: Picture from Angelica Blick's blog*

The interviewees had different thoughts about this image and the text underneath. Hanna (2015-08-02) believed that when fashion bloggers work with huge brands, the blog becomes more trustworthy. This because huge brands would only cooperate with well established bloggers and this would therefore symbolize that the blogger is big in the blogosphere.

Rebecka (2015-07-19), on the other hand, did not think that the blog post was trustworthy, not because of the cooperation itself, but because of the collaboration with both Pepsodent and Summerburst. She felt like these two brands did not go together. Sophie (2015-07-30) also thought that the collaboration with Pepsodent made the blog post less trustworthy, because it did not feel genuine. Angelica Blick is a fashion blogger and the cooperation with toothpaste does not fit into her normal blogging style. This was also highlighted by Hörnfeldt (2015b), who claims that bloggers are believed to be more credible if the sponsored post matched the blogger's personal style. Linus (2015-07-13) did not either believe it to be credible. He argued

that sponsored blog posts are never credible, as the blogger receive money to write about a product or brand and therefore do not have an objective state of mind.

Hörnfeldt (2015b) found in her research that the majority of the respondents though that it was important for the blogger's credibility that the person marks sponsored blog posts as commercial. Even though the interviewees in this study had different thoughts whether the blog post was trustworthy or not they all agreed on it being more honest and trustworthy when the blogger wrote that it is was collaboration instead of not address it at all.

*Had the text not been there, but only this kind of picture then it becomes a question mark, why is she showing a picture of Pepsodent? But when she writes that it in the blog post it creates trust.*

*Setenay (2015-08-16)*

Some companies try to make the blog message seem more credible by advising the bloggers not to write that it is a sponsored post (Hörnfeldt, 2015a). Rebecka (2015-07-19) points out that this makes you loose the credibility towards the bloggers, when fashion bloggers write blog posts that you notice are sponsored, but they try to make it look like it is not a company behind the message.

To sum up, the cooperating brand needs to go well with both the blogger's style and other brands, which the blogger also are cooperation with at that time, if the blog post is going to be seen as credible. The blog posts also becomes more trustworthy if the sponsorship is clearly stated to the readers.

### 5.3.2 Tutorial Campaigns

The second picture the interviewees had to analyse was a makeup tutorial that Angelica Blick did in cooperation with L'Oreal (see picture below).

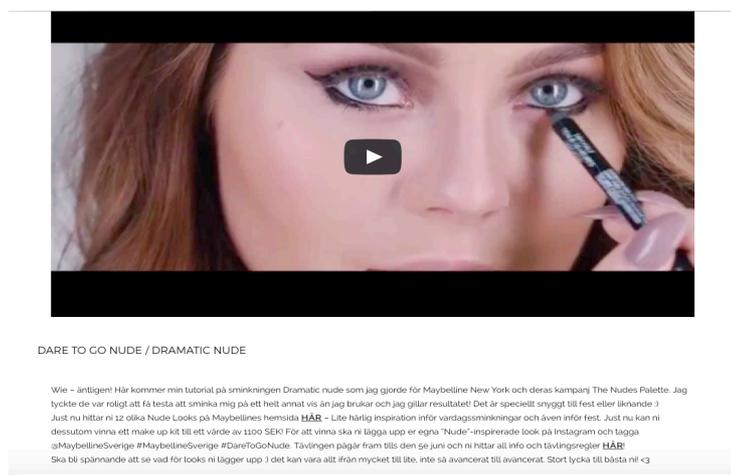


Image 5: Picture from Angelica Blick's blog

Both Rebecka (2015-07-19) and Hanna (2015-08-02) thought that it could be recognised with a commercial or a banner-ad and not trustworthy at all. Rebecka (2015-07-19) ignores these types of blog posts when she is reading fashion blogs and Hanna (2015-08-02) argued for its lack of credibility, as she believed that the blogger probably uses other makeup brands herself, even though she positively recommended L'Oreal in the tutorial. Sophie (2015-07-30) also pointed out that it felt less credible when all the products are from the same brand. She believed that it would be more credible if the blogger had done a tutorial showing her everyday makeup and using different brands.

Linus (2015-07-13) and Setenay (2015-08-16), on the other hand, though that the blog post seemed credible as it felt like a part of her every day life. The blogger got the opportunity to go to New York with L'Oreal and do a makeup video and now she is showing the readers her work and inspires you to try out this makeup.

Sara (2015-08-04) also highlighted the fact that you can clearly see that it is a co-operation and that makes it more credible. You understand that fashion bloggers have to make money somehow and it feels more trustworthy when they are open about it.

The conclusions that can be drawn from this is that tutorial campaigns are believed to be similar to advertisement for some of the respondents. Others thought it seemed credible as the blogger showed her work result together with L’Oreal. It was also highlighted that it had felt more credible if there were different brands showing in the tutorial instead of just one.

### 5.3.3 Links to Webshops

The third image that was analysed was a picture of different swimwear with links to webshops where you could buy them underneath (see picture below).



Image 6: Picture from Angelica Blick’s blog

Hanna (2015-08-02) believe it to be practical with links, because then the blog became more similar to a magazine where you could see where to buy all the clothes and accessories. Linus (2015-07-13) also though it was positive with links, because you could easier find where to buy the clothes and the products. Setenay (2015-08-

16) highlighted that it would be more credible if these types of blog posts represent the bloggers style and showing some cheaper and more expensive variants of that style. Both Setenay (2015-08-16) and Sophie (2015-07-30) also claimed that it felt more credible if the bloggers linked to different kinds of webshops, instead of just putting out links to one webshop, like Nelly for example.

*Many bloggers write, "here are five favourites from Nelly" and here it feels like the blog post is sponsored and that the bloggers just upload it because they make money out of it, instead of choosing clothes from different brands, which would feel more real.*

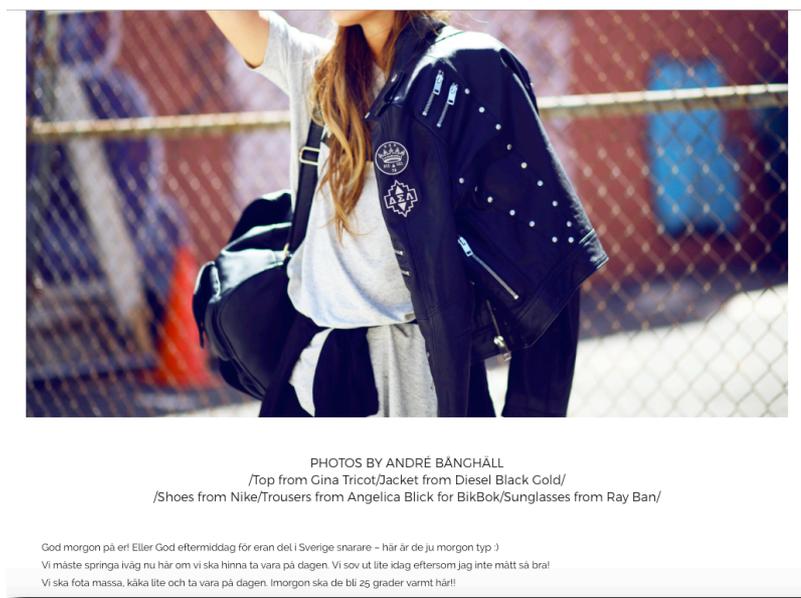
*Sophie (2015-07-30)*

Rebecka (2015-07-19) did not believe these kinds of blog posts to be credible, as it was clear that the blogger had not done the collage herself. She claimed that you sometimes could see that other bloggers have the same collage in their blogs, which lower the credibility. Sara (2015-08-04) also said that when it is just products and links in a blog post, it feels more like advertisement and that they just want to sell products to the readers, which makes it less credible.

It could be said that the some of the respondents though it was practical with links, to easy find the clothes that was shown. It was also stated that it would be more credible if these types of blog posts represent the bloggers style with links to different kinds of webshops, instead of just one. There was also an opinion about these blog post being similar to banner ads and not credible at all.

### 5.3.4 Today's Outfit Without Links

The fourth picture that was analysed was a picture of *today's outfit*, where the blogger showed the readers what she was wearing and where you could buy the clothes, without any links to webshops (see picture below).



*Image 7: Picture from Angelica Blick's blog*

All the interviewees thought that these kinds of blog posts felt credible, as it felt like the blogger had picked out the pieces herself to represent her style. It did not either feel sponsored by a company, as the clothes often came from different kinds of stores in these types of blog posts. Sophie (2015-07-30) also said that when the blogger does not link to the webshop it becomes more difficult for the reader to find the clothes and it becomes more up to you if you really want to buy the product.

*Because there is no link, it does not feel like they just want you to buy the stuff, but more like "this is what I'm wearing today and you can buy it here and here".*

*Hanna (2015-08-02)*

To sum up, blog posts with today's outfit without links to any webshops seemed credible, according to the respondents, because the picture seemed to be a representation of the blogger's style.

### ***5.3.5 The Credibility of the Brand***

The last question that was asked in the interviews concerned the credibility of the brand that the fashion blogger was collaborating with. The idea was to get a picture of if it would harm the brand if the readers thought that the blog post was not credible. Colliander and Erlandsson (2015) found in their study that revealing to blog readers that a company sponsored the blog would harm the credibility of the blog, but not the sponsoring brand. This was also discovered in this study, as all the respondents agreed that a less credible blog post would not affect the image of the brand in any way, but Setenay (2015-08-16) said that it might have a negative affect on the blogger. Hanna (2015-08-02) also highlighted that if the blog post seem trustworthy she might go and buy the product because she had been exposed to it in the blog.

Sophie (2015-07-30) and Sara (2015-08-04) both highlighted that they in general would not think differently about the brand if the blog post did not seem credible, but not when it came to the webshop Nelly. They explained it as Nelly has done a lot of blog cooperation and fashion campaigns with bloggers and there is many bloggers that always link to their website. This made the respondents become a bit tired of Nelly, as it is a "blog brand" influenced by the blogosphere.

To conclude, if a blog post did not seem credible it would not affect the brands per se, but in some cases the blogger. Due to this, it was also said that a brand could be too involved in the blogosphere and therefore lose its credibility.

## 6.0 Discussion and Findings

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The aim of this study was to find out how the information about sponsored blogs affected the perceived credibility of fashion blogs and bloggers. This will be answered by looking closer at the perceived credibility of fashion bloggers and blog content; how fashion bloggers communicate to their readers that a blog post is sponsored and finding out the blog reader's opinions about sponsored blog posts.

### 6.1 Credibility in the Blogger and the Blog Content

The conclusions that could be drawn from studying the perceived credibility of fashion blogger and blog content, was that there are two types of fashion blog readers. The ones that foremost read fashion blogs to be inspired and learn more about fashion and then the ones who read fashion blogs for relaxation and entertainment purposes, as a way to escape from reality and be amused.

Johnson, Kaye, Bichard and Wong (2008) highlighted that people who read blogs for entertainment purposes are more critical towards the credibility in blogs. This because these people are less selective when choosing media content and do not rely on blogs as a source for qualitative information. This was the case when it came to the fashion blogger's personal interests, as *focused, insightful, informative, consistent* and *qualitative*. The respondents that read blogs to be inspired agreed that the information in fashion blog could be described with these attributes and that they were important factors for the information. The ones that read blogs for relaxation were

more critical towards the factors regarding the fashion blogger's personal interests and also thought that these attributes were less important.

It can be said that the respondents are critical towards fashion bloggers, but still think that the information in fashion blogs and the bloggers are credible. When it comes to factors that reflected the bloggers' personal interests in the blog posts, these attributes were both agreed upon and important for most of the respondent. The message style factors were also agreed upon and it was also shown that fashion bloggers have expertise within fashion. It was only authority within expertise that did not seem to be an important factor.

It was also shown that most of the respondents thought that fashion bloggers have a good reputation. Whether or not these factors were important varied from interviewee to interviewee. Regarding the attributes as reliable and trustworthy, some thought that fashion bloggers were, while others highlighted the fact that they often are sponsored and can therefore not be these factors. Even though the respondents were aware of this, they still highlighted the importance with fashion bloggers being reliable and trustworthy.

The blog information's objectivity attributes were, on the other hand, seemed to be less credible. Studies of Internet users in general have shown that blogs are rated as quite low in credibility (Banning & Sweetser, 2007; Banning & Trammell, 2006, as cited in Sweetser, Porter, Chung & Kim, 2008; Consumer Reports Web Watch, 2005), because they are viewed as not very fair and objective (Kaye & Johnson, 2011). This was also stated in this study, due to sponsored blog posts. This made these attributes less important as it was clear that fashion bloggers were sponsored and the respondents understood that the bloggers needed to earn money to be able to blog for a living. It was also said that the blog information was not transparent and

that this was an important factor for credibility. The respondents thought, on the other hand, that it would be better if the blogger mentioned that a blog post was sponsored, as this is sometimes unclear. Metzger and Flanagin (2008) highlight that the source of the information is crucial to credibility and that it can harm the credibility if the message of the source is diffuse.

Part from this, some of the respondents thought that the information was accurate as fashion bloggers often write about their lives and what they are doing during the days, which according to most of the respondents seemed real. To be accurate, authentic and transparent were important credibility factors for the objectivity of the information.

It could be said that blog readers believe fashion bloggers to be credible when it comes to personal interests, expertise, the message style and reputation, but due to sponsored blog posts; the information becomes less objective, which lowers the credibility.

## **6.2 Communication Trends and Opinions About Sponsored Blog Posts**

Four different trends were found in how fashion bloggers, with Angelica Blick as an example, communicate to their readers about sponsored blog posts; or blog posts that are believed to be sponsored, even though the blogger does not address it. The blogger either clarifies a sponsorship in the blog post; make tutorial campaigns for different brands; links to websites or webshops or post today's outfit while mentioning where to buy the items.

### ***6.2.1 Opinions About Sponsored Blog Posts***

The opinions about sponsored blog posts varied. When a fashion blogger wrote about cooperating with a brand it could make the blog seem more trustworthy, as the cooperation could symbolize that the blogger is big in the blogosphere. It was also highlighted that the cooperating brands need to go well together, as Pepsodent and Summerburst apparently did not, and they need to fit the blogger's style for the blog post to feel credible. This agrees with what Krietsch (2012) and Kulmala, Mesiranta and Tuominen (2013) say. They points out that the marketed fashion products need to fit the blogger's personal style if the blog marketing is going to be seen as credible.

It is also important for the blogger to highlight that it is a sponsored blog post to make it more honest and trustworthy, as the blog reader often can tell that it is a sponsorship even though the blogger does not mention it. Regarding tutorial campaigns in cooperation with a brand, some of the respondents thought these blog posts could be recognised with commercial ads and were therefore not credible. By only using one brand in the makeup tutorial also made the blog post less trustworthy, but it was also said that as long as the sponsored blog post was clearly stated the blog post felt more credible.

According to the respondents, it was positive when the blogger linked to webshops so that the reader could find the clothes shown in the blog. The credibility of these blog posts would also increase if the blogger linked to different stores instead of just one, as well as if the clothes represented the blogger's personal style. Reusing picture collages made the blog post more similar with advertising and less credible. Outfit pictures without links were stated as the most credible blog post among the analysed ones, as it felt like the blogger had picked out the pieces herself

to represent her personal style. The credibility would also increase if the clothes were bought from different stores instead of just one.

Colliander and Erlandsson (2015) argue that the attitude toward the sponsoring brand would not be harmed if a sponsorship were revealed. This was also the case in this study, as all the respondents agreed that a less credible blog post in general would not affect the image of the collaborating brand in any way. Except for if a company does too many blog cooperation and fashion campaigns. Nelly was highlighted as an example of a brand that had lost a bit of its credibility because the company was too influenced by the blogosphere.

## **6.1 Final Implications and Further Research**

The Swedish marketing law now demand bloggers to mention if a blog post is sponsored, to protect the consumers (Ungkonsument.se, 2013). Some companies do not want the bloggers to write that it is a sponsored post, because they want the message to be as trustworthy and authentic as possible (Hörnfeldt, 2015a). This study suggests that if a fashion blogger addresses a sponsored blog post, the information and the fashion blogger become more credible. As people in today's society are more critical towards Internet sources in general, it feels deliberating to actually receive the information about sponsorships right away instead of wondering who is behind the message.

This study has shown that fashion bloggers are seen as credible; part from their objectivity, due to sponsored blog posts. Fashion bloggers are widely used as a channel to promote products and reach people with specific messages, but there are ways that companies can do this more credible. PR agencies and companies will be able to create a more credible message if the fashion bloggers are transparent about

the collaboration, as well as if they let the blogger use the brand together with other brands in today's outfit posts or tutorials. By making it clear that it is a sponsored blog post, by for example only providing links to one company, without writing anything about it, will make it less credible, according to the respondents. This is therefore not to be recommended as a strategy for PR-agency.

## **6.2 The Studies Contribution and Further Research**

Archer, Pettigrew and Harrigan (2014) points out that sponsored blog posts are areas of interest for both public relations practitioners and theorists, as bloggers are fast becoming a key stakeholder group and a valuable tool for PR practitioners within consumer PR. Sedeke and Arora (2013) highlight that there has been a lot of research in the field of blogging, but there is not much research within the modern fashion blogosphere. Previous studies on sponsored blog posts are also limited (Lu, Chang & Chang, 2014). The result of this study can therefore broaden research within this field and provide material for both practitioners, as mentioned above, as well as the developed credibility model can be of use for theorists in future studies, both qualitative and quantitative.

Suggestion for further research is to use the credibility model to measure credibility in fashion blogs with a quantitative approach. This will provide a statistical generalisation of blog readers' thoughts about fashion bloggers' credibility and sponsored blog posts, which can represent a greater number of people. Bias and authority were the only credibility factors, which all the respondents agreed were not seen as important credibility attributes. When further studies within fashion blog credibility are made, these attributes can be considered to be removed from the model. This is not advice to be done for research within general blog credibility.

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# Appendix 1

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## **Interview Participants**

**Linus Cederhöjd:** 45 minutes, 2015-07-13

**Rebecka Persson:** 25 minutes, 2015-07-19

**Sophie Lindström:** 26 minutes, 2015-07-30

**Hanna Stefors:** 30 minutes, 2015-08-02

**Sara Persson:** 27 minutes, 2015-08-04

**Setenay Özbek:** 25 minutes, 2015-08-16

# Appendix 2

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## Interview Guide

1. Hur ofta läser du modebloggar?

2. Varför läser du modebloggar?

3. Hur mycket instämmer du i att informationen i modebloggarens blogginlägg är:

	Håller fullständigt med	Håller med	Håller inte med	Håller verkligen inte med
<b><u>Personliga intressen</u></b>				
Fokuserad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Insiktsfull	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Informativ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Konsekvent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kvalitativ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b><u>Objektivitet</u></b>				
Äkta/verklig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rättvis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Partisk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transparent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exakt/riktig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b><u>Stilen på meddelandet</u></b>				
Uppdateras lägligt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Uppdateras frekvent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Länkar till andra källor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Hur viktigt är det för dig att informationen i modebloggarens blogginlägg är:

	Mycket viktigt	Viktigt	Inte särskilt viktigt	Inte alls viktigt
<b><u>Personliga intressen</u></b>				
Fokuserad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Insiktsfull	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Informativ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Konsekvent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kvalitativ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b><u>Objektivitet</u></b>				
Äkta/verklig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rättvis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Partisk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transparent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exakt/riktig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b><u>Stilen på meddelandet</u></b>				
Uppdateras lägligt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Uppdateras frekvent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Länkar till andra källor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Hur mycket instämmer du i att modebloggare som informationskälla är:

	Håller fullständigt med	Håller med	Håller inte med	Håller verkligen inte med
<b><u>Expertis</u></b>				
Inflytelserika	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kunniga	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Passionerade	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kompetenta	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Har auktoritet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b><u>Anseende</u></b>				
Har ett bra rykte	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Populära	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tillförlitliga	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Förtroendeingivande	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Hur viktigt är det för dig att modebloggare som informationskälla är:

	Mycket viktigt	Viktigt	Inte särskilt viktigt	Inte alls viktigt
<b><u>Expertis</u></b>				
Inflytelserika	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kunniga	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Passionerade	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kompetenta	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Har auktoritet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b><u>Anseende</u></b>				
Har ett bra rykte	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Populära	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tillförlitliga	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Förtroendeingivande	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Varför anser du/anser du inte att modebloggarens inlägg är:

- Fokuserade
- Insiktsfulla
- Informativa
- Konsekventa
- Äkta/verkliga
- Rättvis
- Partiska
- Transparanta
- Exakta/riktiga
- Kvalitativa
- Informationen uppdateras lägligt
- Informationen uppdateras frekvent
- Informationen är länkad till andra internetkällor

8. Varför anser du/anser du inte att modebloggare är:

- Inflytelserika
- Kunniga

Passionerade  
Har befogenhet  
Kompetens  
Har ett bra rykte  
Populära  
Tillförlitliga  
Trovärdiga

9. Varför anser du att det är viktigt/inte viktigt att informationen i modebloggarens blogginlägg är:

Fokuserad  
Insiktsfull  
Informativ  
Konsekvent  
Kvalitativ  
Äkta/verklig  
Rättvis  
Partisk  
Transparant  
Exakt/riktig  
Uppdateras lägligt  
Uppdateras frekvent  
Länkar till andra källor

10. Varför anser du att det är viktigt/inte viktigt att modebloggare som informationskälla är:

Inflytelsesrika  
Kunniga  
Passionerade  
Kompetenta  
Har befogenhet  
Har ett bra rykte  
Populära  
Tillförlitliga  
Förtroendeingivande

11. Analysera bildernas trovärdighet.

- Anser du att de här inläggen är trovärdiga? Varför, varför inte?
- Vad är det som gör att inläggen anses vara trovärdiga/inte trovärdiga?

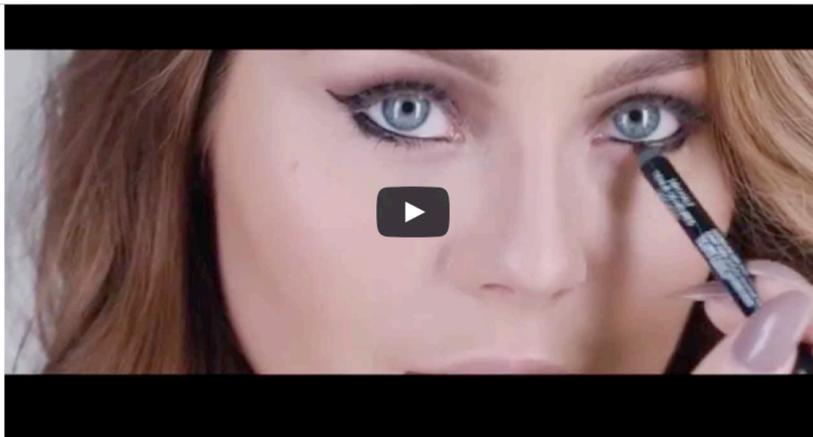
12. Analysera trovärdigheten i varumärkena som visas upp på bloggen.

- Känns samarbetet mellan bloggare och varumärke trovärdigt? Varför/varför inte?
- Blir du influerad att köpa produkter du ser på modebloggar? Varför/varför inte?



#### SUMMERBURST

Woop woop! Under Summerburst hängde jag säklart på Pepsodentområdet eftersom jag samarbetar med dom och dessutom ihop med Summerburst! Jag själv var där en kortis första dagen - stort tack för VIP-biljetterna Pepsodent - och fick njuta av början på festivalsommaren :) höll ju i en liten tävling inför Summerburst där några av er vann biljetter dit! Vilka av er var där? Hade ni kul? Sån jökla tur med vädret! Många av mina vänner var ju där och jag har nog inte sett så många leenden och skratt på länge! Älskar festival!



#### DARE TO GO NUDE / DRAMATIC NUDE

Wie - äntligen! Här kommer min tutorial på sminkningen Dramatic nude som jag gjorde för Maybelline New York och deras kampanj The Nudes Palette. Jag tyckte de var roligt att få testa att sminka mig på ett helt annat vis än jag brukar och jag gillar resultatet! Det är speciellt snyggt till fest eller (liknande :) Just nu hittar ni 12 olika Nude Looks på Maybellines hemsida [HÄR](#) - Lite härlig inspiration inför vardagssminkningar och även inför fest. Just nu kan ni dessutom vinna ett make up kit till ett värde av 1100 SEK! För att vinna ska ni lägga upp er egna "Nude"-inspirerade look på Instagram och tagga @MaybellineSverige #MaybellineSverige #DareToGoNude. Tävligen pågår fram tills den 5e juni och ni hittar all info och tävlingsregler [HÄR](#)! Ska bli spännande att se vad för looks ni lägger upp :) det kan vara allt ifrån mycket till lite, inte så avancerat till avancerat. Stort lycka till bästa ni! <3



*/1. HERE / 2. HERE / 3. HERE / 4. HERE / 5. HERE / 6. HERE / 7. HERE / 8. HERE / 9. HERE /  
/10. HERE / 11. HERE / 12. HERE / 13. HERE / 14. HERE / 15. HERE /*

Juni är här och med det innebär det att det är – BIKINI- OCH BADDRÄKTSÄSONG! Jag har plockat ut lite favoriter här ovan :) Vill beställa alla typ! Jag har redan införskaffat mig ett par nya, men fler ska det bli och några av dessa ska jag klicka hem.  
Gillar ni någon speciell av dom jag valt ut?



PHOTOS BY ANDRÉ BÅNGHÅLL  
/Top from Gina Tricot/Jacket from Diesel Black Gold/  
/Shoes from Nike/Trousers from Angelica Blick for BikBok/Sunglasses from Ray Ban/

God morgon på er! Eller God eftermiddag för eran del i Sverige snarare – här är de ju morgon typ :)  
Vi måste springa iväg nu här om vi ska hinna ta vara på dagen. Vi sov ut lite idag eftersom jag inte mått så bra!  
Vi ska fota massa, käka lite och ta vara på dagen. Imorgon ska de bli 25 grader varmt här!!