VeckoRevyn
- Effective communication strategies within social media towards relationship building

Authors: Anna Nejati
Emma Staffansson

Supervisor: Vladimir Vanyushyn

Student
Umeå School of Business and Economics
Spring semester 2012
Degree project, 30 hp
ABSTRACT

How many times per day are you on Facebook, Twitter or blogs? How many hours per week are you on Facebook, Twitter or blogs? The constant development of the Internet has changed the way consumers and businesses communicate with each other. Power has shifted from businesses to consumers where consumers decide from which communication channel they would like to take part of information. Hence, it is crucial for businesses to be present on the Internet and specially use social media platforms and networks properly. The over-arching purpose of this degree project is to increase understanding and knowledge of how to effectively use communication strategies within social media to strengthen customer relationships. Our conclusions aim to be used as a basis to define how VeckoRevyn can effectively use communication strategies within social media to strengthen their relation to their readers. Therefore, we have formulated the research question:

How can communication strategies within social media be used effectively to strengthen customer relationship in the printed media industry?

Our research question is answered through four sub-purposes which are used to form our conceptual framework. The conceptual framework is further developed after the analysis into key insights that we use in order to develop a communication strategy consisting of six steps with the goal to strengthen VeckoRevyn’s relation to their readers.

Our degree project is conducted on commission for VeckoRevyn, which is Sweden’s largest magazine for young women aged between 18-25 years old. We have chosen to use a combination of quantitative and qualitative research, where the qualitative research serves as an input for the quantitative research. Hence, we have conducted a mixed method approach, where both quantitative and qualitative data collection techniques and analysis procedures are used. Our qualitative research consists of three semi-structured interviews with VeckoRevyn’s editor in chief and responsible editor, the marketing manager and the Web editor. From the quantitative survey we received 430 responses from VeckoRevyn’s readers. The analysis and discussion of our empirical findings is further based on theories within the areas of Internet marketing, social media usage, marketing and communication in social media, online relationship building and communication-based marketing for managing relationships.

The main conclusions from this degree project are that VeckoRevyn has understood the importance of being present on social media today. However, they have no explicit communication strategy and have therefore not properly integrated social media with other parts of their marketing strategy. This is a problem because VeckoRevyn’s readers use different social media platforms and networks to fulfill different needs. Hence, VeckoRevyn need to increase knowledge of social media and develop specific strategies for each social media network and platform. Another crucial conclusion is that VeckoRevyn want their readers to become more active and engaged within social media which goes against their reader’s role, where we have observed that they are rather involved in passive behavior than active. Therefore, we recommend VeckoRevyn to get a fair picture of their readers and turn them from passive to active and thus increase the scope of activities in order to make their readers more engaged.
THANK YOU!

First of all we would like to send a big thank you to our excellent supervisor Vladimir Vanyushyn, who has with his knowledge supported us with both positive and negative critic which has resulted in high motivation and engagement throughout this degree project. During these weeks Vladimir has inspired us with his words of wisdom and contributed with hope and joy.

We would also like to send a big thank you to Linda Öhrn and Linnea Isaksson at VeckoRevyn, but a special big thank you to Annika Ismarker who has supported us throughout this degree project. She has been available whenever we needed help and has provided us with all the necessary material in order to enable this study. We will not forget about our visit at VeckoRevyn where we were taken care of excellently by her and the rest of VeckoRevyn.

We should also not forget about all the awesome respondents who have participated in the survey and contributed with valuable results and hence success. And at last we would like to thank each other for a good collaboration in both adversity and success. It has truly been an unforgettable time which has contributed with both personal and professional growth.

Umeå 2012-05-24

Anna Nejati & Emma Staffansson
Table of Contents

1. INTRODUCTION ................................................................................................................. 1
   1.1 Choice of subject ........................................................................................................ 2
   1.2 Problem background .................................................................................................. 3
       1.2.1 Consumer empowerment ................................................................................. 3
       1.2.2 Marketing communication ............................................................................. 4
       1.2.3 Relationship building .................................................................................... 4
   1.3 Research gap ............................................................................................................. 6
   1.4 Research question and purpose .................................................................................. 6
       1.4.1 Sub-purposes ..................................................................................................... 7
   1.5 Delimitations ............................................................................................................ 7
   1.6 Definitions .................................................................................................................. 8

2. THE INTERNET DEVELOPMENT AND INDUSTRY SETTING ........................................ 9
   2.1 The Internet .............................................................................................................. 9
   2.2 The Swedish usage of the Internet .......................................................................... 9
   2.3 Social media ............................................................................................................. 9
       2.3.1 The Swedish usage of social media ................................................................. 10
       2.3.1.1 Facebook ....................................................................................................... 10
       2.3.1.2 Blogs ........................................................................................................... 10
       2.3.1.3 Twitter .......................................................................................................... 11
   2.4 Printed media setting: the case of VeckoRevyn ..................................................... 11

3. SCIENTIFIC METHOD .................................................................................................. 13
   3.1 Pre-understanding .................................................................................................... 13
       3.1.1 Theoretical pre-understanding and its effect ...................................................... 13
       3.1.2 Practical pre-understanding and its effect ......................................................... 13
   3.2 Methodological awareness ...................................................................................... 14
       3.2.1 Research philosophy ....................................................................................... 14
       3.2.2 Research approach ......................................................................................... 15
   3.3 Research design ....................................................................................................... 15
   3.4 Choice of theories ..................................................................................................... 16
   3.5 The pathway to theoretical knowledge ................................................................... 17
   3.6 Source criticism ....................................................................................................... 18

4. THEORETICAL FRAMEWORK ................................................................................ 20
6.2.3 Sub-purpose 4: Effect of social media usage on printed media customers. .......................... 62
7. ANALYSIS ........................................................................................................................................ 64
7.1 Sub-purpose 1: To examine the printed media industries’ viewpoint of social media and their utilization of it with regard to communication and relationship building. .......................... 64
7.2 Sub-purpose 2: To examine the printed media industries’ viewpoint and expectation of their customers’ social media usage ............................................................................................................................. 68
7.3 Sub-purpose 3: To investigate the way and the reason to why printed media customers use social media today .................................................................................................................................................. 69
7.4 Sub-purpose 4: To assess the effect of social media usage on printed media customers. 73
7.5 Key insights from the analysis ........................................................................................................ 74
8. CONCLUSIONS .............................................................................................................................. 76
8.1 Research question and purpose ...................................................................................................... 76
8.2 Sub-purpose 1: To examine the printed media industries’ viewpoint of social media and their utilization of it with regard to communication and relationship building. .......................... 76
8.3 Sub-purpose 2: To examine the printed media industries’ viewpoint and expectation of their customers’ social media usage ............................................................................................................................. 77
8.4 Sub-purpose 3: To investigate the way and the reason to why printed media customers use social media today .................................................................................................................................................. 77
8.5 Sub-purpose 4: To assess the effect of social media usage on printed media customers. 78
8.6 Research question answer ................................................................................................................ 78
8.7 Contribution ..................................................................................................................................... 78
9. RECOMMENDATIONS ..................................................................................................................... 79
9.1 Practical recommendations for VeckoRevyn .................................................................................. 79
9.2 Theoretical recommendations for future research ......................................................................... 80

LIST OF REFERENCES

APPENDIX

APPENDIX 1 - Interview guide
APPENDIX 2 - Survey

LIST OF FIGURES

Figure 1 - Theoretical framework .......................... 20
Figure 2 - Five categories of social media users .......................... 25
Figure 3 - Engagement process .......................... 34
Figure 4 - The highest level of engagement .......................... 36
Figure 5 - Conceptual framework .......................... 40
Figure 6 - Methodological Process .......................... 41
Figure 7 - Print Screen 1 .......................... 42
Figure 8 - Print Screen 2
Figure 9 - Are you a member of Facebook, Twitter or blogs?
Figure 10 - How many hours a day do you spend on Facebook, Twitter and blogs?
Figure 11 - How often do you visit Facebook, Twitter and blogs?
Figure 12 - Who are you?
Figure 13 - What have you done on the Internet the latest week?
Figure 14 - Which of Facebook, Twitter and blogs are absolute best in terms of the options below?
Figure 15 - Why did you choose to participate on Facebook, Twitter, blogs?
Figure 16 - Why did you choose to "like" VeckoRevyn's Facebook page alternatively visit their website?
Figure 17 - The level of impact on customer shopping behavior
Figure 18 - The readers relationship to VeckoRevyn after participation
Figure 19 - The readers satisfaction with their relationship to VeckoRevyn after participation
Figure 20 - The readers trustworthiness to VeckoRevyn after participation
Figure 21 - The level of consumer content influence
Figure 22 - Developed conceptual framework

LIST OF TABLES

Table 1 - Survey questions
1. INTRODUCTION

This chapter will begin with a small pre-introduction to give a hint of what the thesis is about. In this chapter we will further motivate our choice of subject and explain the background of our research problem. We will further define our problem statement and the purpose of it. The chapter ends with delimitations of our degree project and important concept definitions.

Computer games, an iPod, an iPhone and an iPad are just some of many objects that have been exposed to the sharp blades of Blendtec (Dutta, 2010, p.127). Tom Dickson, CEO and founder of a small U.S. blender manufacturer, has impressively increased Blendtec’s sales sevenfold in the past three years. And all this through a series of YouTube videos that last for some minutes and are produced for a few hundred dollars.

Today, tools and strategies to communicate with consumers have changed tremendously due to the introduction of Web 2.0 and hence the development of the new phenomena social media. Social media is part of the term Web 2.0 which was introduced by Tim O’Reilly to define the new evolutionary phase of the Internet (Beck, 2007, p.1). Web 2.0 is referred to the second generation of the World Wide Web and indicates the transition from simple information retrieval to interactivity, interoperability and collaboration (Campbell et al., 2011, p.87).

The introduction of Web 2.0 and the development of social media have led to an increased amount of interactive services. According to Solomon and Schrum (2007, p.8), interactive services provide users with the opportunity to create information in collaboration and post and share results with everyone. Due to these opportunities communication has shifted from a dialogue to a trialogue, where consumers can engage in meaningful relationships with not only one another but also with businesses (Hlavinka & Sullivan, 2011, p.1). Through the use of different platforms people can create and share valuable information in different formats that are powerful.

Steyn (2009, p.29) argues that technology has changed the way consumers communicate. The easy accesses to more information and bonding with other consumers have made consumers more powerful in the marketing equilibrium. He states that power is shifting from businesses to consumers and has therefore resulted in “empowered consumers”. Baird and Parasnis (2011, p.28) further claim that the control of relationship is shifted to consumers and that they have the power to influence others in his or her personal network.

The shift in power regarding the communication process and the interactive role of the consumer allow consumers to openly and effectively share information and opinions about businesses that can have an effect on the relationship with the suppliers of goods and services. We believe the uncontrollable spread of information in the virtual world makes it important for businesses to build relations with consumers. Relations should not solely be based on delivering messages but also on having conversations with consumers. We further believe relations should not only be created through traditional communication strategies but also through new methods that include social media. Social media makes it easier than ever before for businesses and consumers to communicate with each other and can hence result in sustainable relations between them.
1.1 Choice of subject

The clock rings, it is 07.00 AM and time to get up. You can barely open your eyes when you slowly try to reach your iPhone to turn off the alarm. At the same time you log into Facebook. What’s new this morning? A princess is born.

Social media has become a part of our daily lives. We talk about Facebook, Twitter and blogs daily, and particularly in them. Because we use social media ourselves and are influenced by it, we found it interesting to study about it from a business student’s perspective. We are currently master students studying marketing at the International Business Program at Umeå University. Therefore we have chosen to investigate the choice of subject from a marketing perspective. With a marketing perspective we refer to the connection between communication and relationship building in the new media landscape.

The Marketing Science Institute\(^1\) (2010, pp.7-8) questions what implications new media channels, especially social and mobile, have on managing customer relationships, marketing communications and branding. They question how businesses should use new media to interact and enhance relationships with customers and value-chain partners. Due to the emergence of social media, the role of the brand is changing. It is not just functional and emotional benefits that the brand promises today, but it also facilitates conversations about personal and social issues. Customer-firm relationships are more complex and diverse due to the multiple touch-points between brands and customers today. Research is required to identify effective brand strategies to control brand equity because businesses have lost control due to customer co-creation.

Due to the statements mentioned by the Marketing Science Institute we find our choice of subject appropriate and important to study about. The importance of our choice of subject is further strengthened by the Economist Intelligence Unit (2007, p.6) that points out that companies today have higher expectations toward the companies they deal with and how they expect those companies to interact with them. Customers expect more than just good products and services, and therefore companies are observing the need to develop closer long-term relationships with their customers, and specifically highly engaging relationships. Dahlén (2002, p.107) further indicates that a conclusion many take due to the media development is that relationship marketing becomes more important. New media causes businesses and users to come closer to each other, and therefore it is necessary to develop relations.

We have further chosen to write our degree project on commission for VeckoRevyn. VeckoRevyn is part of Bonnier Tidskrifter and is Sweden’s largest forum for young women (VeckoRevyn, 2012). Together the magazine VeckoRevyn and Veckorevyn.com provide the best of shopping, clothes, beauty, celebrity life, sex and relations, love, career – and much more. The magazine is issued every month and consists of entertaining reading, smart tips and inspiring reportages. On Veckorevyn’s web one can further find some of Sweden’s most popular blogs.

---

\(^1\) The Marketing Science Institute is a learning organization dedicated to bridging the gap between marketing science theory and business practice.
The reason for why we have chosen VeckoRevyn is because they use social media today, Facebook, Twitter and blogs. However, VeckoRevyn would like us to increase the effectiveness of their existing communication strategies within these social networks and platforms for them to be able to strengthen their relation to their readers.

1.2 Problem background

1.2.1 Consumer empowerment

Brown (2009, p.4) states that communication is undergoing a radical change. The technological revolution impacts every aspect of how individuals exchange information. The usage of media channels that have been available for many years is changing and new communication channels are emerging.

Javalgi et al. (2005, p.665) explain that the growth of the early World Wide Web, Web 1.0 to Web 2.0 has resulted in efficient two-way communication. Compared to the static web pages of Web 1.0 which marketers used for “one-way” communication, Web 2.0 offers dynamic and interactive tools with functional characteristics, particularly direct involvement and interaction with customers. Web 2.0 emphasizes user-generated content, data and content sharing, collaborative effort and creative interacting through web-based applications and the use of the Web as a social platform (Steyn, 2009, p.24).

The introduction of Web 2.0 and hence the development of social media have transformed the way in which individuals communicate (Steyn, 2009, p.27). The easy access to information and the possibility to communicate and bond with other consumers has made consumers more powerful in the marketing equilibrium (Steyn, 2009, p.29). According to Constantinides and Fountain (2008, p.232), Web 2.0 and its applications have changed the power structure in the marketing world. Consumers have the possibility to control which part of marketing they want to be part of, freely make decisions of where and what information to search for, and what products to purchase (Lee et al., 2006, p.290). Therefore, Barwise and Meehan (2010, p.82) state that, businesses nowadays focus more on the customers rather than the product itself.

Pitt et al. (2002, p.8) state that the Internet does not just allow one-to-one communication among consumers, but also one-to-many and many-to-many communications. Such developments make it possible for consumers to increase their influence and effectively equalize the traditional imbalance of power between consumer and company. Furthermore, Evans (2010, p.35) states that social media exists with or without businesses. It is utilized in the conversations that businesses may not even know about, and certainly will not be part of unless they are present and listening. He further points out that businesses cannot choose whether or not their customers will see them on the social Web. The customers will make the choice for them, because they have the possibility to put businesses there without their acknowledgement.

Steyn (2009, p.41) claims that consumer empowerment changes the way marketers need to communicate with consumers, and how consumers communicate with marketers. Consumers demand to be heard as often they want and whenever they want. Consumers’ voices across the Internet are vital sources of information not only for other consumers but also for the businesses. Consumers can gather important information to
assist them in their purchasing decision making, and firms can gain insights into consumer preferences, experiences, problems and frustrations.

1.2.2 Marketing communication

To effectively manage dialogues with customers and take advantage of online resources available to collect consumer feedback, strategic planning is required to achieve marketing communication objectives. Strategic planning can be challenging due to the new forms of social media and its global reach. New technology and speed of information exchange, makes it harder for businesses to develop and implement strategies over a longer period of time. (Steyn, 2009, p.45)

The Marketing Science Institute (2010, p.7) further argues that managing the marketing mix is critical for businesses due to the increase of media and channels, including social media. Businesses need to rethink how to plan their marketing and create comprehensive strategies in order to meet the changing needs and perceptions of customers. Today, businesses lack in appropriate, detailed, crossplatform and comprehensive measurement systems to guide them when making decisions regarding marketing communication. Frameworks and methods are efficient in order to discipline marketing decisions.

In order for businesses to optimize their relationship with the market, marketers need to identify, manage and be aware of all kinds of communication, such as direct, indirect, implied and hidden communications (Steyn, 2009, p. 46). According to Pitt et al. (2002, p.11) businesses that do not manage to act strategically, may lose customers and face negative brand communications created by customers. Pitt et al. (2002, p.12) further emphasize the importance of having respond strategies when regarding customer empowerment. Three types of marketers have been identified. Firstly, marketers who simply ignore to respond to customer empowerment, secondly, marketers who are aware of customer empowerment, but instead try to fight the customer and thirdly, marketers who carefully listen to customers and understand the development of technology and thus change in power.

According to Steyn (2009, p. 49), communication is the bonding element in any relationship and the exchange of information is crucial in order to build strong brand relationships. Holm (2006, p.24) further argues that communication can be seen as the fundamental aspect of relationship building and plays a central role in creating an understanding of information exchange. Gurau (2008, pp.175-177) points out that the online environment creates challenges for the marketing communication process. The fact that the Web makes online information available to all audiences emphasizes the need to constantly plan, design, implement and control online marketing communication. The strategy must consist of one-to-one, one-to-many and many-to-many communications in order to effectively manage the dialogue with customers and hence build strong relationships.

1.2.3 Relationship building

According to Dahlén (2002, p.107), many conclude that the development of media makes relationship marketing more important. New media drives businesses and users closer to each other, and therefore the need to develop relations arises. Lindstrand et al.
(2006, p.12) further state that the Internet has become an important channel for communication, consumption and managing relationships with customers.

Baird and Parasnis (2011, p.28) state that due to today’s environment, where the customer is in control, social customer relationship management is emerging as an approach for managing dialogue and not the customer. They state that the underlying principle for social customer relationship management’s success is very different from the traditional customer relationship management that is based on internal operational approach to manage customer relationships effectively. Social CRM on the other hand is based on the ability of a business to meet personal agendas of its customers while at the same time meet objectives of its own business plan. It is aimed at customer engagement rather than customer management. Baran et al. (2009, p.12) further point out that effective customer relationship management communication is founded on the ability to engage customers in a dialogue that results in greater satisfaction with a brand.

Marketing Science Institute (2010, p.4) observes customer engagement as the customers’ behavioral manifestation toward a brand or business beyond purchase. It results from motivational drivers such as word-of-mouth, recommendations, customer-to-customer interaction, review writing and blogging. Doorn et al. (2010, p.254) further state that engagement is a class of behaviors that reflects community members’ willingness to participate and cooperate with each other in order to create value for themselves, others and the community sponsor.

The Marketing Science Institute (2010, p.4) defines customer engagement as a way for businesses to create, build and hence improve customer-firm relationship, which in turn improves business performance. The Economist Intelligence Unit (2007, p.2), further states that businesses are recognizing that engagement is a more strategic way of looking at customer and stakeholder relationships. They state that engagement refers to the creation of a deeper, more meaningful connection between the business and the customer, and one that endures over time, and that engagement can also be viewed as a way to create customer interaction and participation. Kumar et al. (2010, p.298) further state that a firm’s value is significantly influenced by the extent to which customers are willing to engage in conversations with others and the firm, if it affects what customers are prepared to tell others and what insights they are willing to provide firms regarding product development and enhancement. They further state that, customer value is driven by the intensity of customer engagement regarding the firm and its products and service offerings.

The Marketing Science Institute states that the use of engagement programs can provide businesses with the opportunity to build loyalty (2010, p.4). The Economist Intelligence Unit (2007, p.7), on the other hand claims that their survey indicates that executives believe customer engagement moves beyond customer loyalty and satisfaction to provide crucial competitive advantage. Henning-Thurau et al. (2004, pp. 38-39) argue that there is an increase in the opportunities for interactive and personalized marketing due to the rise in popularity of the online environment. Consumers can share their views, preferences or experiences with others through a number of sites, and businesses can take advantage of word-of-mouth marketing. Baran et al. (2009, p.10) state that the organizations’ ability to capture consumer information, and use the information to satisfy consumer needs is associated with the success of customer relationship management.
1.3 Research gap

From the problem background above we can observe that the introduction of Web 2.0 has transformed the way in which consumers communicate and exchange information. The easy access to information and the possibility to communicate with other consumers has made consumers more powerful in the marketing equilibrium. Consumers can freely choose which marketing they want to be part of, make decisions of where and what information to search for and what products to purchase. Hence, it has become harder for businesses to develop and implement strategies over a longer period of time due to the changing needs and perceptions of consumers. Therefore, businesses need to rethink how to plan their marketing and create comprehensive strategies. They need to identify, manage and be aware of all kinds of communication to optimize their relationship with their consumers. It is crucial because communication is the bonding element in any relationship and the exchange of information is crucial in order to build strong brand relationships.

As we can spot the online environment has created challenges for the marketing communication process and hence a strategy must exist to effectively manage dialogues with consumers to be able to build strong relationships. According to Katsioloudes et al. (2007, pp.56-57) previous research has found that relationships are more difficult today because the “typical” consumer no longer exists, many businesses have remained “behind the curve” in recognizing that it is the consumer who is now “setting the pace”. The relationship management trend has been driven by companies rather than consumers, however over time relationship management practice has emerged in a more complex form where the driving force has become the consumer that expects relationship efforts as an everyday part of doing business. Baird and Parasnis (2011, p.27) further state, that to fully exploit the power of social media to connect with consumers, businesses need to move to integrated programs that use electronic relationship management to reinvent the customer relationship.

Based on the problem background and arguments above, businesses must understand how Web 2.0 and social media have changed communication and hence traditional relationship building. The Marketing Science Institute (2010, p.7) questions what the implications of new media and channels, social and mobile, are on managing customer relationships, marketing communications and branding. They deliberate upon how businesses should use new media to interact with and enhance relationships with consumers. Because there is a lack of research on how businesses should use new media to interact with and enhance relationships with consumers we have defined the research question and sub-purposes below.

1.4 Research question and purpose

Based on the problem background above we have defined the following research question:

*How can communication strategies within social media be used effectively to strengthen customer relationship in the printed media industry?*

The over-arching purpose of this study is to increase understanding and knowledge of how to effectively use communication strategies within social media to strengthen
customer relationships. Our conclusion aims to be used as a basis to define how VeckoRevyn can effectively use communication strategies within social media to strengthen relationship to their readers.

1.4.1 Sub-purposes

To be able to examine the research question above the following sub-purposes are formulated:

- To examine the printed media industries’ viewpoint on social media and their utilization of it with regard to communication and relationship building.
- To examine the printed media industries’ viewpoint and expectation of their customers’ social media usage.
- To investigate the way and the reason to why printed media customers use social media today.
- To assess the effect of social media usage on printed media customers.

These sub-purposes will firstly give us an answer on VeckoRevyn’s viewpoint on social media and how and why they utilize it today with regard to communication and relationship building. Secondly, we will receive information on how and why VeckoRevyn’s readers use social media. This will allow us to compare VeckoRevyn’s social media usage to their reader’s social media usage in order to implement communication strategies within social media to strengthen customer relationships.

The sub-purposes are further used to form our conceptual framework. After the analysis the conceptual framework is further developed into key insights that we use in order to develop a communication strategy consisting of six steps with the goal to strengthen VeckoRevyn’s relation to their readers.

1.5 Delimitations

Because we have chosen to write on commission for VeckoRevyn, we have delimitated our degree project to not regard all printed media industries using social media in Sweden. Further, because we are conducting a questionnaire towards VeckoRevyn’s readers we are not considering all printed media customers using social media.

In our degree project we have moreover chosen to focus on two perspectives; the company (VeckoRevyn) and the customer (VeckoRevyn’s readers). The aim is to look upon the interaction between VeckoRevyn and their readers and not between two or more companies within the printed media industry. Neither have we chosen to look upon the interaction between readers of different magazines. Furthermore, we have chosen to investigate how we can strengthen customer relationships through communication thus delimiting the study from financial aspects. Other delimitations we have chosen to investigate. In our degree project we have chosen to only focus on Facebook, Twitter and blogs because VeckoRevyn is only active within these platforms and networks today. Although the concept of social media includes many more platforms and networks than the three mentioned above, we have chosen to use the term generically. However, this does not mean that we can generalize our results and observe it as universal for all social media platforms and networks. Lastly, our aim is not to measure effectiveness, but to look on how
VeckoRevyn can effectively use communication strategies within social media to strengthen relation to their readers.

### 1.6 Definitions

<table>
<thead>
<tr>
<th><strong>The Internet:</strong></th>
<th>“A plethora of digital technologies and applications that facilitate transactions in cyber marketplace where broader and jurisdictions are not only ambiguous, but irrelevant” (Steyn, 2009, p.1).</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Web 2.0:</strong></td>
<td>A platform where content and applications can be modified and allows the classification of applications into specified categories determined by characteristics, such as social networking, micro blogging and such (Chu, 2011, p.30).</td>
</tr>
<tr>
<td><strong>Social media:</strong></td>
<td>“A group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content” (Kaplan &amp; Haenlein, 2010, p.61).</td>
</tr>
<tr>
<td><strong>Blog:</strong></td>
<td>Online diaries or journals where the writer expresses personal thoughts, reflections and experiences (Kaplan &amp; Haenlein, 2010, p.61).</td>
</tr>
<tr>
<td><strong>Facebook:</strong></td>
<td>Facebook is a web-based service where people can build profiles, create contacts and communicate with friends and family (Facebook, 2012).</td>
</tr>
<tr>
<td><strong>Twitter:</strong></td>
<td>Type of micro blogging and communication channel to share short public updates with minimized space of each update (Zarrella, 2010, p.31).</td>
</tr>
<tr>
<td><strong>Relationship Building:</strong></td>
<td>A concern for building strong and positive relationships between businesses and customers (Mansfield, 1996, p.8).</td>
</tr>
<tr>
<td><strong>Marketing communications:</strong></td>
<td>“Communication with target audience on all matters that affect marketing and business performance” (Pickton &amp; Broderick, 2001, p.3).</td>
</tr>
<tr>
<td><strong>Effectiveness:</strong></td>
<td>With effectiveness we mean that businesses are effective in their social media usage if they use it in the same way as their customers do.</td>
</tr>
</tbody>
</table>
2. THE INTERNET DEVELOPMENT AND INDUSTRY SETTING

In this chapter we will explain the development of the Internet and social media and further present relevant numbers of the usage of the Internet and social media among the Swedish population.

2.1 The Internet

Steyn (2009, p.1) describes the Internet as “a plethora of digital technologies and applications that facilitate transactions in cyber marketplace where broader and jurisdictions are not only ambiguous, but irrelevant”. Javalgi et al. (2005, p.659) further argue that the Internet has not only changed the flow of goods, services and money, but more importantly the exchange of information and knowledge. According to Steyn (2009 pp.1-2) digital technology has changed consumer behavior. The explosive development of the Internet, and hence the speed and access of information has made it possible for consumers to communicate easily and instantly with other consumers and businesses on a global level.

2.2 The Swedish usage of the Internet

According to a survey from Statistiska centralbyrån (2011, p.11) the number of Swedish people with access to a computer increased from 5.5 million in 2004 to 6.5 million in 2011. Access to the Internet at home also increased from 5.1 million in 2004 to 6.5 million in 2011. Today, 90% of the Swedish population uses the Internet regularly. The use of the Internet has increased in all age groups since 2004. In recent years, young people aged between16-24 years old, were those who used the Internet most frequently, and 94% of those indicated that they used the Internet on a daily basis. The older audience aged between 25-54 years old and 55-74 years old were the ones who used the Internet least frequently. However, this audience has increased the most in the regular usage of the Internet during 2004-2011 (Statistiska centralbyrån, 2011, p.37).

2.3 Social media

Kaplan and Haenlein (2010, p.61), define social media as ”a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content”. Further, Chu (2011, p.30) describes Web 2.0 as a platform where content and applications can be modified, and allows the classification of applications into specified categories determined by characteristics, such as social networking, micro blogging etc. Web 2.0 comes from the development of Web 1.0, referring to World Wide Web. According to Steyn (2009, p.24), Web 1.0 consisted mainly of statistic web pages with “one-way” communication, while Web 2.0 is more dynamic and allows efficient two-way communication with others. Kambil (2008, p.56) further argues that Web 1.0 focused on basic publishing and transaction medium instead of the social and co-created characteristics that Web 2.0 represents.

Social media can be seen as an umbrella term, which defines different activities that integrates technology and social interaction, and the construction of words and pictures
that transforms broadcast monologues into social dialogues (Palfrey & Gasse, 2008, p.23). Since Social media includes several numbers of activities, we have chosen to focus on Facebook, Blogs and Twitter.

2.3.1 The Swedish usage of social media

According to a study issued by Findahl (2011, p.18), the number of Swedish people who visit social media on a daily basis increased with 50% from 2009 to 2011. Today, 52% of the Swedish population visit a social network daily. Social media has in recent years become the most popular communication channel among young people. Those in the target group aged between 16-24 years old are the ones that most clearly use social media such as Facebook and Twitter (Statistiska centralbyrå, 2011, p.37).

2.3.1.1 Facebook

In January 2009, more than 175 million active users were registered at the online social networking application Facebook. Facebook’s 175 million users are over twice the population of Germany, which has a population of 80 million (Kaplan & Haenlein, 2010, p.59). Facebook (2012) was launched in 2004 and has now more than 800 million active users. Among the Swedish users of Facebook, women are those who are the most active when 42% visit Facebook on a daily basis, compared to 33% of the men (Findahl, 2011, p.19). Facebook (2012) is a web-based service where people can build their own profile and connect with each other. Facebook has more than 900 million items that people interact with such as pages, groups, events and community pages. The average user is connected to approximately 80 community pages, groups and events. Chu (2011, p.30) argues that Facebook groups are popular applications where people can interact and communicate with other group members. Facebook also makes it possible for companies to market themselves to consumers. By joining a brand-related group on Facebook consumer perception and purchase intent can be influenced by information received from other members. Today, an increased number of users turn to Facebook groups because they perceive Facebook as a reliable source of information where companies are given the chance to build customer-brand relationships and viral advertising platforms.

2.3.1.2 Blogs

According to Kaplan and Haenlein (2010, p.59) blogs can be viewed as the latest development from social media. A blog is a personal web page designed as a diary or journal where the writer expresses personal thoughts, reflections and experiences. The blog is often written by a single person, but leaves room for interaction with other people as they can comment on different posts in the blog. Colliander and Dahlén (2011, p.313) argue that blogs have become highly fashionable among readers, writers and marketers. A successful blogger can reach millions of readers every day. For example, one company was able to increase its sales from $100,000 to $4 million just through marketing on a blog.

Findahl (2011, p.20) states that blogs can be observed as a new media phenomenon in Sweden. The reading of blogs has increased enormously during the past few years. However, the number of Swedish people writing blogs has declined in recent years. Of the women in Sweden, 46% read blogs; 80-85% of these 46% are represented by the
younger age group, 16-24. Furthermore, women are the ones who are most active when reading blogs on a daily basis, 16%, compared to 5% of men. Moreover, over the last few years, young women aged between 12-15 years old have also started to actively read blogs. Half of them say that it is a part of their everyday activities.

2.3.1.3 Twitter

Twitter is a type of micro blogging and a communication channel with the purpose to share short public updates. Micro blogging minimizes the space of each update with a maximum content of 140 characters. Users of Twitter have a personal profile where personal information along with published updates is available to the public. The user can follow others on Twitter to take part of the person’s life and opinions. (Zarrella, 2010, p.31)

Today, only 7% of the Swedish population use Twitter, compared with the United States where Twitter is more popular (Findahl, 2011, p.21). The increased popularity in U.S. took off in 2009, as a result of a high-profile celebrity member and a mentioning on Oprah (Zarrella, 2010, p.31). Today, 10% of the U.S. population uses Twitter. In Sweden, it is mainly younger people, aged between 16-25 years old who use Twitter. According to Findahl (2011, pp.20-21) only 2% uses Twitter every day, while the remaining state that they use Twitter only a few times. Those who actively use Twitter are usually well-educated young men, students focused on IT and computer, consultants and people with a leadership role.

2.4 Printed media setting: the case of VeckoRevyn

VeckoRevyn (2012) was founded in 1935 and is today Sweden’s largest magazine for young women aged between 18-25 years old. Linda Öhrn, editor in chief and responsible editor of VeckoRevyn, states that VeckoRevyn is Sweden’s largest brand within printed media for young women, where the goal is to inspire its target audience. In VeckoRevyn one can read all about sex, relationships, jobs, careers, education, shopping, makeup, bloggers and celebrities (VeckoRevyn, 2012).

Previously, VeckoRevyn was issued twice a month. However, during fall 2011, Bonnier Tidskrifter (2012) decided to cut down on the publication of the magazine and instead publish the magazine once a month. According to Dagensmedia (2012), the first three editions, since the change to a monthly release, resulted in an increase of sales by 64 percent. Each issue had further increased its sales by 10 000 copies. Linda Öhrn, further argues that the magazine has 182 000 readers each month. In addition to the change of a monthly release, VeckoRevyn has also decided to increase and improve the content of the magazine. The magazine has now become thicker and more luxurious and thus provides more reading for VeckoRevyn’s customers than previously.

According to Linda Öhrn, the positioning strategy of VeckoRevyn is to be the magazine that stands on the young women’s side in life, and emphasizes the right of being who you are. Linda further argues that VeckoRevyn can be seen as the magazine that makes it possible for everyone to express themselves no matter whom or how you are.

Further, VeckoRevyn’s competitors regarding the magazine can be seen as everything that takes up time in young women’s life such as Facebook and blogs. When looking at
the competitors in the printed media industry, Cosmopolitan, CHIC and Sofies Mode are VeckoRevyn’s main competitors. To distinguish the magazine from its competitors, VeckoRevyn has chosen to only use Swedish cover girls. Also, in order to get a more genuine and luxurious feeling regarding the magazine, the majority of all jobs, such as writing the articles and photo shoots are done by VeckoRevyn themselves. According to Linda Öhrn, all their own work on the magazine can be seen as a huge competitive strength since most of their competitors such as Cosmopolitan simply buy their material from USA and translate it.

In addition to the magazine, VeckoRevyn also established a website, Veckorevyn.com in 2005, which recently had a visiting record of 178 000 unique visitors (February 2011). Veckorevyn.com is Sweden’s largest website for young women aged between 18-25 years old. Further, during the latest months, VeckoRevyn has been active on Twitter, blogs and Facebook. According to Linda Öhrn, VeckoRevyn started late in its use of social media, but has during the latest month succeeded in being more active which is shown by the increased “likes” on Facebook and the increased traffic to Veckorevyn.com.
3. SCIENTIFIC METHOD

This chapter begins with a discussion of our pre-understanding, both theoretical and practical, and the effects of it on our degree project. The chapter will continue with description and explanation of our scientific approach, and end with choice of theories and source criticism.

3.1 Pre-understanding

3.1.1 Theoretical pre-understanding and its effect

Because we are master students at the International Business Program at Umeå University, we have taken a number of courses, within the field of business administration, for the past four years. In the later part of the program we have further decided to plunge into the area of marketing. Therefore, we consider ourselves to have a sound academic background, and specifically a good marketing base to be able to conduct our degree project. We believe our base is good in the sense that it allows us to be relevant when regarding choice of subject, theories, analysis, conclusion etc. We will minimize the risk of jumping into something that is outside our choice of subject and not appropriate for the paper.

However, our academic background can have an unconscious subjective effect on our degree project. This because our pre-understanding of marketing and theories within the field can have guided the way we think, our arguments and choice of theories used in our degree project, and hence exclude other possible and important theories not introduced to us before. On the other hand, the fact that we have a theoretical pre-understanding of our choice of subject can provide us with a broader viewpoint of the subject. Furthermore, as we work with our degree project we will gain new knowledge continuously which is good, but can on the other hand make us “blinded” from other possible aspects of social media and theories related to it.

3.1.2 Practical pre-understanding and its effect

From our previous working experiences we have gained experience and knowledge of how to handle communication and relations with customers that can have an effect on our degree project. Thus it is in another setting than the cyber world. However, it can influence our analysis and conclusion of effective communication strategies and hence customer relationship building.

Furthermore, because we are consumers ourselves and use social media in our daily lives to interact with companies, our paper can be affected, in the sense that we look upon how we interact, and how we would interact. We have to bear in mind that not all customers reason as we do when it comes to usage of social media and communication within it. According to Bryman and Bell (2011, p.33), objectivism is an ontological stand where we meet social phenomena in the form of external factors that lies outside our intellect, and hence we cannot influence it. Although our theoretical and practical pre-understandings can affect our degree project unconsciously our goal is to be objective throughout the paper. Therefore, we will continuously reflect upon our arguments critically. This we believe will further raise the quality of our project.
3.2 Methodological awareness

3.2.1 Research philosophy

According to Saunders et al. (2000, p.84) which research philosophy one chooses depends on how one thinks about knowledge development. Carson et al. (2001, p.4) state that ontology is reality and epistemology is the relationship between that reality and the researcher, and methodology is the techniques that the researcher uses to discover that reality.

Carson et al. (2001, p.4) argue that an ontology which believes that individuals have direct and unmediated access to the real world subscribes to the positivism theory, that it is possible to gain hard, secure and objective knowledge about the single external reality. On the other hand, an ontology that assumes that individuals do not have direct access to the real world, and their knowledge of the perceived world is meaningful in its own terms, can be understood through interpretivist or relativist procedures. Carson et al. (2001, pp.5-6) state that according to the positivist ontology the world is external and objective, and therefore its epistemology is based on the belief that observers are independent and science is value-free. In a positivism epistemology, thoughts are directed by stated theories and hypotheses, and research focuses on generalization and abstraction. The researcher focuses on description and explanation and the topic of the research is identified via the findings of an external object of research in a positivism methodology.

Because we have chosen to be emotionally neutral in our degree project, and make clear distinctions between reason and feeling and science and personal experiences, we have chosen to adopt the positivism methodology (Carson et al., 2001, p.5). Throughout the degree project we will seek to maintain a clear distinction between facts and value judgments, search for objectivity and constantly aim to use rational, verbal and logical approaches to our research object. The reason for why we have chosen to not adopt interpretivism is because it uses a more personal process in order to understand reality. Even though we have chosen to firstly implement a qualitative research method to generate key research phenomena that aims to be quantitatively researched for general perspective, we do not regard ourselves adopting interpretivism. This because we will not focus on interpretation and understanding, and our pre-understanding and experiential learning will not have an influence on the focus and progression of our degree project (Carson et al., 2001, p.10). We have chosen to be objective rather than allowing our feelings to have an impact on our research and hence co-create the meaning of the phenomena (Carson et al., 2001, p.6). Moreover, our choice is further strengthened by the differentiating key criteria stated by Carson et al. (2001, p.9):

- In positivism the researcher is independent but in interpretivist research the researcher is involved.
- In positivism large samples may be used whereas interpretivist research uses small numbers.
- In positivism, testing theories pervade whereas interpretivist-type research focuses on generating theories or theory building.
3.2.2 Research approach

According to Bryman and Bell (2011, pp.23-25) there are different forms of research methods. The application is determined by the extent to which method is best suited for the studies character. The relationship between theory and empirical data can be viewed from two different perspectives, deductive and inductive. Simply summarized, the deductive approach moves from theory to empirical data, while the inductive can be viewed as the opposite. Johansson Lindfors (1993, pp.54-55) further argues that a deductive approach is characterized by an objective perception of reality, while the inductive approach is instead closely connected to a subjective perception. A positivist ontology therefore means that the researcher in some point moves from theory to empirical evidence and an interpretive opposite.

According to Saunders et al. (2000, p.87) a deductive approach emerges from theories with a purpose to test hypothesis. Saunders et al. further argues that a deductive approach searches to explain causal relationships between variables. In addition, Bryman and Bell (2011, p.23) state that based on predetermined theories hypotheses will be developed and examined in a real situation. Through empirical data, the hypothesis can later be verified or falsified. Saunders et al. (2000, p.88) states that an alternative approach to the deductive method is the inductive approach. The purpose of the inductive method is to understand the nature of the problem better. An inductive approach is appropriate when researchers want to use collected data in order to create a new theory. Bryman and Bell (2011, p.25) further argue that an inductive approach initially starts with observations and results will later be developed into theories.

In our thesis we have chosen to use a deductive approach, because we have based both our qualitative and quantitative study on existing theories. Also, since we have chosen the positivism methodology a deductive approach is required in order for us to get closer to the empirical reality (Johansson Lindfors, 1993, p.56). Furthermore, we will execute a questionnaire in order to explain why and how questions (Holme and Solvagn, 1997, pp.23-26). Even though we do conduct a qualitative study, we do not regard ourselves conducting an inductive approach because as Bryman and Bell state the deductive research includes a theoretical structure as the starting point to gathering empirical data and that the inductive approach is the exact opposite – the theory is the outcome of the research. In our thesis theory is not the outcome of the research; theory is the starting point to gathering empirical data. However, we cannot totally disregard the fact that the inductive approach does not occur in our thesis. Because according to Bryman and Bell (2007, p.14), deduction entails a small amount of induction.

3.3 Research design

Bryman and Bell (2011, p.40) state that there are two main research strategies, quantitative and qualitative method. A quantitative research method is characterized by the gathering of numerical data, relationship between theory and research with a deductive approach and the predilection for a natural science approach (Bryman & Bell 2011, p.85). Johansson Lindfors (1993, p.72) further argues that quantitative research is usually associated with a deductive research approach, due to the quantitative analysis methods and broad research. According to Bryman and Bell (2011, p. 297), quantitative and qualitative research methods differ in several ways. Unlike the quantitative research, the qualitative research method tends to be more concerned with words rather
than numbers. Also, a qualitative research has an inductive view of the relationship between theory and research, due to the subjective data collection and/or the analyzing methods and case studies (Johansson Lindfors, 1993, p.72).

We have chosen to use a combination of quantitative and qualitative research, where the qualitative research will serve as an input for the quantitative research. Hence, we can say that we have chosen to conduct a mixed methods approach, where both quantitative and qualitative data collection techniques and analysis procedures are used (Saunders et al., 2009, pp.152-153). We have chosen to use quantitative and qualitative data collection techniques and analysis procedures one after the other, sequentially, thus not combining them. This means that the quantitative data is analyzed quantitatively and the qualitative data qualitatively. In addition, often either quantitative or qualitative techniques and procedures predominate, which in our case is our quantitative study. According to Saunders et al. (2009, p.151), a combination of quantitative and qualitative research methods is preferred in order to enrich an investigation. Bryman and Bell (2011, p.505), further state that qualitative research can be useful in several ways in order to support quantitative research. Initially, a qualitative research will be conducted with VeckoReyn, where the focus will be put on words and interpretation in order to get a more in-depth knowledge about the company’s perspective. Patel and Davidson (2011, p.55) emphasize that a qualitative research is to be preferred when the researcher wants to investigate the phenomena more closely to gain a deeper understanding. Also, Holme and Solvang (1997, p.14) state that a qualitative research method brings the researcher closer to the research problem and thus the possibility for increased reliability. In addition, a quantitative research will be conducted in order for us to advantageously measure opinions and expectations to get a deeper understanding about VeckoReyn’s readers perspective. By conducting a quantitative research we will be able to answer and explain why and how questions. Bryman and Bell (2011, p.89), emphasize the importance of quantitative research method by explaining three main reasons to why researcher should be interested in quantitative research. Firstly the researcher will be able to distinguish small differences between people regarding the chosen variables. Secondly, the measurement will give the researcher a consistent tool in order to distinguish those types of differences. Lastly, the measurement will serve as more precise estimate or calculation of relations that exists between the concepts.

3.4 Choice of theories

We have chosen to use theories from both books and scientific articles to be able to strengthen our content and hence make it more reliable. To be able to answer our research question on how communication strategies within social media can be used effectively to strengthen customer relationships within the printed media industry we started broadly by looking into the theory of Internet marketing. This because the theory will enable us to highlight important shifts that the Internet has brought within marketing, and further the importance of businesses to be on the Internet in the right way. Rowley (2004, p.25) argues that marketing has changed due to the Internet, and hence placed new requirements on marketers. It is crucial for companies to understand the fundamentals of Internet communication in order to be able to utilize the Internet as a communication channel. Next, we chose to look into the theory of social media usage because Hutton and Fosdick (2011, p.566) believe it is important for companies to understand why and how people engage in social media and the motivations behind the usage of it before initiating social media projects. People are driven by different
interests and hence use the Internet for different things (Hast & Ossiansson, 2008, p.9). Therefore; we believe it is important for businesses to understand who their customers are on the Internet and most importantly on social media. Thirdly, we have chosen to use the theory of marketing and communication to highlight the shift from traditional to new ways of communication and marketing. We believe it is crucial for companies to understand that the rules of marketing have changed due to the development of Web 2.0 and hence increased usage of social media. Hast and Ossiansson (2008, p.21), state that the Internet has led to a number of changes which has given the customer more power and hence caused democratization of communication, which has resulted in new game rules and business logic.

We have also chosen to use the theory of online relationship building. Winer (2001, p.89) argues that due to the development of media, relationship marketing has become more important and further given companies the opportunity to choose how they want to interact with their customers. By using the Web, companies are able to build strong and better relationships which has previously been challenging for businesses in an offline world. Furthermore, one of the main reasons we have chosen online relationship building is to emphasize the importance of customer engagement in relationship building via social media, to demonstrate what companies need to think about when building relationships via social media and how it differs from building relationships in the “traditional” way. Lastly, we have chosen to use the communication-based marketing for managing relationships theory because according to Duncan and Moriarty (1998, p.10) due to the development of new media the importance of understanding and applying communication theories and strategies to marketing has never been more important. The development of new media has made it more challenging than ever to manage relationship building, which has brought a variety of new marketing approaches to the market (Duncan & Moriarty, 1998, p.1). All of these chosen theories will enable us to understand how to effectively use communication strategies within social media in the best way to thereafter be able to strengthen customer relationships.

3.5 The pathway to theoretical knowledge

To be able to obtain the theoretical framework presented above, we have been using a number of different approaches. Starting generally we have almost only used both books and articles from year 2000 to 2012. This because the topic of our study is new and continuously updated and hence theories found in older books and articles is not always very relevant. However, we have chosen to use a few books from the 1990s, but this only when turning back to original models and theories.

The books we have chosen to use to be able to find our main theories have not been based on previous course literature. This because as mentioned above the topic of our study is new and is continuously being updated which makes it hard to find updated and relevant information from our previous course books. However, for our scientific and practical method chapters we have been using previous course literature. The books we have been using have mainly been found through Umeå and Luleå Universities ALBUM-database, at their library webpage. Furthermore, since it has been hard to acquire books because of their popularity among university students, we chose to find a few books on Google book search and also use some e-books.
The articles we have been using have mainly been found through the Business Source Premier and Emerald Journals. To be able to find all the up to date and relevant articles for our study we have been searching for information through various keywords: Web 2.0, social media, social networks, online social networks, social media marketing, empowerment, engagement, relationship marketing, relationship building, online relationship building, CRM, electronic CRM, marketing, Internet marketing, e-commerce, e-business, consumer behavior and communication. Beyond or active search for articles we have also chosen to use some articles that have been found in the reference list of other articles and books. We have searched for these articles through the database of Business Source Premier, however sometimes also through Google search when they could not be found on the Business Source Premier.

3.6 Source criticism

We have aimed to obtain a fair picture of reality and produce credible outcomes throughout our study. Our study has its foundation in previous theories, and hence our goal has been to create a broad and reliable problem background and theoretical framework. This we have done through utilizing a vast number of both books and articles within the same field of study to not just strengthen each other but also criticize. Our theoretical search has been done with knowledge and experience since we have undergone education within literature search a couple of times during our years of study at Umeå University. However, one cannot miss the fact that there are still both strengths and weaknesses with our literature sources.

Starting off with the secondary sources, we have tried to avoid them as much as possible but not always succeeded. The books we have been using have many times been based on secondary sources, which have made it hard and sometimes impossible for us to find and especially get access to the original sources. Therefore we have been “forced” to use the secondary sources instead, but we have remained critical in the sense that we have checked out what a number of other authors and scholars have stated about a specific model or theory, in order to make sure that the message and meaning has not been angled or twisted in some way. Furthermore, regarding articles and secondary sources we have not faced the same problem as with the books. This, because their referencing have been good in both the text and reference list which has made it possible for us to easily get hold of the original source.

Because the topic of our study is new and is continuously being updated we have been using a number of articles because books are not being updated as often as articles. We believe our used articles are credible because we have searched for them via databases that only publish reviewed and published articles which have further been peer-reviewed. Articles that have not been found through the databases have been Googled, but we have made sure that they are credible in the sense that we have searched among a number of sources to make sure that the message is the same. Furthermore, because the topic of our study is new and is continuously being updated most research has been done during the past couple of years. Hence, we believe there is a risk that other scholars have not yet had the possibility to criticize the research, and furthermore create a foundation of ideas and concepts. But, on the other hand because the research is not published too long ago, the risk for us to miss out on new research that aims to replace older research is minimized.
The fact that we have been using literature of authors and researchers that are well-known and often mentioned in the social media context provides us with a theoretical framework that has a stable foundation and credibility. However, there is a possibility that we have been “blinded” from what other authors and researchers have stated. Other models and theories might have suited our study better, but we believe the chosen models and theories we have used are relevant and applicable to our study, and we find the sources highly credible. Moreover, we have read a vast amount of books and articles, and hence we might have missed out on some. However, we believe that we have been able to catch the ones that are most useful and relevant for our study.

Lastly, we have not only been using models and theories from books and articles, but also information from VeckoRevyn’s web-page. For this reason we need to be critical in the sense that there is a chance that VeckoRevyn has stated the information in a competitive manner. We have stayed critical through checking out other sources to make sure information is not biased in any way.
4. THEORETICAL FRAMEWORK

To be able to answer our research question we have chosen a number of theories which we believe are relevant for our purpose, survey and analysis. Our theoretical framework below is based on the theories of Internet marketing, social media usage, marketing and communication in social media, online relationship building and communication-based marketing for managing relationship (See figure 1). The chapter will end with a summarizing conceptual framework.

![Theoretical framework diagram]

4.1 Internet marketing

Sales and marketing over the Internet is a multi-billion dollar industry (Frankel, 2007, p.5). The development of the Internet has changed our way of living as we spend more and more of our time on the Web. We email, play games, deal with shares, chat, shop, read blogs etc. The Internet can be viewed as a flexible medium with endless opportunities for business and pleasure. However, the Internet does not create new needs, rather fills needs we already have, but in a more convenient and efficient way (Chaffey et al, 2009, p.3). According to Frankel (2007, pp.5-6) humans tend to be lazy by nature and hence usually choose the easiest way, often the one close at hand and which takes least time and effort. The development of the Internet and hence the change in consumer behavior has forced marketers to find new efficient and innovative ways to target customers. The main challenge for marketers is not to understand the importance of the Internet or to be present on the Web, but to integrate the Internet with other parts of the marketing strategy and to utilize it properly.

Frankel (2007, pp.6-8) points out six important paradigm shifts that the Internet has brought within marketing: 1) The power transferred from seller to buyer. According to Steyn (2009, p.2), the development of the Internet has resulted in that consumers can demand more, because of the ease and speed of access to information and the fact that
Interactivity, transparency and connectivity have increased. Consumers can freely choose between products and services which make it essential for businesses to have successful marketing in order to win customer attention. Rowley (2004, p.28) argues that the biggest challenge for marketers is to be able to capture the attention of the customers on the Web, this because the supply of products and services is just a “click” away. Steyn (2009, p.29) further argues that, the emergence of the empowered consumer has a significant impact on marketers, not just on a national level but also on a global one. It is critical for marketers to understand and be prepared to embrace the newly empowered consumers. Further, it is essential for marketers to recognize that technology allows them to communicate with consumers and further listen to and understand their needs and wants.

2) The market is divided. As a result of the development of the Internet, the market has been divided into smaller segments than before, in each market, there is only one customer (Frankel, 2007, p.6). This means that businesses have to develop products and communications adapted to a smaller target audience.

3) Distance ends to be a factor. Previously, geographical place of residence was crucial for businesses in order to create relationships with their customers (Frankel, 2007, p.7). The Internet has made the location less critical because it is possible for buyers and sellers to by-pass traditional intermediaries.

4) Time is less critical. According to Rowley (2004, p.26), nowadays time has become an increasingly important factor for consumers, and hence businesses need to consider that in order to create value. Hoffman and Novak (1996, p.51) state that, by using the Web businesses will be accessible 24 hours online. Frankel (2007, p.7) further argues that, due to the availability on the Web, people can communicate whenever they want, with who they want and further make businesses over geographical boundaries.

5) New information will guide marketers. The Internet has made it possible to efficiently collect and store information about customers in a simple and inexpensive manner. Marketers can use the information to analyze consumer behavior in order to better meet consumer needs and wants. The challenge for businesses will be to increase the understanding to translate all information into meaningful knowledge to be able to make strategic decisions.

6) Intellectual capital is as important as financial muscle. Frankel further argues that, financial resources and long-term strategies are important for any business to succeed in the marketplace. However, with the development of the Internet, a successful entrepreneurial spirit has to exist behind the company in order to effectively utilize the financial parts of the Web. Today, the Internet guides creativity and fantasy at least as much as the financial capital.

According to Rowley (2004, p.25), the Internet has contributed to changes in marketing, and therefore placed new requirements on marketers. In order for companies to utilize the Internet as a communication channel, businesses need to understand the fundamentals of Internet communication. Frankel (2007, p.9) states that marketing is about how people think and act, and that marketing communication regards the interaction between the sender and the recipient. However, the development of the Internet does not change the foundations of the theory; instead traditional media differs from the Internet when regarding the interaction between the sender and the receiver. Hoffman and Novak (1996, p.54) argue that the Internet can be observed as a unique communication medium with significant differences from the traditional communication. According to Rowley (2004, p.24) the traditional way of marketing communication has focused on promotion and transmission of messages, with a linear communication, following a scripted flow and one-to-many communication. In contrast, the development of the Internet has made it possible for non-linear communication,
which means that there is a free flow and exchange of information and hence potentiality for two-way communication between businesses and customers. Frankel (2007, p.10) and Rowley (2004, p.28) further argues that the explanation to why we act in a certain way differs from the explanation of how we act. The Internet has given the customer more options to choose from. The wide range of offerings has resulted in customers with increased power, who nowadays can choose which information to be exposed to. Rowley (2004, p.28) believes that the approach of grabbing attention needs to be re-interpreted in an environment where customers only attract their attention to a small screen. The probability of customers moving on to another screen is high, and therefore the difficulty for businesses will be to be able to display their message on that specific screen. Therefore, the recipient’s level of tolerance can be seen as lower and the demand on the sender greater (Frankel, 2007, p.10).

The Internet has turned the world of marketing upside-down and forced marketers to think in new innovative ways in order to be successful (Frankel, 2007, p.11). More and more customers opt out from traditional media in favor for the Internet. Frankel (2007, pp.13-20) emphasizes 8 factors that describe the Internet’s characteristics, and the specific features that distinguish the Internet from other media. 1) The Internet is a faster medium. The Internet is built upon networks where information is able to be spread rapidly (Frankel, 2007, pp.13-14). Here, marketers can take maximum advantage of the situation by creating a discussion about their product or service in order to capture customers’ attention. The difficulty will be to keep the attention alive and not lose customer attention to competitors. 2) The Internet provides more competition for attention. According to Frankel (2007, p.14) a big challenge for businesses today is to make their voice heard. When several people want to make their voice heard, a noise will be created and several voices reduced. However, only the strongest voices will be heard and have a realistic opportunity to be noticed. 3) The Internet provides higher thresholds. When the supply of products and services increase and thus the competition, the requirements of the businesses increases in order to achieve attention (Rowley, 2004, p.28). Frankel (2007, p.14) argues that people have limited ability to absorb information, which means that the Internet puts higher demands on marketers to create effective and innovative strategies and provide mutual value to capture customers’ attention. 4) The Internet is an active medium. Unlike traditional media where the content is predetermined and where the sender decides what part of information the receiver will take part of, the Internet can be viewed as the opposite (Frankel, 2007, p.15). On the Web, the power lies with the receiver, who is able to decide which part of information to be exposed to. 5) The Internet is a display medium. Frankel indicates that a study has shown that customers avoid reading long texts on the Internet. Therefore it is important that companies understand the importance of developing short and informative texts in good and creative ways. 6) Credibility is crucial on the Internet. Frankel (2007, p.16) argues that one of the drawbacks of the Internet as an electronic medium regards the perception of marketing on the Internet as unsafe. It is therefore important that companies make customers feel safe in every aspect of the company’s online marketing. 7) The Internet as a medium of loyalty. Rowley (2004, p.32) states that creating relationships can be observed as the core of marketing on the Internet. When businesses and customers work together, relationships are created and interaction increases, thus loyalty is established. Frankel (2007, p.16) further argues that loyalty arises when companies and customers spend time on regular basis with its products and services. According to Rowley (2004, p.32) customers can learn about products and services through the Web and thus create
experiences that will result in positive or negative perceptions. Too many negative perceptions will result in customer disengagement and decreased loyalty. On the other hand, positive perceptions may lead to profitable customers and long-lasting relationships. However, Frankel (2007, p.19) emphasizes the importance of communicating more directly and personally, than businesses have done previously, in order to increase loyalty. 8) Create value for the visitor. Frankel further states that by using a good website, mutual value can be created for visitors. Rowley (2004, p.25) further argues that creating mutual value can be seen as one factor that is important to be understood in order to sufficiently use the Internet as a communication channel. Mutual value occurs when customers and businesses work together in order to create benefits to both parties. By using online communities, businesses are able to achieve mutual value due to the fact that communities create an opportunity for businesses to understand and learn about their customers. The objective of using online communities can be observed as creating value for all stakeholders, which can be achieved through information sharing within the community. Community members share opinions and experiences with each other and marketers may derive value from the opportunity of transacting businesses and communicating messages regarding information about products or services of interest to both parties. However, value is created when business transactions take place.

It is important that marketers take advantage of the opportunities that the Internet offers in order to succeed in their marketing on the Internet (Frankel, 2007, p.21). Chaffey et al. (2009, p.16) emphasizes the importance of integrating Internet marketing in the company’s marketing strategy. Frankel (2007, pp.21-25) further believes that one of the main challenges for businesses is how to integrate Internet marketing into the businesses marketing strategy. The important thing for companies is not to have a website; instead businesses need to determine the role the Internet should have in the company’s marketing. The risk of failure is great and marketers must therefore have feedback to the internal aims and objectives. However, the role of marketing differs regarding products and services. When regarding the customer-to-business products, companies’ presence should serve as a hub for the companies’ online activities. On the customer-to-business market companies usually turn to a larger target audience and should have less complex messages and mention more the image and feelings, with the primary purpose of selling. The drawbacks of the Internet can be seen as the loss of the physical interaction, where the loss of tone and immediate response to questions can be viewed as critical. Moreover, Steyn (2009, p.15) states that, the Internet provides the opportunity to build long term relationships. Frankel (2007, pp.26-27) further argues that the Internet is the perfect medium to use for loyalty-building marketing. The focus on sales of the company's products or services should have a more dimmed place in the marketing, and instead focus should be put on communicating the knowledge within the company. Marketing should be seen as a product in itself.

We have chosen to use the theory of Internet marketing because it will enable us to highlight important shifts that the Internet has brought within marketing and further the importance of businesses to be on the Internet in the right way. As Rowley (2004, p.25) argued, marketing has changed due to the Internet and has therefore placed new requirements on marketers. Hence, we believe it is crucial for companies to understand the fundamentals of Internet communication in order to be able to utilize the Internet as a communication channel.
4.2 Social media usage

While social media has become popular among and is frequently used by consumers, businesses are still learning how to effectively use social media (Mathur et al., 2012, p.14). Hutton and Fosdick (2011, p.566) believe that when initiating a social media project the focus should not primarily be on understanding the social media platforms, but why people engage in social media and the motivations behind the usage of it. People use technology in different ways depending on age, background and preconditions (Carlsson, 2009, p.18). Hast and Ossiansson (2008, p.9) reason that people are driven by different interests and hence use the Internet for different purposes, and Carlsson (2009, p.20) states that social media fulfills different functions such as keeping in touch with friends and acquaintances, tying contacts with people that share one’s own interests, background, life situation and such, spreading information about things one finds important, receiving answers on questions and searching for help with choosing right products and acquiring inspiration and knowledge within different areas of interest.

Riegner (2007, p.436) states that what is unique about the Internet is its ability to let its users integrate, and be a tool for interpersonal communication. Through participating in communications users can benefit from both practical and personal benefits. Individuals can themselves control their media habits and obtain knowledge about products and brands twenty-four seven. However, individuals are driven by different interests and hence use the Internet for different things. Based on a segmentation analysis of the broadband population by Riegner (2007, p.439), the two segments, “online insiders” and “social clickers”, are mainly immersed in communication activities on the Internet. Riegner (2007, p.440) states that, “social clickers” actively communicate online to maintain relationships with friends and family, and build new ones in a particular form of “community”. They have an interest in connecting with others. In addition to communicating actively, “social clickers” are engaged in content creation on personal pages or meeting places. “Social clickers” express preferences about products that they care about and hence influence friends and family indirectly through their personal pages, posts and chats. Compared to “social clickers”, “online insiders” are more general in their usage of the Internet. They are as active communicators as “social clickers”, and sometimes even more. “Online insiders” dominate in every content creation activity and are observed as the group that is most motivated to express their opinions online. Via product rating and reviews “online insiders” frequently express their opinions and preferences. Because they are the first to adopt new products they are very influential.

Moreover, Riegner (2007, pp.440-441) has identified three additional segments: “content kings”, “everyday pros” and “fast trackers”. “Content kings” are most likely young males who look for entertainment online rather than socializing and building relationships with others. While “content kings” aim to find ways to have fun on the web “everyday pros” are more “rational”, in the sense that they use the Internet for practical purposes such as banking and investments. “Fast trackers” on the other hand act on the Internet primarily to receive information that meets their immediate needs, rather than creating content. Carlsson and Ström further state that (2009, p.22; 2010, p.22) the analytical company Forrester Research has divided users of social media into different categories (See figure 2). The so called spectators are the largest group in both Sweden and other countries. The spectators are not mainly participant and dialog-
minded in their usage of social media. This can be the reason to why many companies feel that their blogs and Facebook pages include very few comments, even though the number of readers is relatively huge. Hutton and Fosdick (2011, p.566) state that social media platforms can be observed from passive-to-active behaviors. Online reading and viewing fall under the category of passive social media activities, and demand less involvement and cognitive processing than the active behaviors of for example writing, creating videos and posting on sites. They reason that consumers are more likely to be involved in passive rather than active usage, this because such activities demand less conscious effort. In their Universal McCann global social-media study it was found that the three leading social media activities were all passive: watch video clips online (77 percent), visit a friend’s social network page (69 percent) and read blogs or weblogs (64 percent). On the other hand, the bottom three activities in the study were all active: leave a comment on a blog site (51 percent), start a topic on a message board (50 percent) and upload photos to a photo-sharing Web site (48 percent). As stated above, Forrester Researcher has divided social media users into five categories (Carlsson, 2009, pp.22-23; Ström, 2010, p.22):

Figure 2 – Five categories of social media users

Hast and Ossiansson (2008, p.10) claim that besides surfing on the Internet due to rational purposes to accomplish certain tasks or find information, we similarly do it to “boost” ourselves or the group we belong to. They state that individuals can acquire confirmation on that they actually mean something and can become someone via interaction. In other words we can devote ourselves to branding, and hence create a trademark of ourselves in a world that cycle around trademarks, consumption of materials and to be heard and seen. We do it as well to bond, and build relationships with other like-minded ones that can help us become trademarks and further confirm our ego. However, we are not only driven by the willingness to build relationships, but to build a certain picture of ourselves and be seen in a larger extent than the real world can offer us (Hast and Ossiansson, 2008, p.12). In a study by Nardi et al. (2004, p.41) it was concluded that there are five motives as to why individuals blog: to document life experiences, to comment and manage opinion, to express deep emotions, to express oneself in writing and form and maintain community forums. Furthermore, in a study by
Lenhart and Fox (2006), it was stated that a big majority of bloggers believed that blogging gave them the opportunity to express themselves creatively and share their experiences with others. A very little share did it to earn money. Lee et al. (2008, p.706) additionally examined voluntary self-disclosure on blogs and discovered that there are seven motivations as to why individuals disclose personal information on blogs. Bloggers use the blog to present themselves in a desired light, and believed that their blogs can help them to better manage relationships. Moreover, some bloggers believed that blogs can help them to keep up with trends, share their expertise and use the blog as a source of information. Lastly, motives such as entertainment purpose and to show off were as well stated.

As mentioned above Hutton and Fosdick (2011, p.566) believe that when initiating a social media project the focus should not primarily be on understanding social media platforms themselves, but why people engage in social media and the motivations behind the usage of them. They state that consumers engage socially online to meet certain needs. Those needs are the desires to promote oneself, to share new experiences with others and to simply have fun or waste time. Hutton and Fosdick further argue that motivation also varies depending on which social media platform consumers choose to use, and hence they conducted a study upon which forms of social media that meet consumers’ different needs. The study indicated that for having fun and being entertained video sites are great, for seeking alternative opinions and changing those of others message boards are powerful and for self-expression and self-promotion blogs are strong. However, social media networks, cut across many of the key motivators of consumers that drive them to engage in social media. To stay in touch with friends and meet new people where the top two reasons as to why consumers use social networks. Hutton and Fosdick further reason that, social networks have the ability to combine many social behaviors that took place on separate niche platforms before. Devoted content-sharing sites have reached a plateau even though content creation and sharing has continued to grow, this because the behavior has migrated to social networks. They state that consumers are shifting from reading and discussing topics on blogs and forums to instead sharing content on their social networking sites. Therefore blogs are becoming more specialized and expert instead of opinion and consumers turn to blogs for information on entertainment, product recommendations and news.

Different consumers in different markets use digital media in different ways to be able to connect with brands (Hutton and Fosdick, 2011, p.569). Latin American consumers join online brand communities because they want to support a cause they like, share their appreciation with others and associate with something they think is cool, while on the other hand side consumers of North America are associated with causal or informal factors such as to fill time and have fun, and to acquire free content (Hutton and Fosdick, 2011, p.567). However, Hutton and Fosdick (2011, p.569) indicate that the main motives as to why consumers choose to join a brand community is due to the need of participation, to feel that they are a part of a brand more specifically, to get “a front row seat” to the category’s news, developments and upcoming news. In a study conducted by Arthur et al. (2006, pp.34-35) where MySpace was used as a case example to understand the values that drive young consumers to adopt interactive technologies, five key values were identified: the opportunity to express their identities, social interaction, immediacy and constant entertainment, discovery and the ability to create and record. Due to the identity formation and development stage young consumers between 16-24 year old face, they value the opportunity to be able to express
their identities in a way that lets others to distinguish who they are and what they are about. Therefore, Arthur et al. find it important that young consumers are provided with a variety of choices when regarding content and methods of communicating, to enable customization of content and expression of identities to friends and the wider world. Moreover, young consumers consider having fun important, and socializing is the easiest way for them to have fun. Interactive technologies enable young consumers to connect with each other frequently and in a different way, braver, bolder and deliberate. In addition instant messaging allows young consumers to take part of each other’s everyday decisions and not miss a moment of each other’s lives.

The acceleration of technology has resulted in that young consumers demand and expect access to entertainment via new technologies and also immediate access to different contents as soon as they desire it (Arthur et al., 2006, pp. 35-36). Young consumers enjoy researching and discovering information for themselves, due to the reason that the Internet provides original, strange, unique and fascinating things (Arthur et al., 2006, pp. 36-37). The Internet provides young consumers with a unique and tailored experience over which they feel a sense of ownership. Customer-driven evolution of technology enable young consumers to easily develop creations themselves, and interactive technologies have made it possible to produce fast high quality reproductions of young customers’ lives and what is important to them.

We chose to look into the theory of social media usage because as Hutton and Fosdick (2011, p.566) believed it is important for companies to understand why and how people engage in social media and the motivations behind the usage of it before initiating social media projects. People are driven by different interests and hence use the Internet for different things (Hast & Ossiansson, 2008, p.9). Therefore, we believe it is important for businesses to understand who their customers are on the Internet and most importantly on social media.

4.3 Marketing and communication in social media

4.3.1 Traditional communication and advertisement

Communication is the transmission of information and meaning from one individual or group to another (Guffey et al., 2010, p.10). The objective of communication is the transmission of meaning, such that the receiver understands the message as intended by the sender. The classical communication model was already designed in the late 1940s, and originally covered the study of telephony (Carlsson, 2009, p.26). It was based on one-way communication, where the transmitter sent out a message to a receiver. The model has been applied in traditional advertising such as newspaper and radio advertising and television commercials. In addition, traditional information work has been based on the classical communication model, the message is sent out to the broad mass with the hope that everyone interprets it in the same way. According to Guffey et al. (2010, pp.10-11), the communication process consists of five steps: idea formation, message encoding, message transmission, message decoding and feedback. The process of communication begins when the sender encodes words or symbols to express an idea. Encoding means converting idea into words or gestures, which will deliver meaning. Thereafter the message is sent verbally over a channel, or is expressed nonverbally through body language or gestures. Noise, such as loud sounds, misspelled words or other distractions may however inhibit with the transmission. The process continues
with the receiver, who decodes, in other words interprets the message in order to make sense of it. The receiver thereafter responds with feedback, where the sender is informed with the effectiveness of the message.

According to Carlsson (2009, p.26) Seth Godin, guru of marketing, calls traditional advertising for “interruption marketing”, this because such advertising, for example television commercial, interrupts people when they really want to do something else. It is believed that all forms of advertising traditionally have been applied with the goal to interrupt potential customers in their daily chores in the hope of them taking part of a one-way message. Furthermore, Carlsson (2009, p.27) states that much of traditional advertising is also known as “push marketing”, and are based on the classical communication model where the sender controls, formulates and sends out a message. The sender “pushes” by for example discounts and other offers. The recipient receives the message without really being able to choose themselves, and can with limited opportunities provide feedback to the sender. Communication is thus one-way, and befalls on the senders conditions, as in a newspaper ad or a commercial on the television. Yeshin (1998, p.343), defines push marketing as a promotional strategy where the manufacturer or supplier promotes the product or service through a series of marketing intermediaries with the goal of pushing the product through the channels of distribution. Carlsson (2009, p.27), further argues that advertising agencies have traditionally worked to develop creative ways to “interrupt people in a nice way”, however today creative solutions with meaningful content is needed, and needs to be available whenever the customer wants it. Scott (2010, p.8) claims that the Web has changed the rules of marketing and has therefore defined several old rules of marketing:

- Commercial and marketing simply meant advertising.
- Advertising needed to appeal to the masses.
- Advertising relied on interrupting people to make them pay attention to one-way messages.
- Advertising was based on one-way communication – company to consumer.
- Advertising was exclusively about selling products.
- Advertising was based on time limited campaigns.
- Creativity was found to be the most important component in advertising. It was more important for the ad agency to win advertising rewards rather than for the client to win new customers.
- Advertising and PR were two totally separate disciplines, run by different people with different goals, strategies and measuring devices.

4.3.2 New ways to communicate and market

Carlsson (2009, p.31) states that to completely set aside previous communication models and traditional marketing is not completely true. However, at the same time most people can agree with the fact that the media landscape, communication methods and preconditions for marketing is under continuous change and development. A person’s tiredness of advertising is increasing. Advertising is avoided whenever the opportunity appears. Mailboxes and letter slots are covered with “commercial, no thanks”, TV-commercials can feel irritantly outdated and the usage of commercial blocking programs on the web increases continuously.
Research demonstrates that youths today are more critical towards commercials compared to previous generation (Carlsson, 2009, p.32). They are skeptical to most forms of commercials, and a majority of youths choose to not click on advertisement on the web. Hence more and more companies are discovering that it is not profitable to use mass marketing today. People no longer want standard packages of information; instead they search for useful information that suits a determined situation at a given date. People want to choose themselves. All this indicates that companies and organizations need to frame commercial and information in new ways to reach out. With today’s new techniques and tools possible opportunities exists for those who want, dare and can.

Carlsson (2009, p.32) reasons that the new logic stresses the power of the customer in relation to the company, and the necessity to understand the customer’s experienced reality. For companies it is no longer about being there with the right product at the right time, they need to be present anytime, anywhere and in any case. Carlsson (2009, p.35) further reasons that new technique changes people’s approach to communicate, which in turn influences the conditions of companies and organizations that want to reach out to the public, regardless if it is about the willingness to sell a product or inform about new traffic rules for example. Hast and Ossiansson (2008, p.19) further state that the communication revolution consists of a number of supporting trends. According to Cooke and Buckley (2008, p.271) the first trend is the continuous growth of the open source movement, which affects the technical tools that are available for us, and also how we think and work. According to the open source movement, advancement in the digital world is created through shared intellectual property, developed by a wider community than in the traditional hierarchical company where creativity and product development is created through the fact that the system is open (Cook & Buckley, 2008, p.272). The second trend is the rise of Web 2.0 that creates a number of new tools for collaboration on the net, which has made previous passive consumers more active co-producers (Cook & Buckley, 2008, p.271). Examples of this are social networks and communities such as MySpace and blogs. Web 2.0 can also mean sites and services where the site content is created by participants in the community, such as Facebook.

Moreover, through user-generated material the line between material that has been created by amateurs and professionals has been erased (Cooke & Buckley, 2008, pp.273-274). Cooke and Buckley reason that consumers today are more senders of media rather than passive receivers, e.g. YouTube is controlled by what consumers want to see. Today’s media is further consumed more in pieces rather than in whole, consumers can read as much as they want on blogs and videos. It is not like before when media decided when something should be shown. Cook and Buckley further mean that it is important to understand social interaction that takes place in today’s media consumption. What has made new media popular is the fact that it allows people to mark, comment and integrate. It is about individuals’ desire to share experiences with friends and other participants in communities, this for evaluation and a method to build up one’s own reputation on the net. Many-way communication in social media is far away from the traditional base model, and it is the sender that is in control (Carlsson, 2009, p.35). Most people that work with social media agree with that companies’ communication in social media is in first hand directed at building relations, open up for dialogue and create trust, not sell products. Never before has there been such a good opportunity to actually be able to listen to customers and the surrounding world. Companies need to take advantage of this, listen and find out what customers think and
consider. Companies need to tell that they exist, and what they can help with, but they need to be careful so they do not destroy relations by too much selling chit-chat. In social media one is not a marketer in a traditional sense, one is part of the social conversation. Companies can actively market a product or service, but to wholly implement old advertising rules in social media is seldom successful.

Carlsson (2009, p.36) reasons that, to understand the difference between push and pull marketing is a must for companies and organizations that would like to work with activities in social media. Traditional communication and marketing, push marketing, can be compared with a cake thrown at the receiver. The cake can for example symbolize a TV commercial. The receiver can enjoy the cake and think that it is tasty, but what is vital is that the receiver cannot choose himself or herself, the cake comes regardless if it is welcomed or not. The new way to communicate and market, pull marketing, can be compared with a cake that is available if, when and in the way that the receiver wants it, for example a YouTube video. The receiver has the opportunity to choose or not, serve themselves on a desired way and possibly give response in the form of comments and spreading or recommendation of the content on own initiatives. Yeshin (1998, p.343), defines pull marketing as a promotional strategy where the goal of the manufacturer or supplier is to promote the product or service to the end user in a way that stimulates demand. The concept business to consumer is reversed to consumer to business (Carlsson, 2009, p.36). According to Harris and Dennis (2002, p.20) business-to-consumer refers to the selling of goods and/or services directly to consumers by businesses. On the other hand consumer-to-business is when consumers generate trade with businesses. Carlsson (2009, p.37) argues that before companies always had the opportunity to put themselves in the center, but today consumers control and choose. Companies and organizations have to adapt. The Internet has opened up new opportunities, in the sense that communication has become more individually adapted, in comparison to earlier mass communication. For companies it is about making themselves available, be searchable, be at hand, and be interesting for those who want to take part of the information. It is no longer about targeting the right target audience, it is about being chosen. A newspaper ad is shown to readers whether they want to see it or not. A blog on the other hand receives no readers if the content is perceived as uninteresting. Berglund and Boson (2010, p.16) further argue that from a consumer perspective there is a trend of individualization, that drives a number of different behaviors. More and more consumers want to more often decide when, where and via which channels they want to take part of content and services. The needs are in focus. This creates increased mobility in consumption, it loosens up habits and becomes more situation controlled and fewer and fewer take part of content because one is expected to do it. Hast and Ossiansson (2008, p.21), state that the Internet has led to a number of changes which have given the customer more power and hence caused democratization of communication. First of all, the Internet has made information available anywhere and at any time, the customer can themselves choose and reject among information or create own. Secondly, communication can directly take place over geographical boundaries with those that for example share your interests. The customer can select away those who are not like-minded. Thirdly, customer can choose how they want to integrate and control the flow of information, they can connect and disconnect whenever they want.

Carlsson (2009, p.39) further states that the Internet, social media and the constant ongoing buzz have opened up for totally new opportunities for marketing and so called
buzz marketing. Buzz marketing is about creating a message, company or a product that is so interesting that people, on own initiative, want to spread information. The message is spread between friends and acquaints. Carlsson (2009, p.40) further reasons, that creating a buzz is about contacts, timing and to spread right content to right people at the right time. Above all it is about being enough interesting in order for right people to be willing to react and spread things further. Carlsson further indicates that it has been observed that “viral marketing” is most effective when companies introduce new products or want to inform customers about something. Certain researchers though mean that people generally do not share, if it does not give them any form of satisfaction based on for example product engagement, self-confirmation, helpfulness, interest for message or dissatisfaction. Others argue that it is natural for people to share their experiences with friends and acquaints. Amnéus (2010, p.102) further claims that “viral marketing” or “virus marketing” means that something is so interesting that people on own initiative spread information further in their circle of acquaintances. It is not just cheaper, but the message also obtains more credibility as a known independent person states it. Moreover, Carlsson (2009, p.41) states that there are people that completely reject the concept of “viral marketing” and that also argue that the word “campaign” should not be mentioned in context with social media. It is among other things stated that it reminds one of traditional communication, which does not belong to the social web. Social media shall exclusionary be used to build long-term relationships that are based on the terms of the receiver. Viral marketing can be a success, all depending on how the company goes about (Carlsson, 2009, p.35). If companies listen, are transparent and have a true engagement and purpose, it can turn out really good. Baekdal (2006) claims that viral marketing is enormously powerful and usually has 500-1000 times greater impact than regular advertisement. He has stated seven tricks to viral web marketing:

1. **Build upon feeling** – express a thought or an idea with conviction. Companies should fill people with love or hate and make them happy or mad and upset. They must forget about being neutral, it is not possible to satisfy everyone.

2. **Do something unexpected** – to be noticed demands something different and unexpected. It is not enough to simply express a company’s new products as great and nice design. Companies need to create something own and not imitate others.

3. **Traditional advertising thought does not work** – traditional marketing is about showing how good a product is, and putting it in centrum, maybe together with for example super models and movie stars. Viral marketing on the other hand is about telling a story. Forget about the company and its products, the story should be in focus. The product can be included, but should not be the central part.

4. **Make a sequel** – if people have seen and like a company’s campaign, the company has people’s full attention. The company should take benefit from that and act, give the audience what they want, a sequel. It could be everything from movies following the same theme and a sequel blog. The main point is to not keep interested people empty-handed.

5. **It should be as simple as possible to spread** – companies need to offer different formats and make it easy to link, spread, publish and send information further.

6. **Make it possible to comment** – people like to comment what they like or dislike, let them do that. It is a good way to create contact with the public.
7. **Never limit the availability** – companies should not put up hinders in the form of registration demands on special software, code lock and such. They should let everyone get availability easily.

Berglund and Boson (2010, pp.15-16) state that we need to learn to know the world as our target group observes it, we need to talk the same language when we communicate and make sure to make it easier for the target group through for example, giving the target group the possibility to quickly and easily find relevant information themselves about what interests them for the moment. It is important that marketers understand that the target group they want to communicate with should not suffer from information shortage. On the contrary each one of us is subjected to a number of messages every day, no matter if we want to or not. Today we face a huge challenge of being able to adapt our communication and media choice after the target group’s terms, and reach it in an effective and sustainable way. Hast and Ossiansson (2008, p.21) reason that the democracy of communication has led to new game rules and a new business logic. One-way communication and fake customer relationships is something that belongs to the old techniques logic and has passed the so called “best-before-date”. However, Carlsson (2009, p.45) states that social media does not often replace traditional methods and channels, but can be viewed as a valuable complementary. They further state that one should not observe social media as a project separate from the company’s other communications. The terms have changed drastically and social media offers a number of opportunities, but basically it is not rocket science or news. It is about company’s communication, internally and with the surrounding world, neither more nor less.

Carlsson (2009, p.45) suggests that combining experienced methods and new concepts can be both smart and effective, a combination of traditional and new communication. Some companies and organizations will observe several advantages with new media, while others still observe more benefits in the traditional methods. Everything depends on type of organization, resources, operation, purpose, target group, internal maturity and such. Carlsson further states that one-way communication does not belong to social media, but it can be effective in traditional media, when for example having campaigns. Social media is according to many experts not a campaign tool. On the other hand it can do a lot of benefit for long-term relationship building and brand name building. Traditional and new media complement it each other good. Each has its own place and functions, and for companies and organizations it is about finding their own solutions and combinations. Scott (2010, pp.23-24) has defined new rules of marketing and PR:

- Marketing is more than just commercial and advertising.
- PR is not just communication with media and journalists.
- People want true engagement and participation, not propaganda.
- With good content online companies can acquire customers.
- It is no more about interrupting people but to instead deliver adapted content in just that moment that the public wants it.
- It is not important that the company’s ad agency wins rewards but that the company wins business.
- Internet has made PR public again, after years of focus on communication with journalists and media.
- Blogs, pod-casts, e-books, news messages, and other types of online content makes it possible for companies to communicate directly with customers in a way that they wish.
- On the web the boundary between commercial and PR is erased.

We have chosen to use the theory of marketing and communication to highlight the shift from traditional to new ways of communication and marketing. We believe it is crucial for companies to understand that the rules of marketing have changed due to the development of Web 2.0 and hence increased usage of social media. As Hast and Ossiansson (2008, p.21), state the Internet has led to a number of changes which has given the customer more power and hence caused democratization of communication, which has resulted in new game rules and business logic which businesses have to understand in order to use social media effectively.

4.4 Online relationship building

With the worldwide explosion of the usage of social media businesses have been able to shift relationship from dialogue to triadialogue where customers can engage in meaningful relationships (Porter et al., 2011, p.80). According to Winer (2001, p.89) the development of media has made relationship marketing more important and given companies the opportunity to choose how they want to interact with their customers. By using the Web, companies are able to build strong and better relationships which previously has been challenging for businesses in an offline world. Chaffey (2007, p.391) states that building long-term relationships with customers is important for any business who wants to succeed in the market. However, according to Katsioloudes et al. (2007, p.56) most of the companies have great understanding of their performance in customer relationship, but only a few companies manage customers well. Today, building relationships are more difficult than previously because the typical customer no longer exists due to the development of media. Therefore, businesses need to realize the importance of engaging customer’s through social media in order to create long-lasting customer relationships that will serve as valuable assets and a key to business success and future growth.

4.4.1 The social Web and engagement

Porter et al. (2011, p.80) states that getting customers engaged can be seen as a main challenge for businesses today. Evans (2010, p.166) further states that, engagement can be seen as simple in concept but difficult in practice. Evans (2010, p.11) further argues that the process of social media is different from traditional communication. Traditional communication starts with a message and a target group, while social media instead starts with an understanding of the customer’s opinions and influences, in order for businesses to encourage higher rate of participation, including collaboration. However, Carlsson (2009, p.65) claims that social media is useful when businesses want to improve customer relations. In fact, social media helps businesses to increase loyalty, engagement and build long-lasting relationships. Evans (2010, p.11) further explains that the social Web has transformed customers from viewers to participants, where they now participate in forming businesses. However, the concept engagement can be seen from two different perspectives. Seen from a business perspective, engagement refers to the customers’ willingness to take their time and energy to engage in conversations and processes that impact the business. Customers are willing to participate, and that defines engagement in the context of the social Web. From a social context, engagement refers to customers who have taken a personal interest in the business brand, product or service. However, this does not only apply to customers, but also anyone or everyone
who can make their voice heard somewhere along businesses way to the market. However, customer conversation can today be observed as a part of our purchasing process, and therefore also a part of the businesses marketing department. Customer’s opinions and thoughts create the ground of businesses and organizations.

### 4.4.2 The engagement process

According to Evans (2010, p.15), in order for businesses to succeed in the market, businesses need to understand the fundamentals of the engagement process. While traditional media focuses on selling, based on exposure and impression, social technologies instead focus on collaboration; sharing experiences between customers. However, the engagement process does not only include collaboration between customers. But, also the connection between customers, businesses and its employees, where the connectivity alternates collaboration that makes it possible for all the actors to work together and share experiences that will improve over time.

Evans (2010, p.15) states that, the engagement process is built upon four sets of fundamental “social action” blocks (See figure 3). The figure emphasizes the importance of turning customer conversations into useful insights, in order for businesses to use the information to move customers into higher level of engagement. It is useful for businesses to understand the model in order to combine technology and strategies to be able to create efficient strategies in marketing and operations to build long-term relationships.

![figure 3](image)

**Figure 3 – Engagement process**

**Consumption**

According to Evans (2010, p.16), the first step in the engagement model concerns consumption. Consumption in a social media context occurs when a person downloads, listens, watches, reads digital content and etc. However, it is more common that people consume rather than create content on the Web. Further, Evans (2010, p.175) states that 80 to 90 percent of the people using the Web only engage in activities such as
consumption. Therefore, businesses need to encourage and empower members to move beyond consumption into content creation in order to develop the social business.

**Curation**

Evans (2010, p.17) further states that, the second block in the engagement process regards *curation*. Curation occurs when one filters, comments, tags, describes content and etc. Curation makes content more useful to others in the sense that people can review content and use it as a base for purchase decisions. However, the review only becomes valuable when people can put it into context, interest and values. The reviewing will contribute with better informed customers that are able to make better choices and thus increase their own satisfaction in the process. Evans further argues that the process of curation is the first step where people are able to actually create something. Since consumption itself does not drive social interaction, the curation stage can therefore be seen as very important in the sense that curation teaches people to participate.

**Creation**

According to Evans (2010, p.18) the third block is about *content creation*. Content creation occurs when a community member puts effort into something that they have created themselves. Ang (2010, p.34) further states that content creation can be seen as elements like blogs, forums, pictures and video uploads. Elements that give the user the opportunity to show off. Steyn (2009, p.47), means that sharing content is the bonding element in any relationship. Steyn further explains that customer created content is observed as more reliable from a customer perspective. Therefore, encouraging members to contribute with content creation can be seen as important (Porter et al., 2011, p.85). From a business perspective Needham (2008, p.61) states that, customer created content is essential in order to identify youth advocates and how to engage with them. Managers have to decide the extent of information to share in order to meet customer needs and motivate customers to participate in the community. Customers need confidence in providing knowledgeable information, as well as the enjoyment derived for helping other motivated members to participate in content creation, and thus helping them to fulfill their needs.

**Collaboration**

Evans (2010, p.19) further argues that, the final step in the engagement process concerns *collaboration*. According to Ang (2010, p.35), in line with content creation and sharing comes collaboration. Collaboration means that multi-users can contribute cooperatively to the completion of a project and occurs when users can come and work together. Evans (2010, p.19) further states that, collaboration can be seen as a strong social action which occurs naturally between members within a community. Blogging can be seen as a good example of collaboration. Bloggers often shape their “products” based on inputs from their readers. Moreover, from a business perspective, Mohanbir et al. (2005, p.5) argue that collaboration can be seen as a competitive advantage when collaboration with customers occurs in order to co-create value. Collaboration with customers can span several business processes and create value through product innovation. Further, Mohanbir et al. (2005, p.7) state that customer collaboration helps firms to engage customers in conversations in order to gain individual and social knowledge, and to involve customers directly as well as through thirds-party mediators. Evans (2010, pp.19-20) further argues that, collaboration can be seen as the heart of
social business. By connecting customers with its business, businesses can gain competitive advantage and earn favorable social press in the process.

### 4.4.3 The highest level of engagement

Evans (2010, pp. 21-21) states that adding consumption, curation, creation and collaboration together moves the participants from readers to talkers to co-creators. The engagement process is applied to social businesses linked to customers and stakeholders with the businesses offerings. The collection and sharing of knowledge drives innovation that give businesses the possibility to create profitable changes. Also, the social feedback makes it possible for businesses to create long-term competitive advantages, and thus long-term relationships with its customers.

![Figure 4 – The highest level of engagement](image)

In order to achieve the highest level of engagement, Evans (2010, p.166) claims that businesses need to take three important factors into account: **listen, collaborate and measure** (See figure 4). These three factors can be seen as the core of social media and together create the basis for the highest level of engagement. The goal of listening is to create a direct response that will lead to collaboration. Collaboration on the other hand occurs in several ways: between customers, between customers, business and its employees with the end-goal of inspiring or evolving products or services through collaboration. Below follows the three sections that businesses need to get right in order to effectively use social media in order to achieve engagement and thus build relationships online.

**Listen intently, respond intelligently into part consumption**

According to Woodcock et al. (2011, p.51), customers today talk to each other like never before. Opinions about brands, products, services and experiences are naturally part of the conversations and discussed openly in large networks of people whether or not the businesses are involved in the conversations. Evans (2010, p.166) therefore argues that **listening** should serve as a basis for businesses and can be seen as the tangible, measurable link among businesses and customers in the market. Listening in a social media context does not only mean listening to the customers but also analyzing and thus understanding both the topic and the source. According to Evans (2010, p.167), this could be called **active listening**, and is built around giving attention to conversations to later react in a strategic and measurable way. Listening is the key in understanding why to operate on the social Web and what actions to take. Therefore, businesses need to implement listening into their business practices. The implementation of listening will encourage customers to collaborate, and further give customers the opportunity and tools to create better understandings among them with regard to businesses products or services. Applications like the social Web enable customers to share information about the businesses products or services. Businesses can use that information for their own intelligence and in order to improve their own businesses. However, Evans (2010, pp.169-170) further emphasizes the importance for businesses to understand **who** are active in the conversation, and not only understand **what** is being said. It is important
that businesses learn to identify its participants since these people have the entry points of the media channels that reveal business messages to a larger audience. Businesses have to build strong, productive and functional relationships with them in order to pick out specific behaviors, interests and needs. By listening and identifying participants companies are able to form their businesses based on what customers want.

**Encourage collaboration everywhere**

Evans (2010, pp. 173-176) states that engagement occurs when business and customer interact, therefore, businesses should consider to implement integrating programs in order to increase marketing “touch points” that is putting customer in direct control of businesses brand message. These programs will make customer define businesses brand message by the customer lifestyle. By implementing and using these integrating programs businesses will encourage engagement and push from consumption and co creation towards collaboration between businesses and their customers. However, these program can businesses use to connect their brand to specific communities where potential and existing customers are. In these communities, Curation and co creations occur naturally when participants make use of social technology. However, in order to achieve the end goal of the engagement process, businesses need to together with its customers produce common outcome around businesses brand, product or service in order to tie relationships that will result in increased loyalty for the communities where businesses and customer are able to collaborate.

**Measure social media**

Evans (2010, p.179) states that the final “must do” section concerns measuring the affect of businesses social media efforts. Measurement can be seen as the key to understanding effectiveness. Evans (2010, p.180) further explains that it is important for businesses to measure its social activities and connect them to their ongoing business in order to increase the understanding of how social media and business work together. According to Carlsson (2009, p.93) in traditional marketing, return on investment (ROI) has been used in order to measure effectiveness. When calculating return on investments, businesses compare the sales of an investment after the costs have been removed. However, ROI can also be used in marketing through social media where businesses analyze the effects on sales after the implementation of social media into their operations. Engagement in social media requires new creative ways of thinking around communication, marketing and effects, and also on new ways to measure. Factors as engagement and participation are often more important than the actual amount of visitors on for example a blog. In most cases, the value lies in the relationship between customers and businesses and what the extension of the relationship can contribute with. However, in order to measure engagement on the Web, businesses need to measure comments, rankings, posts and etc. According to Evans (2010, p.179) these comments, rankings and so on reflects businesses brands, products or services in real rather than what was promised in the advertisement. The comments, ratings and posts are valuable in order for businesses to form a social business strategy. However, in order to keep businesses on track, businesses can use social media forums where they can collect customer comments that later can be used as real-time feedback.

We have chosen to use the theory of online relationship building because as Winer (2001, p.89) argues due to the development of media relationship marketing has become more important and further given companies the opportunity to choose how they want to interact with their customers. By using the Web, companies are able to build strong
and better relationships which has previously been challenging for businesses in an offline world. Furthermore, one of the main reasons we have chosen online relationship building is to emphasize the importance of customer engagement in relationship building via social media, to demonstrate what companies need to think about when building relationships via social media and how it differs from building relationships in the “traditional” way.

4.5 Communication-based marketing for managing relationships

According to Duncan and Moriarty (1998, p.10) the nature of marketing and businesses depends on relationships. Understanding the role of communication in managing and maintaining stakeholder relationships can therefore be observed as necessary. Communication has always played an important role when regarding attracting customers. However, due to the development of new media the importance of understanding and adjusting communication theories and strategies to marketing has never been more important. Finne and Grönroos (2009, p.179) further states that during the two latest decades, the concept of integrated marketing communications has become significantly more important. At the same time the concept of relationship marketing has been developed into a broadly accepted marketing paradigm. Duncan and Moriarty (1998, p.1) have combined integrated marketing communications and relationship marketing into the concept of relationship communication. Duncan and Moriarty have further used three key components at which the two disciplines intersect: messages, stakeholders and interactivity in order to develop a communication-based model of marketing. Duncan and Moriarty further explain how interactive communications at three levels: corporate, marketing and marketing communication enhances brand relationships that drive brand value.

Duncan and Moriarty (1998, p.1) argue that the development of new media has made it more challenging than ever to manage relationship building, which has brought a variety of new marketing approaches to the market. The increased importance of communication can be seen as a result of its ability to differentiate new marketing approaches from traditional ones, where the traditional approaches focuses more on one-way communication and the new marketing approaches focuses on two-way communication. Two-way communication emphasizes better listening to customer, and the idea that communication before, during and after can strengthen or damage relationships. However, Duncan and Moriarty (1998, p.9) present a communication model of relationship marketing in order to explain, understand and accomplish the new generation of marketing. In the communication model, Duncan and Moriarty (1998, p.1) show that (1) communication theory and marketing theory have many similarities that parallel and strengthen each other; (2) due to new media development, marketing has become more dependent on communication than ever before; (3) brand communication is about much more than just marketing communication; (4) brand communication operates at the corporate, marketing and marketing communication level; (5) managing brand communication businesses need to take different parties such as customers, employees, the media, the government and etc. into account; (6) communication can be seen as the integrative tool in managing brand relationships.

According to Duncan and Moriarty (1998, p.10) the communication-based model serves as a guideline and gives marketers the type of direction to improve their effort regarding accruing, retaining and growing relationships with customers and other stakeholders.
Furthermore, the communication-based model of marketing shows clearly that in order to build brand value managers has to do much more than just engage time in traditional communication. When markets have understood this, businesses are able to implement the communication-based model into their strategy in order to easily build effective relationships.

We have chosen to use the communication-based marketing for managing relationships theory because according to Duncan and Moriarty (1998, p.10) due to the development of new media the importance of understanding and applying communication theories and strategies to marketing has never been more important. The development of new media has made it more challenging than ever to manage relationship building, which has brought a variety of new marketing approaches to the market (Duncan & Moriarty, 1998, p.1). This highlights the importance for businesses to understand communication theories and strategies in order to manage relationships in the new media environment.

4.6 Conceptual framework

In the figure below (See figure 5) one can follow how we have looked at both VeckoRevyn’s and VeckoRevyn’s readers perspective to be able to answer our research question. The goal of our degree project is to analyze VeckoRevyn’s communication strategies within social media today and how and why their readers are using social media in order to strengthen customer relationships. To be able to analyze we formed the conceptual framework below where we decided to divide VeckoRevyn’s perspective into two sub-purposes and VeckoRevyn’s reader’s perspective into two sub-purposes. This is done to later be able to highlight key analysis insights in order to develop a strategy to strengthen VeckoRevyn’s relation to their readers. This conceptual framework is not to be seen as a model which is to be modified after the analysis. It is rather a summarizing framework of our thesis, how our sub-purposes will be used in the empirical and analysis chapters in order to conclude and hence answer our sub-purposes and therefore our research question.
Sub-purpose 1:
To examine the printed media industries’ viewpoint on social media and their utilization of it with regard to communication and relationship building.

Sub-purpose 2:
To examine the printed media industries’ viewpoint and expectation of their customers’ social media usage.

Sub-purpose 3:
To investigate the way and the reason to why printed media customers use social media today.

Sub-purpose 4:
To assess the effect of social media usage on printed media customers.

Figure 5 – Conceptual framework
5. PRACTICAL METHOD

In this chapter we will thoroughly explain everything from our choice of target population and sample to access, survey construction, data loss and preparation to source criticism and ethical considerations. This, to make it easy to follow our practical method process, from the very scratch to the very end. Our methodological process is summarized in the figure below (See figure 6).

5.1 Sample and access

5.1.1 Sample

In order to enable a study about VeckoRevyn’s readers we have chosen to use sampling in our degree project. The key reason as to why we have chosen to use sampling is because it is not possible for us to gather primary data from every member of our defined target population (Shiu et al., 2009, p.449). According to Shiu et al. (2009, p.448), sampling is about choosing a small number of elements from a larger defined group of elements. Further, it is expected that the information which is gathered from the small group can be used to make correct conclusions about the larger group, consequently the target population. Shiu et al. (2009, p.450) describe target population as the defined group of elements that are recognized for research through three points: 1) evaluation of the research objectives, 2) feasibility and 3) cost-effectiveness.

Because our online survey was firstly posted as a link on Veckorevyn.com, we decided to define our target population as the 130 000 unique online visitors that visit Veckorevyn.com on average every week (Linnea Isaksson, 2012). Even though our survey was later posted on VeckoRevyn’s Facebook page as well, we decided not to define the 9229 “likes” on Facebook as our target population (Linnea Isaksson, 2012). This is because, the link to our survey on VeckoRevyn’s Facebook page further directed the readers to Veckorevyn.com, and hence in our opinion resulted in that they became one of the 130 000 unique visitors. Therefore, we believed it was more relevant to define the 130 000 unique visitors at Veckorevyn.com as our target population, because most likely readers who “like” VeckoRevyn on Facebook are also visitors on Veckorevyn.com because every activity and link posted on their Facebook page is connected to their website.
After defining our target population it was important for us to adopt and implement an appropriate sampling technique in order to succeed in our research (Shiu et al., 2009, p.469). According to Shiu et al. probability and non-probability sampling are two broad sample designs. In probability sampling each sampling unit in the defined target population has a known probability of being chosen for the sample (Shiu et al., 2009, p.470). On the other hand, in non-probability sampling the probability of choosing each sampling unit is not known. In our study about VeckoRevyn’s readers we have chosen to conduct non-probability sampling, this because we have been using voluntary response sampling as our sampling procedure. Online visitors on Veckorevyn.com and readers that have “liked” VeckoRevyn’s Facebook page have had the possibility to choose themselves if they want to participate or not in the survey (Levine-Wissing & Thiel, 2006, p.82). They have chosen to respond to our survey because of their interest in the subject, and hence they can be those with strong opinions and attractions towards VeckoRevyn. Of course time pressure has also been a key reason to why we have not chosen to conduct probability sampling. We have not had the needed time to for example have complete lists of the populations elements and acquire information about each sampling unit identified (Shiu et al., 2009, p.470).

### 5.1.2 Access

To be able to study VeckoRevyn’s readers we prepared a self-administrated online survey which was posted as a link on both VeckoRevyn’s website and Facebook page (See figure 7 & 8). The key reasons to why we chose to post the link on both Veckorevyn.com and VeckoRevyn’s Facebook page was because we wanted to reach a preferable number of respondents. Furthermore, because our study has to do with social media we found it relevant to post the survey on the two social media platforms and networks that VeckoRevyn use mostly today, hence their website which is built upon blogs and their Facebook page. We knew it was the best and most effective way to acquire access to VeckoRevyn’s readers. To be able to post the survey as a link on the website and the Facebook page we needed to take help from VeckoRevyn’s Web editor, this resulted in that we did not have full control of when and where the link would be posted. If we would have the full control and decide ourselves, we would have posted the link on both Veckorevyn.com and their Facebook page at the same time, to acquire responses quicker. However, now it was posted on Veckorevyn.com first and five days later on their Facebook page for reasons unknown to us.

![Figure 7 – Print Screen 1](image-url)
On April 13th the link was posted on VeckoRevyn.com and we received many of the answers the first three days, thereafter the response rate flattened. We believe it was due to the reason that the first three days the link was posted in the top news section on top of the website, and later in the middle/ bottom part. By April 18th we had received 196 answers and 134 of those were complete. Because the response rate had flattened, we contacted VeckoRevyn’s Web editor the same day in order to post the survey on their Facebook page. In just a few hours we received 486 answers and 381 were complete. The next couple of days some more answers dropped in, but the response rate had flattened. Our goal was to have the survey out for 10 days, until April 23rd, because we believed it was enough amounts of days to reach a minimum number of 100 answers and a preferable number of 200. 200 answers would make our results more reliable and broad in order to make better analysis, conclusion and recommendations. However, in the end we ended up with 566 answers, where 430 were complete, which we found as a success. But it became more time consuming and hard to handle but definitely worth it.

Furthermore, because we wanted to make sure that we could reach a number of 200 answers we decided to take help from inducements. In our opinion our target group 18-25 year old women are difficult to attract. Ones you have succeeded to attract them it is difficult to keep their motivation and patience up. Therefore, three respondents had the possibility of winning a one year subscription on VeckoRevyn’s magazine. The disadvantages of inducements will further be discussed.

In order for us to study VeckoRevyn’s perspective, we conducted interviews with VeckoRevyn on February 23rd. We decided to do the interviews in Stockholm at VeckoRevyn rather than through Skype, phone or mail. Doing the interviews on place gave us the possibility to acquire as much information as possible. By interviewing VeckoRevyn face-to-face we were able to read their body language, look upon how they reacted on questions, create dialogues, ask unprepared questions and touch on areas that would not have been possible through for example mail interviews. Further, the possibilities of misinterpretations when regarding questions were minimized. Because we also had the possibility to walk around the company and visit different “departments” gave us the chance to via our own eyes observe how the organization works as whole and how the different “departments” communicate and collaborate with
each other. These all were important pieces of information and input to understand VeckoRevyn’s perspective on communication and relationship building via social media.

In total we interviewed three out of eleven employees at VeckoRevyn. These were the editor in chief and responsible editor, the marketing manager and the Web editor. The reason to why these three people were chosen was because they were allocated to us via the marketing manager, who believed that they were the most knowledgeable employees in our area of interest, in order to provide us with useful information and limit the chance of missing out on important information.

5.2 Survey construction and data collection

5.2.1 Qualitative step: interview with VeckoRevyn

In our degree project, we have chosen to conduct a qualitative study with VeckoRevyn before our quantitative study with VeckoRevyn’s readers. The reason to why we chose to follow this pathway was because we wanted our qualitative study to work as an input to our quantitative study. As Shiu et al. (2009, p.172) state one of the main objectives of qualitative research is to gain preliminary insights into the research problem. We felt that we needed to acquire in-depth information and knowledge about who VeckoRevyn are, what they already know and think about social media and how they are utilizing it today before conducting our quantitative survey. In this way we could better prepare a study with VeckoRevyn’s readers that would give us appropriate answers to VeckoRevyn’s problems and hence better analysis, conclusions and recommendations in the end.

Because we chose to conduct a detailed and intensive analysis of a single organization, VeckoRevyn, we believe our qualitative study can be defined as a case study (Bryman & Bell, 2007, p.62). A case study is concerned with the complexity and particular nature of the case in question, consequently VeckoRevyn and their particular understanding, knowledge and usage of social media to communicate with their readers and hence strengthen relationships. To enable us to complete an intensive examination of VeckoRevyn we decided to interview VeckoRevyn’s editor in chief and responsible editor, the marketing manager and the Web editor. This would allow us to gain detailed amounts of primary data by asking questions and observing behavior (Shiu et al., 2009, p.173).

Before the interview we prepared 50 questions that were divided into five categories: general questions, social media, relationship building, consumers and communication strategies (See appendix 1). All the questions, excluding the general questions about VeckoRevyn, had a connection to our theoretical framework to make it possible to analyze and conclude later. We further decided to not send the interview questions to VeckoRevyn before the interview because we believed it would be harder to observe respondents body languages and reactions towards certain questions, hence resulting in less reliable answers. Instead during the interview day we were able to clearly observe what the respondents truly knew and not about social media, therefore giving us more truthful and better answers that we could work with.
As stated before we conducted in total three interviews and each lasted for about 40-50 minutes. We decided to do semi-structured interviews and use unstructured questions. According to Berg (2004, p.71), semi-structured interviews allows the interviewer to digress, in other words to turn aside from the main subject of attention. Even though we engaged in a formal interview with VeckoRevyn and covered a list of questions and topics in a particular order, we allowed ourselves and the respondents to take another course in the conversation when it felt appropriate and useful. Further, Shiu et al. (2009, p.330) describe unstructured questions as open-ended questions that allow the respondents to answer in their own words. We decided to not use any pre-determined list of responses to aid or limit the respondent’s answers, to allow follow-up questions and hence rich collection of information.

Regarding the interview layout we started by asking more general questions to make the respondents more comfortable and warm in their clothes before moving to the harder and more detailed questions. To be able to acquire all amount of information while observing body languages and reactions we took help from a recorder. Furthermore, depending on which respondent we interviewed we did not ask all the interview questions. For example when we interviewed the Web editor we did not find it relevant to ask general questions about VeckoRevyn, because the marketing manager had already provided us with all the necessary information.

5.2.2 Quantitative step: Online survey with VeckoRevyn’s readers

As stated above we conducted a quantitative study in the form of a self-administrated online survey with VeckoRevyn’s readers after our qualitative study with VeckoRevyn. The aim with the survey was to investigate the behavior of VeckoRevyn’s readers on Facebook, Twitter and blogs, how and why they use these social media platforms and networks. The survey answers would later enable us to measure and count results to make analysis, conclusions and recommendations on how VeckoRevyn can effectives their communication strategies to strengthen relationships with their readers. The reason to why we decided to conduct an online survey was because we wanted to post it as a link on Veckorevyn.com and on Veckorevyn’s Facebook page. Through this pathway we could better get access to VeckoRevyn’s readers who actually use social media platforms and networks. Our online survey was further self-administrated which meant that the respondents were able to read the survey questions themselves and record their answers without the presence of an interviewer (Shiu et al., 2009, p.246).

Regarding the design of our questionnaire we decided to include a cover letter with the aim to win the respondent’s cooperation and willingness to participate (Shiu et al., 2009, p.350). The cover letter also introduced the respondents to whom we are and what our survey was about. We found it important to communicate out our goal of the survey, the importance of it and the anonymity and confidentiality of the respondents. Moreover, respondents were informed about the chance of winning a one year subscription at VeckoRevyn. The questionnaire was divided into five parts, starting with a more general part to warm up the respondents before the harder and more detailed questions (See appendix 2). The reason to why the survey was divided into five parts was to make it more structured and also give the respondents the opportunity to observe where in the survey they are, and how much they have already completed and how much is left to do. This approach allowed us to always keep them motivated and work towards a goal.
To further enable analysis of the survey results we carefully constructed both the question formulations and answering formats. Each question, excluding question 1-5 and 8, were connected to our theoretical framework. The questions were based on theories from mostly scientific articles, but also from books and the handbook of marketing scales (See table 1). However, we decided to modify the question formulations and answering formats to better suit our target group, young Swedish women. The language was translated into Swedish, and more academic words were adapted to “friendly” words to avoid misinterpretations, and hence result in more correct answers.

<table>
<thead>
<tr>
<th>Theory</th>
<th>Survey Questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hutton &amp; Fosdick, 2011, p.566</td>
<td>Q.6. What have you done on the Internet the past week?</td>
</tr>
<tr>
<td>Mathur et al., 2012, p.20</td>
<td>Q.7. Which of the following alternatives are you a member of?</td>
</tr>
<tr>
<td>Mathur et al., 2012, p.20</td>
<td>Q.9. How many times per day do you visit Facebook, Twitter and blogs?</td>
</tr>
<tr>
<td>Hutton &amp; Fosdick, 2011, p.567</td>
<td>Q.10. Which of the following: Facebook, Twitter or Blogs, do a good job when you want to:</td>
</tr>
<tr>
<td>Lee et al., 2008, pp.709-710</td>
<td>Q.11. Why do you choose to participate on Facebook, Twitter and blogs?</td>
</tr>
<tr>
<td>Hutton &amp; Fosdick, 2011, p.569</td>
<td>Q.12. Why did you choose to “like” VeckoRevyn’s Facebook page, alternatively visit VeckoRevyn’s website?</td>
</tr>
<tr>
<td>Lee et al., 2008, p.710</td>
<td>Q.13. How does your participation on VeckoRevyn affect you?</td>
</tr>
<tr>
<td>Mathur et al., 2012, p.21</td>
<td>Q.14. On a scale of 1-10 (10 being the greatest impact) how would you rank the degree to which you can influence the content on VeckoRevyn’s Facebook page and website?</td>
</tr>
<tr>
<td>Mathur et al., 2012, p.21</td>
<td>Q.15. On a scale of 1-10 (10 being the greatest impact) how would you rank the impact Facebook, Twitter and blogs have on your purchasing behavior?</td>
</tr>
<tr>
<td>Carlsson, 2009, pp.22-23 and Ström, 2010, p.20</td>
<td>Q.16. Choose the alternative that suits you the best:</td>
</tr>
<tr>
<td>Bearden et al., 2011, p.105</td>
<td>Q.17. Choose the alternative that suits you best. With a product we mean for example clothing.</td>
</tr>
<tr>
<td>Bearden et al., 2011, p.105</td>
<td>Q.18. Choose the alternative that suits you best. With a product we mean for example clothing.</td>
</tr>
</tbody>
</table>

Table 1 – Survey questions

Some questions in the questionnaire were followed by descriptions and examples to make sure that the respondents would understand them correctly. Furthermore regarding the questions, we decided to use structured questions. According to Shiu et al. (2009, pp.330-331) structured questions are close-ended questions that require the respondents to choose from a pre-determined set of options. The reason to why we chose to use these types of questions was because we wanted to have the opportunity to “control” the thinking respondents must do in order to answer the questions. Furthermore, structured questions eliminated interviewer bias, by allowing the respondents to simply check
boxes. The use of unstructured questions would further be too time consuming when regarding decoding. Our answering formats were mostly constructed of multiple-choice and single-choice alternatives, five-point scales, one dropdown format and two ten-point scales. We chose to use five-point scales which in our opinion can be defined as free-choice scales because it does include a neutral response category (Shiu et al., 2009, pp.404-405). We chose to use free-choice scales because there might be a chance that not all respondents have enough knowledge or experience with the given topic to be able to accurately assess their thoughts or feelings. The main goal of the survey was to investigate and compare why and how VeckoRevyn’s readers use social media, therefore the question formulations and answering constructions were created in this way.

5.2.3 Pre-test and revisions

Before posting our self-administrated online survey on Veckorevyn.com and VeckoRevyn’s Facebook page we did a pilot study with 12 people. After the pilot study we modified some question constructions and answering formats. More detailed descriptions and examples were included, scales were modified, the order of the different parts was changed and some questions removed.

5.3 Data loss

In our quantitative study we have been faced with a relatively large number of partial losses. With partial loss we mean questions that have not been answered and uncompleted surveys. We received 566 surveys in total, 430 were complete while 136 were incomplete which resulted in a partial loss of 24%. Further, the number of “passive” visitors can also be seen as a partial loss. “Passive” visitors are those who have visited VeckoRevyn’s Facebook page and webpage who have seen the survey but decided not to participate. We believe that a relatively large number have visited VeckoRevyn’s pages without answering the survey. However, we are not able to calculate the partial loss based on the “passive” visitors since we do not have access to the number of “passive” visitors, even though we find it highly important. Moreover, when regarding our qualitative study, no individual loss occurred the 3 respondents who were asked to participate in our survey participated.

5.4 Data preparation

To be able to process the data from our qualitative survey we used Express Scribe. Through the use of Express Scribe we were able to adjust volume and speed of voice to our own preferences in order to be able to collect all data needed. For the data from our quantitative study we used LimeSurvey to take out descriptive statistics and then further used those numbers in Excel to make diagrams. We chose to keep the numbers in percent, and have not looked at relationships because the descriptive numbers showed us enough information to be able to answer our research question and purpose.

5.5 Source criticism

In order to emphasize the reliability in our study we will highlight advantages and disadvantages with our practical method. We are aware of that several factors may have affected the outcome of the study in different ways. Firstly, language barriers and
formulation of the questions in the questionnaire may have created some difficulties for the respondents. Since we tend to use academic terms, it may have contributed to the fact that the respondents did not understand the questions correctly. This is something that we have taken into consideration and tried to avoid as much as possible. Since VeckoRevyn’s target group is quite young and sensitive, we tried to adapt the language in the questionnaire to the intended audience as much as possible. However, the language gap between us and VeckoRevyn’s target group may have contributed to misunderstandings of questions and uncompleted surveys. Further, our questionnaire can also be seen as quite long and time consuming. Since VeckoRevyn’s target group are quite impatient, we believe that the motivation behind answering all the questions may have been inhibited and thus contributed to uncompleted surveys. This could be seen as one of the reasons to why the degree of partial loss became relatively high. We further believe that the high degree of partial loss could also depend on that the respondent may not been able to comment on the matter due to lack of knowledge or not been sufficiently interested in the subject to complete the survey. One can also argue that the uncompleted surveys could depend on dissatisfaction. Since all of our questions were mandatory, the respondent may not have found an answer that suited the respondent and thus decided to end the survey.

Further, one can argue that our survey in some extent can be seen as misleading due to the fact that we have used close-ended questions that have required the respondent to choose an alternative from a pre-determined set of options. The reason to why we decided to use those types of questions was because we wanted to be able to “control” the thinking respondents must do in order to answer the question, and also in order for us to collect enough answers to be able to analyze them. However, we believe that if the respondent did not find an option from the pre-determined alternatives that suited him or her perfectly, he or she still selected the alternative that suited the respondent the best. Thereof, we believe that our results can be seen as accurate and credible and thus not misleading.

When regarding the partial loss, we cannot for sure argue that the non-completed surveys have not affected our study. The outcome of the results may have been different if all questionnaires were completed. Nor can we conclude that our study is fully reliable when, for example the respondents may not have found a response alternative that has suited the respondent to hundred percent. However, what we do believe is that the degree of the non-completed surveys has a direct influence on the homogeneity of responses since we consider that the greater loss of responses the higher the degree of homogeneity. We assume that these 430 of respondents can be considered as the most eager to get involved, thus making their voices heard.

As the survey was published on VeckoRevyn’s homepage and their Facebook page anyone had access to the survey. We are fully aware of the problem associated with the fact that we could not control who participated in the survey. Also, we were not able to control the number of times a responded chose to take the survey. In addition, since the survey was conducted via the Web, we have not been able to analyze for example, body language and tone of voice and thus lost the possibility of interpretation. As we did not provide any room for comments in our survey, we have also been unable to determine whether the respondents for example thought some questions were difficult or unclear. Furthermore, we want to emphasize that we chose to give away three yearly subscriptions of VeckoRevyn to three of the respondents who chose to participate in the
survey. We did this in order to create an incentive for participation. We cannot exclude the fact that this may have result in that the respondents have taken part in the survey because of the subscription and not for personal interest. This may affect our results to the extent that the respondent failed to respond truthfully and instead answered in order to win the subscription.

In our interviews with VeckoRevyn, no partial loss occurred. The three persons who were asked to be interviewed chose to participate. The interviews lasted for 40-50 minutes and consisted of different types of detailed open-ended questions. Depending on which respondent we interviewed we did not ask all the interview questions since we did not find it relevant to ask some questions that we already had all necessary information about. The face-to-face interviews allowed us and the respondent to take another course in the conversation when it felt appropriate and useful. We were also able to ask follow-up questions and clarify some questions that the respondent did not perceive correctly if necessary. However, we tried to avoid leading questions as far as possible since our aim was to work towards leading our respondents into a certain direction. Moreover, during the interviews we noticed that that the respondents had some difficulties in understanding some of our questions. We believe that it may have to do with our tendency to use academic terms that resulted in some confusions and misunderstandings of the respondent. However, we tried to avoid using those terms as far as possible.

Finally, we want to emphasize that some interpretation of a few words has been done in the transcription when we were not able to hear what the respondent has said, and thus had to interpret the words. It should however be added that the words that we had to interpret did not have any influence when regarding the meaning of the sentence.

5.6 Reliability

In order for us to measure the quality of our research we would like to discuss the degree of two important measurements, reliability and validity. According to Bryman (2008, p. 153) reliability and validity have different meanings and are analytically distinguishable. The two terms are related to each other due to the fact that validity requires reliability. Hence, if the measure is not reliable it will neither be valid. Thus, a high degree of reliability and validity should be pursued. Saunders et al. (2012, p. 192) and Bryman (2008, p. 49) argue that reliability refers to whether the research will provide consistent results if it was repeated on another occasion or if it would be affected by random conditions. Bryman (2008, p. 49) further claims that, reliability often becomes more important when conducting a quantitative study where the researcher is interested in whether measurements are stable or not. Reliability considers the stability of the results and decides whether the results can be stable over a longer period. We consider our study to have a high degree of reliability since we believe that our study would provide similar results if it would be conducted today. However, the research needs to be conducted within the printed media industry environment in order to reach the same results. If the study would be conducted in another industry setting the probability of achieving similar results would probably decrease due to a different population. In addition, we are well aware of that social media is under constant development which may result in that the answers would look different only after a few months. We further believe that our questionnaire study can be generalized and
applicable on the printed media industry. However, we do not believe that we can generalize the results beyond the frames of the printed media industry setting.

Moreover, Johansson Lindfors (1993, p. 110) argues that there are different threats in relation to reliability since there are many different steps in the collection phase of the empirical collections, and thus the number of errors and bias can be many. In order for us to prevent errors and bias and thus increase the reliability we have tried to carefully describe how we have proceeded in our study and tried to retell our practical method as detailed as possible in order to make it easy for others to execute the same survey again and thus be able to achieve the same results in a large extent as possible. In addition, we will also point out that in our study we chose to focus on validity over reliability. Bryman and Bell (2007, pp. 162-163) argue that reliability is more relevant in quantitative studies where many different types of measurements are made and also since our qualitative study only serves as an input in order to increase our understanding of VeckoRevyn’s perspective.

5.7 Validity

Bryman (2008, p. 151) reasons that validity refers to which extent the research measures what it is intended to measure. Saunders et al. (2012, p. 193) distinguish internal and external validity and argues that internal validity refers to causal relationships between two variables. Here, validity is established when theory and statistically findings together has led to an analytic factor or outcome. We have tried to achieve a high degree of internal validity when we have based our data collection on our chosen theories in order to be able to measure what we intend to measure. On the other hand, Saunders et al. (2012, p. 194) claim that external validity is concerned with whether the findings can be generalized to other settings. We believe that our results regarding VeckoRevyn’s readers can be generalized on the total population and also in all printed media industry settings when regarding their reader’s social media usage. However, as previously mentioned, we do not believe that our results from the questionnaire can be generalized in other settings rather than the printed media industry since it may not represent the same population.

5.8 Ethical considerations

Bryman and Bell (2007, p. 132) discuss ethical principles in and for business research that a researcher needs to take into consideration when conducting a survey. In order to provide a high quality research certain requirements have to be fulfilled. We have used Bryman and Bells ethical principles: harm to participants, lack of informed consent and innovation of privacy as guidelines to what is suitable to do.

According to Bryman and Bell (2007, p.133) as researchers, we are responsible for the respondents and thus responsible to minimize the harm to research participants to the extent that is possible. In order to achieve reliable results we believe that trust is of greatest importance. Since we are collecting information about individuals we need to recognize the ethical considerations of such commitment. Therefore, we have informed all the respondents that their answers will be handled with greatest anonymity and will be maintained as confidential. This was done by a clearly written text in the beginning of the online questionnaire were we explained about the respondents’ anonymity and also that the results would later be published but that the individuals would not be
identifiable. However, if permission has been given for data to pass on in a form that allows them to be identified, publishing of the respondents’ identity is then allowed (Bryman & Bell, 2007, p. 134). In the case of VeckoRevyn, we were allowed to reveal their identity, however we firstly made sure that they had understood to whom the information would be supplied and for which purpose it would be used for.

Bryman and Bell (2007, p. 137) further argue that lack of informed consent is a critical area within business research. The principle means that the respondents should be given the information needed in order to decide whether or not to participate in the survey. In the beginning of the online questionnaire we had written an informative letter that clearly explained the purpose of the survey, its content and also presented who we researchers are. Also, when regarding the interviews, the respondents were told at the beginning of the interviews which areas we were planning to discuss and that recording equipment were to be used.

Finally, the area of ethical concerns relates to the issue of invasion of privacy (Bryman & Bell, p. 139). Since we believe that it is important to respect respondents’ privacy we explained to the respondents who agreed to be interviewed that they do not need to answer questions on whether grounds they feel are justified. Since it is impossible for us in beforehand to tell whether our questions covered topic areas that could be too sensitive or too private to share, we wanted to give the respondent the opportunity to withdraw. Also, when regarding the online questionnaire, the respondent had always the opportunity to end the survey whenever the respondent wanted. In addition to Bryman and Bells ethical principles, we believe that there are other ethical considerations to take into account when making our survey. Regarding the data collection, we must actively avoid misleading reporting. Our goal is to provide a true picture over the findings by using bar charts and graphs and thus exclude manipulation of the results.
6. EMPIRICAL FINDINGS

In this chapter the results of both our qualitative and quantitative study will be presented. The first part will handle our qualitative empirical findings and the second our quantitative. The chapter will further include a number of diagrams of our quantitative empirical findings.

6.1 Qualitative empirical findings

6.1.1 Sub-purpose 1: The printed media industries’ viewpoint on social media and their utilization of it with regard to communication and relationship building.

According to Linda Öhrn, VeckoRevyn has been active on social media just the latest year. “I believe we are late, but if we look at our competitors we are in the forefront”. When regarding which social media platforms and networks VeckoRevyn uses today Linda Öhrn states, Facebook, Twitter and blogs. However, they are not as active on Twitter as on Facebook and blogs. Annika Ismarker explains that; “No one has had the time to spend on Twitter, we have started to use it a little bit again, but not put too much focus on it”. She further claims that, the reason to why less focus is put on Twitter is because of their target group. Annika believes that people over thirty are the ones who are active on Twitter today. Compared to Twitter, VeckoRevyn are more active on blogs and Facebook. According to Linnea, VeckoRevyn has a blog portal with 4500 user-blogs, where whoever who wants to can have their blog. They further have 12 VIP blogs who have a contract with VeckoRevyn. Annika additionally states that; “Blogs are a big part of our brand, and has been ever since Ebba von Sydow started Veckorevyn.com”. Linnea further states that; “We have extremely strong blog profiles that inspire and fascinate. We have blogs within several different categories: makeup, workout, celebrities, fashion and more or less in all categories. Hence, the readers feel inspired and that they receive something good from both the blogs and Veckorevyn.com. This makes it thankful to collaborate with bloggers on a site”. When regarding the usage of Facebook, they have just started to use comment functions on VeckoRevyn.com that are linked to Facebook. In this way they can continuously know what their readers like and think about what is published.

When regarding the definition of social media it is hard for all three respondents to exactly define what social media is. “Ehmm, what a hard question. I think that it is Facebook and Twitter. Where one can reach out and communicate, and be social with their readers”. “What a hard question, ehmm. A medium in which one is more his or her private person rather than their professional person”. “Ohh, wow social mediums… mediums that… I would say that it is information that spreads quickly. User-friendly, consequently user-generated information via the Web. Twitter, Facebook, comments to articles and different websites”. Further, regarding the reasons to why VeckoRevyn uses social media is mixed and unclear. According to Linda Öhrn, it would feel weird not to be on social media. “All our readers are there; hence it is obvious that we have to be where our readers are. The media climate looks different today, many people read the magazine, but not as many as before”. Linda Öhrn further reasons that, they started a Facebook group just because they wanted to get fans, and actually just the few past months they have started to do things there. Annika Ismarker’s statements further support Linda’s arguments; “The main reason is our target group.
Social media has turned into our target group’s trade mark because it has become a part of life. We need to be where our target group is, this to keep an eye on them”. “We are on Twitter also, but it is just because one has to be there. Twitter is not that big among our target group, but things are happening there so therefore we want to be there”. Linda Öhrn further claims that; “With Twitter we have no direct idea, we see it as we can communicate more and reach out to our readers”. According to Linnea, VeckoRevyn is on social media because their target group is there. “For us we must be there our target group hangs out, and we know that many of our readers receive information from blogs”.

Even though it is difficult for VeckoRevyn to exactly define what social media is and the reason behind the usage of it, VeckoRevyn has realized that there are a number of advantages and benefits with the usage of it. Linda claims that; “With Facebook one can come closer to our readers and give more than one can do via the magazine or the Web”. Further, Linda Öhrn states that, social media has benefited them when regarding traffic and made it easier for them to communicate with their readers. Annika Ismarker states that; “The advantages with social media are that one can be very quick. The disadvantages are that it is hard to know how to use social media and why one should use them. One must know why, and I believe that it is the reason to why we have hold back on the usage of it. It must feel that we have a purpose with it, otherwise it is just meaningless. It is always a challenge to find relevant things in order to get followers on Facebook and to get people interested in our brand”. Annika further explains that, social media has helped VeckoRevyn to keep up with consumers changing behavior; “It is there we receive comments and opinions that help us to keep us on the right track”. Annika also argues that, due to the reason that VeckoRevyn collaborates with celebrities social media benefits them a lot. Linnea agrees with Annika and states that, social media benefits them when celebrities Twitter and post things on Facebook that VeckoRevyn has written about them. Suddenly, the celebrity followers have also “Twittered” and linked to Veckorevyn.com. Moreover, according to Linnea Isaksson, the biggest advantages with social media are good spreading and traffic, and that one can receive a lot of traffic extremely quickly. “The ability to quickly reach out with something, the ability to quickly sense what is hot, what people are talking about, what people want more of and what we can do about it”. Linnea thinks that there is not much negative about social media. “It would be negative, if it would be to our disadvantage. If something that we have done wrong would spread. Otherwise, I believe it is good, especially when you have a site that is dependent on traffic”. Lastly, Annika ads that; “One of the goals and reasons behind social media usage is to always wanting to sell more magazines”.

Regarding VeckoRevyn’s communication strategies in social media Linda Öhrn claims that, they do not have any specific strategy today. “We do not have any specific strategy today, but we should not overwhelm our readers with information, it needs to be relevant”. Moreover, Linda adds that the secret behind communication is listening and answering. Annika Ismarker further explains that, it is about having the right tone, being timely and predicting who will be talked about in the future. According to Annika, VeckoRevyn’s communication strategies are not especially developed. “Because we have not had time, we are not good in our strategy when building our brand in social media”. Annika further argues that, VeckoRevyn has been reserved in their communication strategies. “Our communication strategy now and in the future is to get better in being present, especially on Facebook which feels most important. The other
channels are not that big, and we do not have all the time in the world. One should focus on one place, instead of 100. But, focus should be on Facebook, where we have our target group and the Swedish people”. Annika Ismarker explains that, it is further important to hold on to one’s profile and values in all channels. “You should not track of in order to search for traffic. You have to still think if it is the right persons, do they stand for the right things and do they have the same values as we have. I think it is crucial to keep ones identity, no matter if you are a private person or a brand. For us it is important that our brand is observed with right people and especially in right contexts”. Annika also adds that their main strategy is to be personal. According to Linnea Isaksson, it is hard to say something about their communication strategies within social media because they are in a starting phase. “Having more conversations on Facebook and spreading more of our content. At present I would not say that there is an explicit strategy”. But, Linnea explains that it is crucial that what VeckoRevyn communicates out goes hand in hand with VeckoRevyn’s brand. She further states that, when one “Facebooks” one needs to be extra careful that there is a meaning with it, when one for example does an update one should receive something from it. Linnea Isaksson additionally says that, it is about being there, thinking a step ahead and latch on to trends. “With a little feeling and luck I believe one can win a lot”. According to Linnea, it is very important for VeckoRevyn that what they do is spread via social media, so that they can increase traffic boosts all the time and find new readers. “We try to all the time work with a lot of bloggers, both own and extern that can link traffic to us, and celebrities that we know twitter and blog to refer to us and spread the article further. It is good collaboration, great relations, and doing things that actually both bloggers and celebrities find so cool that they would like to talk about it themselves. So we can get a lot of traffic”.

Furthermore, all of the respondents agree on the point that Facebook is an important traffic source for Veckorevyn.com. “The main point is that there is a meaning with what we post, but also to generate traffic from Facebook to Veckorevyn.com”. Linda Öhrn says that, it is also important to not bore out people that are on Facebook and the Website with unnecessary information. “It is really important that we chose out information in social media in the same way as in the magazine”. Linda Öhrn further says that, it is important to think about what the readers want and not overwhelm them with information, it needs to be relevant. Furthermore, regarding if the communication strategies differ when concerning Facebook, Twitter and blogs Linda Öhrn states, “No, I would not say that”.

About relationship building Annika Ismarker claims that, it is very important for VeckoRevyn with relationship building regardless of channel, but very important in social media. Linnea Isaksson agrees that relationship building is important in social media. “All the time we have to communicate with our readers. It is important that we have a relation with them so that one can always sense that it feels nice to be here, it feels like you get what you want to get, that one can trust what one reads on VeckoRevyn and that it inspires”. Additionally, according to Annika, VeckoRevyn has a very strong relationship to those they have a relationship to. “To those that read our updates and follow our blogs I would say we have a very strong relation to. On average four times a week the same person visits our site, so there I would say we have a very strong relation”. Linda Öhrn moreover believes social media has made it easier to have a close relation and communicate with their readers. “Facebook has contributed to a closer relationship with our readers because we get a face on the person and can hold
better track of our readers”. Moreover, Linda Öhrn believes that VeckoRevyn can strengthen their relationship with their readers through working further with Facebook. Linnea also thinks that their relation to their readers could be better, but it is hard to know what strong relationship is. “One has 10 000 followers on Facebook, but others have 200 000 because someone has said “Like us and get 200 Kr in discount!” are you really a fan then or do you just want the discount? I believe our relation is quite strong; we do not have that many fans on Facebook, but a very strong reader number in total. It could be better, and it is something we need to work with, we have to find more ways to communicate”. According to Linnea, VeckoRevyn can strengthen their relationship to their readers through encouragement. “We can encourage making you heard and speak out, because many are still afraid to be seen and heard, so to continue encouraging”. Linda Öhrn agrees with Annika and Linnea and believes that VeckoRevyn is effective in their work within social media today, but that they can always become better.

Furthermore, regarding the question on how VeckoRevyn will use social media in the future Linnea states that, they will be using more Twitter, pictures and videos. “People have become more inclined to share their photos, Twitter and blog comments. My thought is that we will do more video, both on our blogs and on Veckorevyn.com, this I believe will spread a lot”.

6.1.2 Sub-purpose 2: The printed media industries’ viewpoint and expectation of their customers’ social media usage.

According to VeckoRevyn, their readers play an important role when regarding social media usage. Linda Öhrn states that; “Our target group has a leading role when it comes to controlling media trends. Girls are really strong and control a lot, just look at the blog phenomenon that is started up by young girls and is further also controlled by them. Young girls have created the entire blogosphere”. Annika Ismarker further claims that; “If no one cared about what we wrote on Facebook it would be pointless. If we did not have our user-blogs it would also be pointless, so with other words our target group plays an important role. However, if we are going to be a magazine that stands on the young woman’s side, it is clear that they must get room in order to be a part of the brand. So the readers’ role within social media is extremely important. In addition Linnea Isaksson argues that; “Our target group plays an important role. However, they would play an even more important role if they spread the word about VeckoRevyn. Further, social media tends to spread information fast and creates some kind of power among the users”. Annika Ismarker moreover argues that, the readers gladly can have a more active role than they have today and could become a larger part, as large as possible but under orderly manners. Linnea agrees, and would like that their readers would be on Veckorevyn.com every day and several times a day, that they commented a lot, that they contributed to more content, that more would start blogs on Veckorevyn.com and that they would be more loyal towards VeckoRevyn. “80 % of our traffic is regular, it would be desirable if all of these would comment, spread and share our content”.

Regarding the question if VeckoRevyn learns from and adapts the content after their readers opinions on social media Linda Öhrn states that; “Every unique comment or opinion is very important to me, however one must determine if it just one person’s opinion or every ones”. Further Linnea states that; “Readers opinions are really important to me. I constantly ask our readers what they want more of. We also do
surveys to observe what works and not, and further use panels to observe what our 
readers like and dislike. One can become surprised, because it can come up things that 
we thought were really good, but that our readers on the other hand do not read at all”. 
In addition Annika says that; “People contact us for a reason and hence we should 
respect that and follow up”.

All of the respondents believe that content is the most important factor when concerning 
the question why they believe their readers follow VeckoRevyn via social media. Annika Ismarker states that; “I believe our readers follow us via social media because 
we are the biggest among our competitors, we have the biggest website among them, 
provide interesting news feeds and are relevant”. Annika also hopes that their readers 
follow them via social media of the same reason as they follow a friend’s relation, 
something one finds interesting. Thus, a brand that has relevant opinions or information 
and fun information. That one receives information that one cannot receive in another 
way. Linda Öhrn further believes that, there are two more major factors that are 
essential when discussing why readers follow VeckoRevyn via social media. “I believe 
the readers follow us either because of solidarity, or if they have been offered something 
via a competition where they could win something”. Linda Öhmn adds; “I do not believe 
that anyone would want an offer if he or she was not interested in VeckoRevyn. What we 
had in our campaign was that you receive a free issue of VeckoRevyn if you “liked” 
VeckoRevyn on Facebook. If you do not want the magazine you would not “like” us on 
Facebook, it would not be worth it. Actually, I would say that 100% of those who 
“liked” VeckoRevyn on Facebook are people who really like us, otherwise you would 
not want VeckoRevyn’s magazine. People who “like” us on Facebook simply like 
VeckoRevyn”.

Furthermore, the respondents state several reasons to why they want their readers to 
follow them through social media. Linda Öhrn wants their readers to follow them in 
order to reach out to their readers. Annika Ismarker further adds; “To convey the brand 
and the message we have and what we write about, that is why we want them to follow 
us. Further, we want them to follow us because we want to show them our positive spirit 
and how cool we are”. Linnea Isaksson continues; “We want the readers to follow us 
since we produce the content for them, we want the readers to take part of the content. 
That is the absolute most important factor”.

Linda Öhrn and Annika Ismarker believe that the picture of VeckoRevyn varies 
depending on which reader you ask. Linda Öhrn states that, she believes the majority of 
the readers perceive VeckoRevyn as a nice and cool magazine. In addition, Annika 
Ismarker believes that, the readers perceive the magazine as sprawling depending on 
which relationship the reader has to the magazine. “I believe that it depends on what 
kind of relationship the reader has, the reader’s age and where the reader comes from”. Annika continues, “Some of those who do not have any relationship to 
VeckoRevyn but know about the brand, thinks that it is a magazine for younger that is 
all about sex and makeup. I believe that this is because the magazine has changed 
extremely much. Only during the last 10-15 years we have changed Chief Editor several 
times and thus the content of the magazine. I believe that the brand has went up and 
down and followed the Chief Editors language and what the Marketing Chief has 
wanted to communicate, which has contributed to different opinions in people’s minds”.
6.2 Quantitative empirical findings

6.2.1 General questions

Of all the 430 respondents that chose to participate in our survey 97% were women and 3% men. Ages of the respondents run from 10 years old to older than 25 years old. The majority of the respondents fall under the age group 16-18 years old (27%) and 19-21 years old (28%). Our survey further showed that most of the respondents spend more than 20 hours on the Internet per week (27%). Almost all of the respondents have a Facebook account (98%), while half of the respondents (50%) have blogs and only 34% have a Twitter account (See figure 9). Furthermore, 44% claim that they spend 1-2 hours on Facebook each day. The survey also shows that most of respondents visit Facebook more than 7 times every day (31%). Among the respondents with a Twitter account, most of them say that they spend 0 hours on Twitter each day (70%), and visit Twitter less than 1 time every day (77%). The same goes for the respondents when regarding blogs, 44% claim that they spend less than 1 hour on writing or visiting blogs each day, and the majority of the respondents visit blogs 1-2 times per day (36%). (See figure 10 & 11)

![Figure 9 - Are you a member of Facebook, Twitter or blogs?](image1)

![Figure 10 - How many hours a day do you spend on Facebook, Twitter and blogs](image2)
6.2.2 Sub-purpose 3: The way and the reason to why printed media customers use social media today.

According to our survey the majority of the respondents state that they are the ones who network and have a profile on various social networks and platforms e.g. Facebook, where they regularly attend (54%). Further, 22% of the respondents in our survey are those who consume information, read blogs and discussion forums, listen to podcasts and watch movies. Those respondents are also the ones who do not create or write any content themselves. Another important group that can be identified is the respondents who blog, publish web-pages, create and download movies and music, writes articles and publish it online. That group constitutes of 16% of the respondents. (See figure 12)
Our survey further shows that the majority of the respondents (46%) partly agreed when regarding whether people they know choose a product based on their opinions. 14% disagreed in that matter, and 7% agreed. When further looking at the result for the question “I often convince people to by a product” the majority (32%) partly agreed, while 9% agreed and 20% disagreed. Moreover, 31% agreed when regarding whether the respondent want others opinion before purchasing a product. 31% of the respondents partly agreed, while 5% disagreed in that matter. When regarding if the readers often affect other people’s opinions about a product 14% disagreed, 34% partly agreed and 9% agreed. Further, 39% of the respondents’ report that they partly agree when regarding whether the respondent thinks others opinions are irrelevant when choosing a product. 18% disagreed, while 7% agreed in that question. Lastly, regarding the question if the readers feel more confident in buying a product after hearing others opinion about it, 6% disagreed, 27% partly agreed and 32% agreed.

When regarding the question, “What have you done on the Internet the latest week?” several answers should be highlighted. According to the survey, the majority of the respondents have read blogs (90%), visited a friends profile (88%) and/or visited a company’s webpage (81%). However, the survey shows that starting up a new topic in a forum is the option that the respondents have been doing the least. (See figure 13)

![Figure 13 - What have you done on the Internet the latest week?](image)

Furthermore, when regarding Facebook, Twitter and blogs our study indicates that the respondents use the different social networks for different purposes. The majority of the respondents report that blogs is the best alternative in order to be creative (74%), learn something new (61%), earn money (83%) and marketing themselves (56%). In addition, the respondents also claim that blogs is the best alternative when you want to express yourself (53%) and share knowledge and experiences (52%). On the other hand, the respondents claim that Facebook is the best tool when you want to exchange opinions (69%), feel solidarity (82%) and waste time/have fun/ or be entertained (56%). Also, Facebook is the best alternative when it comes to keeping abreast of news, friends, trends etc. (81%), seeking for other people’s opinions (55%) and keeping contact with friends (98%). Twitter received relatively low scores in all alternatives. (See figure 14)
According to our survey, VeckoRevyn’s readers choose to participate on Facebook, Twitter and blogs due to different reasons. When regarding the first response alternative “I present myself in a realistic way”, the majority of the respondents partly agreed (40%). The same goes for the second response alternative “I participate in order to present my ideal me”, where the majority 34% also partly agreed. The survey further indicates that, 42% of the respondents agreed on that Facebook, Twitter and blogs worked as a meeting place for you and others. Furthermore, 27% partly agreed when it comes to updating others about current questions about “me”. The survey also shows that 58% agreed on that they choose to participate on Facebook, Twitter and blogs to communicate with friends. When regarding the question whether the respondents choose to participate because everyone else does it, the majority of the respondents partly agreed (29%). Most of the respondents also partly agreed when it came to participating on social media in order to not fall behind in time (26%), however, 23% disagreed in that matter. Moreover, 31% of the respondents partly agreed in the question about participation in order to share information, knowledge and experiences. 60% agreed that they participate on Facebook, Twitter and blogs since they perceive it as fun. Finally, the majority of the respondents partly agreed when regarding the question of participation in order to contribute with entertainment (32%) and 49% participate because Facebook, Twitter and blogs work as a meeting place for them and others. (See figure 15)
When regarding VeckoRevyn, our survey shows that there are several factors that the respondents believe are important when regarding why they choose to “like” VeckoRevyn’s Facebook page or alternatively visit their website. The majority of the respondents “liked” VeckoRevyn on Facebook or alternatively visited their website in order to get pre-hand information about products, trends and etc. (52%). Two other significant reasons were to have fun/spend time (46%) and to get access to content (44%). The two alternatives that received the least votes was; “to feel solidarity” (7%) and “because it was recommended to me” (9%). (See figure 16)
6.2.3 Sub-purpose 4: Effect of social media usage on printed media customers.

The majority of the respondents claim that Facebook, Twitter and blogs have a significant effect on their shopping behavior. According to our survey, the response alternatives that received the most votes from the respondents was 7 (17%) and 8 (15%), where 5 is seen as the average. However, only 4% of the respondents thought that social media did not have any impact on their shopping behavior at all, while 7% thought that social media had a strong impact on their shopping behavior. (See figure 17)

When further looking at how VeckoRevyn’s reader’s participation affects them when regarding different alternatives, a lot of important information can be identified. By participation we refer to participation on Facebook, Twitter and blogs or visited VeckoRevyn’s website. Firstly, most of the respondents (40%) partly agree when regarding if they feel a close relationship to VeckoRevyn after participation. 33% are satisfied with their relationship to VeckoRevyn after participation. Moreover, 12% of the respondents feel a close relationship to VeckoRevyn, and 23% are satisfied with their relationship to the brand after participation. On the other hand, 12% report that they do not feel a close relationship after participation and 4% claim that they are not satisfied with their relationship with VeckoRevyn after participation. (See figure 18 & 19)
Secondly, 31% of the respondents more than partly agreed when regarding if they feel trustworthiness to VeckoRevyn after participation. Only 6% claimed that they did not feel trustworthiness, while 21% feel trustworthiness. (See figure 20)

Whether the respondents consider themselves to influence the content on VeckoRevyn’s Facebook page and Veckorevyn.com varies. The survey shows that 11% of the respondents believe that they are not able to influence the content, while only 5% believe that they can influence the content on VeckoRevyn’s Facebook page and website. The majority of the respondents further claim that, they consider themselves to partly be able to affect the content (21%). (See figure 21)
7. ANALYSIS

In this chapter we will analyze our empirical findings from the case study with VeckoRevyn and the online survey with VeckoRevyn’s readers in relation to our theoretical framework. The chapter will end with a model highlighting key insights from the analysis.

7.1 Sub-purpose 1: To examine the printed media industries’ viewpoint of social media and their utilization of it with regard to communication and relationship building.

As Frankel (2007, pp. 5-6) stated, the development of the Internet and hence the change in consumer behavior has forced marketers to find new, efficient and innovative ways to target customers. We believe VeckoRevyn has implemented new ways to target their readers due to the development of new media, but not in the most efficient way that they are capable of. Today VeckoRevyn uses Facebook, Twitter and blogs, one more than the other. The current reason as to why they use these specific platforms and networks is because they need to be where their target group is. Annika Ismarker explains that; “We need to be where our target group is, this to keep an eye on them”. In addition, Linda Öhrn states; “It would feel weird not to be there, all our readers are there, then it is obvious that we have to be where our readers are”. Annika and Linda’s statements are further supported by our empirical findings which show that 98% of VeckoRevyn’s readers have a Facebook account, 50% have blogs and 34% have a Twitter account. Furthermore, VeckoRevyn’s statement about why they use social media is strengthened by Berglund and Boson (2010, p.16) who state that, more and more customers want to more often decide when, where, and via which channels they want to take part of content and services. Hence, VeckoRevyn has understood the importance of being where their customers are, but they should be careful when stating that one should focus on one place instead of 100. “Focus should be on Facebook, where we have our target group and the Swedish people”. Because 98% of VeckoRevyn’s readers are on Facebook Annika’s statement is relevant to a degree, however they should not forget about the other channels were a large part of the readers actually are.

The reason to why we believe that VeckoRevyn does not use the specific platforms and networks efficiently is due to a number of statements that they have done. First of all, Linda Öhrn says that; “We started a Facebook group just because we wanted to get fans, and actually we have started to do things the past few months”. Secondly, Annika Ismarker states that; “We are also on Twitter, but it is just because one has to be there”. Linda Öhrn further adds that; “With Twitter we have no direct idea, we see it as we can communicate and reach out to our readers more”. We believe that the cause to why VeckoRevyn does not use these platforms and networks appropriately is due to lack of knowledge and earlier experiences of social media usage. This can for example be observed when regarding their definition of social media, were everyone found it difficult to define what social media is. Annika Ismarker said; “What a hard question, ehhm. I guess it is what it sounds like - A medium in which one is more his or her private person, rather than their professional person”. Linda Öhrn further stated; “Ehhm, hard question. I think that it is Facebook and Twitter, where one can reach out, communicate and be social with their readers”.

64
Even though VeckoRevyn does not utilize social media as efficiently as they could, we think that they have a positive viewpoint of it. Annika Ismarker states that; “The advantages with social media are that one can be very quick”. Linnea adds that; “The biggest advantages are good spreading and traffic, that one can get a lot of traffic and extremely quickly”. This is further supported by Frankel (2007, pp.13-14), who claims that the Internet is built upon networks where information is able to spread rapidly, where marketers can take maximum advantage of the situation by creating a discussion about their product or service in order to capture customer’s attention. Annika further claims that, social media has helped VeckoRevyn to keep up with consumers changing behavior; “It is where we receive comments and opinions that help us to keep us on the right track”. In addition Linnea says that, the advantages with social media is; “The ability to quickly reach out with something, the ability to quickly sense what is hot, what people are talking about, what people want more of and what we can do about it” (Intervju 3:F8). Linda Öhrn further argues that; “With Facebook one can come closer, and give more than one can do via the magazine or VeckoRevyn.com. Social media has made it easier to communicate with our readers”. VeckoRevyn’s statements are further strengthened by Frankel (2007, p.7), who claims that the Internet has made it possible to efficiently collect and store information about customer in a simple and inexpensive manner. Marketers can use the information to analyze consumer behavior in order to better meet customer needs and wants. Steyn (2009, p.29) further argues that, it is essential for marketers to recognize that technology allows them to communicate with customers and further listen to and understand their needs and wants. Annika further reasons that; “The disadvantages are that it is hard to know how to use social media and why one should use them. It must feel that we have a purpose with it. Annika’s statement is further strengthened by Hutton and Fosdick (2011, p.566) who state that, when initiating a social media project the focus should not primarily be on understanding social media platforms themselves, but why people engage in social media and the motivations behind the usage of them.

The main challenge for marketers is not to understand the importance of the Internet or to be present on the Web, but to integrate the Internet with other parts of the marketing strategy and to utilize it properly (Frankel, 2007, pp.5-6). Duncan and Moriarty (1998, p.10) further state that, due to the development of new media the importance of understanding and applying communication theories and marketing has never been more important. Due to the reason that Linda Öhrn states that, VeckoRevyn does not have any specific communication strategy within social media today we do not believe that VeckoRevyn has integrated the Internet (social media) properly with other parts of the marketing strategy and utilized it correctly. Our belief is further strengthened by what Linnea and Annika states. According to Annika, VeckoRevyn has been reserved in their communication strategies. Linnea further believes that, it is hard to say something about their strategies because they are in a starting phase. At present she would not say that there is an explicit strategy.

Even though VeckoRevyn believe that they do not have any specific strategy today, we believe that they actually have one, but it is not especially developed. We have based our assumption on VeckoRevyn’s following statements. Firstly, according to Annika Ismarker it is important to hold on to their profile and values in all channels. “You should not track of in order to only search for traffic. You have to still think if it is the right persons, do they stand for the right things and do they have the same values as we have? I think it is crucial to keep one’s identity no matter if you are a private person or
a brand. For us it is important that our brand is observed with the right people and especially in the right contexts”. We believe that Annika’s statement can be supported by Carlsson (2009, p.45) who claims that, social media should not be observed as a separate project from the company’s other communications, but can rather be viewed as a valuable complement. Therefore, we think it is important that VeckoRevyn holds on to their profile and communicate out the same values in all channels, from the magazine to the Website to the social mediums. Linnea further adds that, it is crucial that what VeckoRevyn communicates out goes hand in hand with VeckoRevyn’s brand. She further states that, when one “Facebooks” one needs to be extra careful that there is a meaning with it, when one for example does an update one should receive something from it. This is further stated by Linda Öhrn who claims that; “It is really important that we choose out information in the same way on social media as in the magazine. Moreover Linda explains that, it is important to think about what their readers want, and not overwhelm them with information, it needs to be relevant. According to Carlsson (2009, p.27), today creative solutions with meaningful content is needed, and needs to be available whenever the customer wants it. In addition Frankel (2007, p.14) argues that, people have limited ability to absorb information, which means that the Internet puts higher demand on marketers to create effective and innovative strategies, and provide mutual value to capture customer attention. Rowley (2004, p.28), further states that, the wide range of offerings has resulted in customers with increased power, who now a days can choose which information to be exposed to. Carlsson (2009, p.37), agrees with Rowley and states that, customers have the power to control and choose, and companies and organizations have to adapt. We believe that VeckoRevyn has understood the importance of delivering relevant information in right amounts to their readers.

Linda Öhrn further states that; “The secret behind communication is listening and answering”. We believe that what Linda says is highly relevant because according to Evans (2010, p.167), paying attention to conversations to later respond in a strategic and measureable way is the key in understanding why to operate on the social web and what to do. Therefore, VeckoRevyn needs to implement listening into business practices. Moreover, Annika also states that, their main strategy is to be personal, which is further strengthened by Frankel (2007, p.19), who emphasizes the importance of communicating more directly and personally in order to increase loyalty. Linnea further argues that, it is very important for VeckoRevyn that what they do is spread via social media in order to get up traffic boosts all the time and find new readers. “We try to work with a lot of bloggers, both own and external, that can link traffic to us, and also celebrities that we know Twitter and blog to refer to us and spread the article further. It is good collaboration, great relation, and doing things that actually both bloggers and celebrities find so cool that they would like to talk about it themselves”. This is further supported by Carlsson (2009, p.40), who explains that creating a buzz is about contacts, timing and to spread right content to right people at the right time. Above all it is being enough interesting in order for right people to be willing to react and spread things further.

As stated above, one can observe that VeckoRevyn actually has some strategies, but that they can become more effective. According to Linda Öhrn; “VeckoRevyn is efficient in their work within social media today, but they can always become better”. On the other hand, Annika believes that their communication strategies within social media are not effective because they are not especially framed. “We have never been good in our
strategy when building our brand on social media, because the time has not existed”. However, Annika argues that; “Our communication strategy now and in the future is to get better in being present”. We believe that it is crucial for VeckoRevyn to get better in being present, because according to Carlsson (2009, p.35), for companies it is no longer about being there with the right product at the right time, they need to be present anytime, anywhere and in any case. Carlsson (2009, p.37) further describes that, for companies it is about making themselves available, be searchable, be at hand, and be interesting for those who want to take part of the information. It is no longer about targeting the right target audience, it is about being chosen. Linnea states that right now the strategy is to have more conversations on Facebook, and spread more of their content. Further she states that, VeckoRevyn’s future strategy will be to use more Twitter, pictures and videos. “People have become more inclined to share their photos and Twitter and blog comments. My thought is that we will do more video both on Blogs and VeckoRevyn.com, I believe it will spread a lot”.

Regarding relationship building Annika Ismarker claims that, it is important for VeckoRevyn with relationship building regardless of channel, but very important in social media. According to Annika, VeckoRevyn has a very strong relationship to those that they have a relation to. “To those who read our updates and follow our blogs, I would say we have a very strong relation to”. However, according to our empirical findings only 12% of VeckoRevyn’s readers feel a strong relationship to VeckoRevyn after participation, and 12% reported that they do not feel a close relationship to VeckoRevyn after participation. According to Katsioloudes et al. (2007, p.56), most of the companies have great understanding of their performance in customer relationship, but only a few companies manage customers well, and this we believe can be observed when regarding the low number of respondents who feel a strong relationship to VeckoRevyn after participation. According to Chaffey (2007, p.391), building long-term relationships with customers is important for any business who want to succeed in the market, hence it is important for VeckoRevyn to decrease the number of respondents who do not perceive their relationship with VeckoRevyn strong after participation. Linnea Isaksson further agrees that relationship building is important in social media. “All the time we have to communicate with our readers, it is important we have a relation with them so that they can always sense that it feels nice to be here, it feels like you get what you want to get, and that one can trust what one reads on VeckoRevyn and that it inspires”. On the other hand, our empirical findings show that only 21% strongly feel trustworthiness to VeckoRevyn after participation, and 6% claim that they do not feel trustworthiness at all. We believe it is important for VeckoRevyn to decrease the number of respondents who do not feel trustworthiness to VeckoRevyn after participation, because without trust you cannot build relations.

Linda Öhrn believes that, VeckoRevyn can strengthen their relationship with their readers through working with Facebook. In addition Linnea believes that, VeckoRevyn’s relation to their readers could become better, but she claims that it is hard to know what strong relationship is. According to Linnea, VeckoRevyn can strengthen their relationship to their readers through encouragement; “Encourage to make yourself heard and speak out, because many are still afraid of being seen and heard, so to continue encouraging”. We believe it is crucial for VeckoRevyn to encourage their customers to be seen and heard in order to further increase engagement. Because according to Katsioloudes (2007, p.56), businesses need to realize the importance of engaging customers through social media in order to create long lasting
customer relationships that will serve as valuable assets, and a key to business success and future growth.

7.2 Sub-purpose 2: To examine the printed media industries’ viewpoint and expectation of their customers’ social media usage.

Regarding the viewpoint VeckoRevyn has of their readers social media usage Linda Öhrn firstly explains that; “Our target group has the leading role when it comes to controlling media trends. Girls are really strong and control a lot, just look at the blog phenomena that is started up by young girls, and which is now also controlled by girls. Young girls have created the entire blogosphere”. In addition, Annika states that; “If no one cared about what we wrote on Facebook it would be pointless. If we did not have our blogs, it would also be pointless, so in other words our target group plays an important role. However, if we are going to be the magazine that stands on the young women’s side it is clear that they must get room in order to be and become a part of the brand. So the reader’s role within social media is extremely important”. Linnea further argues that due to the reason that social media tends to spread information fast it has created some kind of power among the readers. Evans (2010, p.11), states that the social Web has transformed customers from viewers to participants, where they now participate in forming business. Because of the statements above, we believe that VeckoRevyn has realized and understood that their readers have an increased role and power within social media today. Furthermore, from what VeckoRevyn states, we assume that they observe their readers as collaborators and hence co-creators of their content and their business. This can especially be observed in their collaboration with both internal and external bloggers, where bloggers have become a big part in forming VeckoRevyn, and particularly VeckoRevyn.com. Annika claims that; “Blogs are a big part of our brand”. Linnea further states; “We have extremely strong blog profiles that inspire and fascinate. We have blogs within several different categories; hence readers feel inspired and that they receive something good from both the blogs and VeckoRevyn.com. This makes it thankful to collaborate with bloggers on a site”. We believe it is positive that VeckoRevyn consider their readers in their business formation because Evans (2010, p.176) explains that, getting people in your audience to work together collaboratively is very powerful. Collaboration can be seen as the heart of social business by connecting consumers with its business, businesses can gain competitive advantage (2010, pp.19-20).

From VeckoRevyn’s statements about which role they want their readers to play within social media we can assume that VeckoRevyn would like their readers to have a more active role. Linnea Isaksson argues that, their target group plays an important role today however; they would play an even more important role if they spread the word about VeckoRevyn more. Linnea would like their readers to be on Veckorevyn.com every day and several times a day, that they commented a lot, contributed to more content, and that more would start to blog on Veckorevyn.com, and that they would become more loyal towards VeckoRevyn. “80 % of our traffic is regular, it would be desirable if all of these would comment, spread and share our content”. Annika agrees with Linnea and argues that, their readers could gladly have a more active role than they have today, and could become a larger part, as large as possible but under orderly manners. Constance et al. (2011, p.80) argues that, getting customers engaged can be seen as a main challenge for businesses today, and Evans (2010, p.166) states that, engagement
can be seen simple in context and difficult in practice. We believe that from what Constance et al. and Evans states VeckoRevyn might have challenges in making their readers more engaged. According to Evans (2009, p.65) social media begins with an understanding of customers opinions and influences in order for business to encourage higher rate of participation, including collaboration. We believe that VeckoRevyn’s readers less active role does not depend on that VeckoRevyn has not understood their opinions and influences. Linda states that “Every unique comment or opinion is very important to me, however one must determine if it is just one person’s opinion or all”. Further Linnea states that; “Reader’s opinions are really important to me. I constantly ask our readers what they want more of. We also do surveys to observe what works and not, and further use panels to see what our readers like and dislike. One can become surprised, it can come up things that one thought was really good, that our readers on the other hand do not read at all”. In addition Annika says that; “People contact us for a reason and hence we should respect that and follow up”. From what VeckoRevyn expresses we believe that they have understood their readers opinions and influences, hence we can assume that the reason to a less active role depends on other factors. Riegner (2007, p.436) states that, individuals are driven by different interests and hence use the Internet for different things. Therefore, we believe that depending on which person you are on the Internet affects how active you are on VeckoRevyn’s social media platforms and networks. One can further reason that the readers less active role depend on the possibility and simplicity to spread and comment (Baekdal, 2006). Companies need to offer different formats and make it easy to link, spread, publish and send information further. However, we believe VeckoRevyn does offer different formats that make it easy to spread and comment. Veckorevyn.com, Facebook, Twitter and blogs all have comment, sharing and like functions that their readers can use.

7.3 Sub-purpose 3: To investigate the way and the reason to why printed media customers use social media today.

Our empirical findings show that 97% of VeckoRevyn’s readers are women and 3% are men. Ages of the respondents run from 10 years old to older than 25 years old. The majority of the readers fall under the age group 16-18 years old and 19-21 years old. From our results we can conclude that VeckoRevyn has succeeded in targeting the group that they aim to focus on. According to Linda VeckoRevyn targets young women aged between 18-25 years old. Our survey further shows that most of the readers spend more than 20 hours on the Internet per week. Almost all of the readers have Facebook accounts, half of them have blogs and 34% have a Twitter account. The fact that VeckoRevyn’s readers spend more than 20 hours per week on the Internet makes sense because Statistiska Central Byrå (2011, p.11) states that young people aged between 16-25 years old are those that use the Internet most frequently, and 94% of those indicate that they use the Internet on a daily basis. We believe this indicates the importance of businesses that have a young target group to be on the Internet today and as Frankel (2007, p.5) states, the development of the Internet has changed our way of living as we spend more and more of our time on the Web. Furthermore, 44% of the readers spend 1-2 hours on Facebook each day. The survey also shows that most of the readers visit Facebook more than 7 times a day. Among VeckoRevyn’s readers with a Twitter account the majority say that they spend less than one hour each day on Twitter, and visit Twitter 1-2 times a day. When regarding blogs, 44% claim that they spend less than one hour on writing or visiting blogs, and the majority of the readers visit blogs 1-2 times a day. From our results we can observe that VeckoRevyn’s readers visit and spend
more time on Facebook than Twitter and blogs, and this is relevant because as Findahl (2011, p.18) claims, 52% of the Swedish people visit a social network such as Facebook. Furthermore, the target groups aged between 16-24 years old are the ones who most clearly use social media such as Facebook. Moreover, Findahl (2011, p.19) states that, among the Swedish users of Facebook, women are those that are the most active users, where 42% visit Facebook on a daily basis.

Hutton and Fosdick (2011, p.566) state that, social media platforms can be observed from passive-to-active behaviors. They further reason that consumers are more likely to be involved in passive rather active usage. In our study when regarding what VeckoRevyn’s readers have done on the Internet the past week it was found that the three leading social media activities were all passive: 90% of VeckoRevyn’s readers read blogs, 88% visit a friends profile on a social network and 81% visit a company’s webpage. On the other hand, the bottom three activities in the study were all active: 4% started up a discussion on a forum, 9% created a profile on a social network and 20% shared a movie clip to a friend. From our results we can agree with Hutton and Fosdick, that VeckoRevyn’s readers are more involved in passive rather than active behaviors. Our empirical findings further show that, VeckoRevyn’s belief of their readers being passive is right. As Linnea stated: “Our target group plays an important role, however they would play an even more important role if they spread the word about VeckoRevyn”. In addition Annika claimed that; “The readers can gladly have a more active role than they have today, and could become a larger part”. We believe the reason to why VeckoRevyn’s readers are passive or active depends on which user category VeckoRevyn’s readers fall under. Carlsson and Ström (2009, p.22; 2010, p.22), divide users of social media into different categories, and according to them, the so called observers are the largest group in both Sweden and other countries. Our empirical findings show that 54% of VeckoRevyn’s readers network and have a profile on different social media platforms, for example Facebook, where they attend regularly. Furthermore, 22% consume information, read blogs and discussion forums, listen to podcasts and watch movies. They do not create any content themselves. Hence we can conclude that 76% of VeckoRevyn’s readers belong to the passive rather than the active users. However, we cannot agree with Carlsson and Ström that the observers are the largest group at VeckoRevyn, but the participants. However, as observers the participants also fall under the passive social media behavior. On the other hand, our empirical findings show that 16% of VeckoRevyn’s readers’ blog, publish webpage’s, create and download movies and music, write articles and publish them online. 4% react on what others create, publish recessions of films and articles, comment on blogs and etc. The most active users, creators and critics, constitute only of 20% of VeckoRevyn’s readers in total. Hence, we can conclude that VeckoRevyns readers act on the Internet to receive information that meets their immediate needs rather than creating content (Riegner, 2007, pp.440-441).

Hutton and Fosdick (2011, p.566) moreover state that customers engage socially online to meet certain needs, and motivation varies depending on which social media platform consumers choose to use. Our empirical findings show that VeckoRevyn’s reader’s needs and motivations are met differently depending on which social network or platform they choose to use. According to Hutton and Fosdick (2011, p.566), to stay in touch with friends was one of the top reasons as to why consumers use social networks and this can be observed in our empirical findings where 98% of VeckoRevyn’s readers believed that Facebook is the absolute best alternative when you want to stay in touch.
with friends. Chu (2011, p.30) argues that, Facebook groups are popular applications where people can interact and communicate with each other. Further, Hutton and Fosdick (2011, p.566) claim that, social media networks cut across many of the key motivators of consumers that drive them to engage in social media, which can be supported by our empirical findings. According to VeckoRevyn’s readers Facebook is the best alternative when readers want to feel solidarity (82%), keep abreast of news, friends, trends and etc. (81%), when exchanging opinions (69%), waste time, have fun or be entertained (56%) and seek for other people’s opinions (55%). Our empirical findings support Rowley’s (2004, p.25) statement that community members share opinions and experiences among each other.

When regarding Twitter, our empirical findings showed that Twitter received relatively low scores in all alternatives. We believe this is due to the reason that, only 7% of the Swedish population use Twitter (Findahl, 2011, p.21). Furthermore, only 2% state that they use Twitter on a daily basis, and the majority of the Swedish population with a Twitter account claim that they use Twitter only a few times per week. Furthermore, according to Findahl (2011, pp.20-21), those who actively use Twitter are usually well-educated young men, students focused on IT and computer, consultants and people with a leadership role. Hence, VeckoRevyns target group does not fall under the typical Twitter user category, and has therefore received low scores on all alternatives. However, the alternatives that received higher scores were: exchange opinion (18%) and seek for other’s opinions (18%). This makes sense because Zarrella (2010, p.31) reasons that, users can follow others on Twitter to take part of the person’s life and opinions.

Hutton and Fosdick (2011, p.566) claim that, blogs are very strong when regarding self-promotion, which is supported by VeckoRevyn’s readers who state that the blogs are the best alternative when they want to promote themselves (56%). Nardi et al. (2004, p.4) state that, one motive behind why individuals blog is because they want to express themselves in writing. When regarding VeckoRevyn’s readers 53% thought that blogs were the best alternative when wanting to express oneself. This is further supported by Lenhart and Fox (2006), who claim that a big majority of bloggers believe that blogging gave them the opportunity to express themselves creatively and share experiences with others. 74% of VeckoRevyn’s readers believed that blogs were the best alternative for being creative, and 52% thought that one could share knowledge and experiences best through blogs. Hutton and Fosdick (2011, p.566) state that, consumers are shifting from reading and discussing topics on blogs and forums to instead sharing content on their social network sites. Therefore, blogs are becoming more specialized and expert instead of opinion, and consumers turn to blogs for information on entertainment, product recommendations and news. Our empirical findings support Hutton and Fosdick’s statements, because only 13% find blogs as the best alternative to exchange opinions, while 61% of the readers find blogs the best alternative when they want to learn something new. We believe the reason to why blogs are the best alternative for learning new things among VeckoRevyn’s readers is because they have internal blog experts that are specialized within specific categories. Linnea states; “We have bloggers in several different categories: makeup, workout, celebrities, fashion and more or less in all categories”. Furthermore, Linda Öhrn stated that, there is no difference in communication strategies when regarding Facebook, Twitter and blogs. However, as we can observe from our empirical findings Facebook, Twitter and blogs fulfill different needs among VeckoRevyn’s readers. Therefore, it is important for VeckoRevyn to take
it into consideration when developing communication strategies within the different channels, to effectively strengthen customer relationship.

Hast and Ossiansson (2008, p.9) reason that, people are driven by different interests and hence use the Internet for different things. When regarding the question why VeckoRevyn’s readers chose to participate on Facebook, Twitter and blogs the majority of the respondents answered: to maintain a close relationship with others, to communicate with friends, because they think it is fun and they participate because they believe Facebook, Twitter and blogs work as a meeting place for them and others. Our empirical findings support Lee et al. (2008, p.706) statement about entertainment purpose and Carlsson’s (2009, p.20) argument about social media fulfilling the function of keeping in touch with friends and acquaintances. On the other hand, our empirical findings shows that VeckoRevyn’s readers partly agree when regarding I participate to: present myself in a realistic way, to present my ideal me, to share information, knowledge and experiences and to contribute with entertainment. Hast and Ossiansson (2008, p.10) claim that, besides surfing on the Internet due to rational purposes to accomplish certain tasks or find information, we similarly do it to boost ourselves or the group we belong to. They state that, individuals can acquire confirmation on that they actually mean something and can become someone via interaction. In other words, we can devote ourselves to branding and hence create a trademark of ourselves in a world that cycle around trademarks, consumption of materials and to be heard and seen. We do it as well to bond and build relationships with other like-minded ones that can help us become trademarks and further confirm our ego. However, we are not only driven by willingness to build relationships, but to build a certain picture of ourselves and be seen in a larger extent than the real world can offer us (Hast and Ossiansson, 2008, p.12). Our empirical findings show that VeckoRevyn’s readers partly agree with presenting themselves both in a realistic and ideal way. However, they do agree when regarding to maintaining a close relationship with others.

When regarding the question about why VeckoRevyn’s readers have chosen to “like” VeckoRevyn’s Facebook page, or alternatively visited their website, our empirical findings indicate a number of important factors. The majority of the readers “like” VeckoRevyn on Facebook, or visit their website in order to get pre-hand information about products, trends and etc. (52%), to have fun and spend time (46%), to get access to content (44%) and because they associate VeckoRevyn with something fun (43%). According to Hutton and Fosdick (2011, p.567), Latin American consumers joined online brand communities because they wanted to support a cause they like, share their appreciation with others and associate with something they think is cool. While on the other hand side, consumers in North America are associated with causal or informal factors, such as: to fill time and have fun, and to acquire free content. Our empirical findings further show that, VeckoRevyn’s readers are more leaned towards the North American consumers rather than Latin American. Furthermore, our empirical findings support Annika’s belief that their readers follow them via social media because VeckoRevyn provides them with interesting news feeds. Linnea states that, the most important reason to why VeckoRevyn’s readers follow them via social media is because they want to take part of VeckoRevyn’s content, since the content is produced for them, and this is supported by our results where 44% of VeckoRevyn’s readers state that they “like” or visit VeckoRevyn’s website to get access to content, and 52% state to get pre-hand information. On the other hand, only 7% “liked” VeckoRevyn or visited their website in order to feel solidarity to VeckoRevyn, and 9% “liked” their Facebook page
or visited their website because it was recommended to them. Further, 11% answered to learn more about VeckoRevyn. However, this goes against VeckoRevyn’s view of their readers, because Linda Öhrn stated that; “I believe that the readers follow us either because of solidarity or if they have been offered something via a competition”. Furthermore, since only 9% state because it was recommended to me, VeckoRevyn’s wish about wanting their readers to share and spread their content more is not fulfilled.

**7.4 Sub-purpose 4: To assess the effect of social media usage on printed media customers.**

Our empirical findings show that Facebook, Twitter and blogs have a significant effect on the shopping behavior of VeckoRevyn’s readers. The response alternatives that received most votes from the readers were 7 (17%) and 8 (15%), where 10 is the strongest. However, only 4% of the readers thought that social media did not have any impact on their shopping behavior at all, while 7% thought that social media had a strong impact on their shopping behavior. This gives VeckoRevyn an indication of that they can sell more magazines through the usage of social media. As Annika Ismarker states, one of the goals and reasons behind social media usage is to always wanting to sell more magazines (Intervju 2:F5). Annika Ismarker further reasons that; “It is very important for us with relationship building, regardless of channel, but very important in social media” (Intervju 2:F10). Additionally according to Annika, VeckoRevyn has a very strong relationship to those they have a relation to; “To those that read our updates and follow our blogs I would say we have a strong relation to”. However, looking at how VeckoRevyn’s readers’ participation affects them when regarding different alternatives a lot of important information can be identified. First of all, the majority of the respondents (40%) partly agreed when regarding if they feel a close relationship to VeckoRevyn after participation. Furthermore, 33% are satisfied with their relationship to VeckoRevyn after participation. According to Carlsson (2009, p.65), social media is useful when businesses want to improve customer relations. In fact, social media helps businesses to increase loyalty, engagement and build long lasting relationships. We believe it is important for VeckoRevyn to effectively communicate through social media in order to take advantage of the opportunities and benefits it offers to build stronger relationships with their readers. As previously mentioned, VeckoRevyn has not fully succeeded in engaging their customers which can be seen as a factor to why their readers do not feel satisfied with their relationship to VeckoRevyn. It is crucial that VeckoRevyn turns the dissatisfied readers into satisfied because as Carlsson (2009, p.40) states, people generally do not share if it does not give them any form of satisfaction. Further, Steyn (2009, p.7) reasons that, sharing content is the bonding element in any relationship.

According to Linnea, VeckoRevyn can strengthen their relationship to their readers through encouragement; “Encourage to make yourself heard and speak out, because many are still afraid to be seen and heard, so to continue encouraging”. Linnea’s statement is further supported by Evans (2010, p.15), who emphasizes the importance of turning customer conversation into useful insights in order for businesses to use the information to move customers into increasingly engaged states. Evans (2010, p.175) further argues that, businesses need to encourage and empower members to move beyond consumption into content creation, in order to develop the social business. However, looking at our empirical findings we can observe that 11% of VeckoRevyn’s readers believe that they are not able to influence the content, while only 5% believe
that they can influence the content on VeckoRevyn’s Facebook page and Website. The majority of the readers further claim that, they consider themselves to be partly able to affect the content (21%). Hence, it is important that VeckoRevyn starts to focus on encouraging their readers to create content. In order for VeckoRevyn to be able to encourage their readers they need to focus on collaboration. As Mohanbir et al. (2005, p.5) argues, collaboration can be seen as a competitive advantage when collaboration with customers occurs in order to co-create value. Furthermore, customer collaboration helps firms to engage customers in conversations in order to gain individual and social knowledge, and to involve customers directly as well as through third-party mediators (2005, p.7).

Linnea Isaksson reasons that, relationship building is important in social media; “All the time we have to communicate with our readers, it is important that we have a relation with them so that one can always sense that it feels nice to be here, it feels like you get what you want to get and that one can trust what one reads on VeckoRevyn and that it inspires”. Our empirical result shows that 21% strongly agree when regarding if they feel trustworthiness to VeckoRevyn after participation, 31% more than partly agree, another 31% partly agree, and only 6% claim that they do not feel trustworthiness after participation. One can observe that VeckoRevyn has succeeded in their trustworthiness to their readers; however there are still 6% who do not agree. It is important for VeckoRevyn to consider trustworthiness, because according to Frankel (2007, p.16), one of the drawbacks of the Internet as an electronic medium regards the perception of marketing on the Internet as unsafe. It is therefore important that companies make customers feel safe in every aspect of the companies’ online marketing.

7.5 Key insights from the analysis

In this section we have reformulated our conceptual framework, presented in figure 5 from section 4.6, into a model consisting of key insights from our analysis. We have drawn out five key points from each sub-purpose. This has been done to further formulate a strategy consisting of six steps which needs to be executed in order to strengthen the relation between VeckoRevyn and VeckoRevyn’s readers via social media. Sub-purpose 1 and 2 are directed towards VeckoRevyn, while sub-purpose 3 and 4 are directed at VeckoRevyn’s readers. Together the four sub-purposes are combined to formulate a strategy, which is later aimed to be our conclusions and recommendations. (See figure 22)
Sub-purpose 1: To examine the printed media industries’ viewpoint and utilization of social media with regard to communication and relationship building.
- Not properly integrated social media with other parts of the marketing strategy.
- Lack of knowledge and experiences in social media usage.
- No explicit communication strategy, however a number of guidelines exist.
- Understood the importance of being present in social media and using it.
- Have understood the importance with relationship building regardless channel, especially important in social media. However, a belief of getting better exists.

Sub-purpose 2: To examine the printed media industries’ viewpoint and expectation of their customers’ social media usage.
- Have realized and understood that customers have an increased role and power within social media today.
- Observe the customers as collaborators and co-creators.
- Want the customers to have a more active role.
- Understood the customer’s influences and opinions.
- Problems in making their customers engaged.

Sub-purpose 3: To investigate the way and the reason to why printed media customers use social media today.
- Facebook usage dominates over Twitter and blogs.
- Customers are passive in their social media usage.
- Needs and motivation are met differently depending on which social media network and platform customers choose to use.
- Join because of fulfilling the function of keeping in touch and having fun.
- Customers join social media platforms and network due to causal or informal factors.

Sub-purpose 4: To assess the effect of social media usage on printed media customers.
- Social media has a significant effect on customers shopping behavior.
- Only partly agree on whether they have a close relationship to VeckoRevyn after participation on social media.
- The majority of the readers are satisfied with their relationship to VeckoRevyn after participation on social media.
- The majority of the customers feel trustworthiness after participation on social media.
- The majority of the customers partly agree when regarding level of consumer content influence.

Strategy
- Increase company’s knowledge of social media.
- Get an accurate picture of customers’ social media usage.
- Turn customers from passive to active.
- Increase the scope of activities in order to make the customers more engaged.
- Develop a specific strategy for each social network and platform.
- Allocate focus reasonably between Facebook, Twitter and blogs.

Figure 22 – Developed conceptual framework
8. CONCLUSIONS

In this chapter we will draw conclusions from our analysis in the previous chapter. We have chosen to present our conclusions under the four different sub-purposes we have used in chapter 1 in order to answer our research question. The chapter further ends with a summary of all conclusions from the different sub-purposes.

8.1 Research question and purpose

The purpose of our degree project is to answer the following research question:

*How can communication strategies within social media be used effectively to strengthen customer relationship in the printed media industry?*

To be able to answer our research question we chose to formulate four different sub-purposes. The answers to the sub-purposes were received through a qualitative study with three interviewees and a quantitative study with 430 respondents. The aim of the qualitative study was to provide us with insights of the printed media industry’s viewpoint of social media, while the quantitative study was aimed at the social media usage among the printed media industry’s customers. The empirical findings from the interviews and the online survey were analyzed from existing theories within the areas of Internet marketing, social media usage, marketing and communication in social media and online relationship building.

The over-arching purpose of our degree project was to increase the understanding and knowledge of how to effectively use communication strategies within social media to strengthen customer relationships. In order to increase understanding and knowledge we looked at VeckoRevyn’s viewpoint of social media, how they are utilizing it today with regard to communication and relationship building and what their viewpoint and expectation is of their readers within social media. Further, we also examined VeckoRevyn’s readers’ usage of social media. In this way we were able to compare the social media usage of VeckoRevyn and their readers in order to effectively use communication strategies and hence strengthen relationships between the VeckoRevyn and VeckoRevyn’s readers.

Our conclusions are aimed to be used as a basis to define how printed media industries can effectively use communication strategies within social media to strengthen their relation to their customers.

8.2 Sub-purpose 1: To examine the printed media industries’ viewpoint of social media and their utilization of it with regard to communication and relationship building.

From our analysis we can conclude that VeckoRevyn has understood the importance of being on the Internet and more specifically on different social media platforms and networks today because of their target group. However, they put more focus on Facebook and blogs compared to Twitter, and are therefore also more present on Facebook and blogs rather than on Twitter. Because VeckoRevyn finds it hard to define social media and cannot clearly state why they are on Facebook, Twitter and blogs
today, we can conclude that they lack knowledge and experiences within the area of social media and the utilization of it. However, they have realized and understood the number of opportunities, benefits and advantages social media brings to their business. Furthermore, VeckoRevyn reason that they have no explicit strategy within social media today and hence we can conclude that they have not been able to properly integrate social media with other parts of their marketing strategy. On the other hand side, we can conclude that they do have a number of thoughts and guidelines behind the usage of their social media platforms and networks today that can be implemented and developed into effective communication strategies.

When regarding relationship building within social media we can conclude that VeckoRevyn has understood the importance of relationship building regardless of channel, especially in social media. However, they do believe that they can become better in their relation to their readers via social media.

8.3 Sub-purpose 2: To examine the printed media industries’ viewpoint and expectation of their customers’ social media usage.

When regarding VeckoRevyn’s viewpoint and expectation of their readers we can conclude that they observe their readers to have a leading, controlling and very important role within social media today. Furthermore, we can conclude that VeckoRevyn observe their readers as co-creators and collaborates. This can especially be seen in their cooperation with both internal and external bloggers on Veckorevyn.com. Moreover, VeckoRevyn respects and understands the opinions and hence influences of their customers when regarding their business.

Even though VeckoRevyn believes that their readers play an important role within social media today, it can be concluded that they would find them more important if they became more active in their social media behavior. Therefore, it can be concluded that VeckoRevyn wants their readers to turn more engaged and hence face problems in that matter.

8.4 Sub-purpose 3: To investigate the way and the reason to why printed media customers use social media today.

When regarding the way and the reason to why printed media customers use social media today we can firstly conclude that VeckoRevyn’s readers are passive users of social media due to the fact that they tend to be more involved in passive activities rather than active. Further, it can be concluded from our analysis that Facebook dominate over Twitter and blogs among VeckoRevyn’s readers. However, VeckoRevyn’s readers’ needs and motivations are met differently depending on which social media network and platform they choose to use. When regarding Facebook it can be concluded that the readers use Facebook mainly in order to stay in touch with friends, while Twitter is the best alternative when the readers want to exchange opinions and blogs is considered as the best option when being creative. It can further be concluded that the main reason to why VeckoRevyn’s readers join social networks and platforms is due to causal or informal factors.
8.5 Sub-purpose 4: To assess the effect of social media usage on printed media customers.

From our empirical findings we can conclude that social media has a significant effect on VeckoRevyn’s readers shopping behavior. Furthermore, VeckoRevyn believes that they have a strong relationship to those they have a relationship to. When looking at our empirical findings we can conclude that the majority of VeckoRevyn’s readers partly agree when regarding whether they feel a close relationship to VeckoRevyn after participation. Also, the majority of VeckoRevyn’s readers are satisfied with their relationship to VeckoRevyn after participation. However, not all readers feel a close relationship or are satisfied with their relationship to VeckoRevyn which indicates that VeckoRevyn has not fully succeeded in engaging their customers. Moreover, we can conclude that VeckoRevyn has succeeded in their trustworthiness to their readers since the majority of VeckoRevyn’s readers feel trustworthiness to VeckoRevyn after participation. When regarding the level of content influence, we can conclude that the majority of VeckoRevyn’s readers partly agree when concerning their level of impact on the content of VeckoRevyn.

8.6 Research question answer

Our conclusions clearly show that printed media industries can effectively use communication strategies within social media through understanding how and why their customers use social media platforms and networks. They need to understand their role, different needs and motivation behind social media usage to be able to initiate social media projects and integrate social media with other parts of their marketing successfully. This to be able to strengthen relation to their customers via social media.

8.7 Contribution

Based on our conclusions we can reason that it is crucial for businesses to understand why and how their consumers engage in social media before initiating social media projects. Our study contributes because it clearly shows that consumers have different roles on social media platforms and networks and use social media differently depending on their different needs and motivations behind the usage of it. Furthermore, their needs and motivations are met differently depending on which social media platform and network they choose to participate on. Hence, we argue that the above presented different roles, needs and motivations on how and why consumers use social media are important for businesses to understand in order to succeed in their social media activities and integrate social media successfully with other parts of their marketing.

Our study can be used by businesses that want to initiate social media projects in the future or are active on social media today in order to develop and implement or readjust their communication strategies to strengthen relation to their consumers.
9. RECOMMENDATIONS

Our recommendations to VeckoRevyn and for future research will be presented in this chapter. We will provide recommendations that we reason are important for VeckoRevyn in order to effectively use communication strategies to strengthen their relationship to their readers. The recommendations are based on our analysis and conclusions. We propose that the recommendations are necessary when implementing and developing effective communication strategies within social media. We argue that a number of the recommendations are not only relevant for VeckoRevyn, but also for other businesses within the printed media industry.

9.1 Practical recommendations for VeckoRevyn

- Increase VeckoRevyn’s knowledge of social media. Because VeckoRevyn cannot explicitly define social media and why they are present on the specific platforms and networks today we argue that they cannot effectively communicate with their readers in order to strengthen their relation to them. Therefore, we recommend knowledge and experience of social media, in order to receive a clear viewpoint of it and hence start to utilize it in a more effective way. Moreover, knowledge and experience is needed for VeckoRevyn to be able to properly integrate social media with other parts of their marketing strategy.

- Get an accurate picture of VeckoRevyn’s readers’ social media usage. We argue that it is crucial for VeckoRevyn to understand how and why their readers are using social media platforms and networks today in order to develop communication strategies that respond to their needs and motivation behind the usage of it.

- Turn VeckoRevyn’s readers from passive to active. Because engagement is needed in order to strengthen relationship with VeckoRevyn’s readers we recommend VeckoRevyn to turn their readers from passive to more active users. Today VeckoRevyn’s readers are involved in more passive behaviors which results in difficulties to strengthen relations.

- Increase the scope of activities in order to make VeckoRevyn’s readers more engaged. We believe that in order to turn VeckoRevyn’s readers into more active behaviors it is important for VeckoRevyn to increase the scope of activities on social media platforms and networks. These activities should further be focused on co-creation and collaboration.

- Implement and/or develop specific strategies for each social media platform and network VeckoRevyn uses today. Because VeckoRevyn’s readers use different social media platforms and networks to fulfill different needs it is crucial that VeckoRevyn implements and develops specific strategies for each platform and network that responds to the reader’s specific need/needs. This is further strengthened by the empirical findings that motivation behind social media usage varies among VeckoRevyn’s readers and therefore strategies between different platforms and networks also need to differ.
- Allocate focus reasonably between Facebook, Twitter and blogs. We argue that because VeckoRevyn’s target group spends more time on Facebook and blogs and have scored higher number on these social media platforms and networks, VeckoRevyn should put their main focus on them. On the other hand side, VeckoRevyn should not forget about Twitter because the usage of Twitter is increasing, hence they should start to establish themselves more there and start thinking about future strategies.

9.2 Theoretical recommendations for future research

In our degree project we chose to study Facebook, Twitter and blogs as social media. However, for future research we recommend to study more social networks and platforms, to get a better picture of which types meet which needs and the purposes behind the usage of it. For example consumers today like to share pictures and videos; hence one can research Instagram and YouTube. Moreover, in our study we have only looked at social media from the printed media industries’ and printed media consumers’ perspective. It would be interesting to further research other companies, because depending on which industry you come from you might have other motivations behind the usage of it. The same goes for consumers of different companies, for example a consumer within the clothing industry might be a more active user because they ask for opinions before buying clothing or post recession after the purchase.

Because social media is a young phenomenon there is a lack of strategies and models that companies can adapt to their individual goals. Hence, we believe it is important that a study with a main focus on finding and developing strategies within social media should be conducted. Furthermore, since it is a young phenomenon we also recommend studies to be done continuously because platforms and networks are developed all the time, and hence the motivation behind the usage of it changes, both among the consumers and companies.

In our degree project we chose to conduct a quantitative study with VeckoRevyn’s readers, however to get a deeper understanding of the readers social media usage we would like to recommend future researchers to use focus groups. Furthermore, we conducted a qualitative study with VeckoRevyn, but it can be recommended to do a quantitative study with a number of printed media industries to observe how and why they use social media. We choose to only look at descriptive statistics in our study; however for future research it can be interesting to observe different relationships, for example consumers might use social media differently depending on from where they come from.

Finally, in our degree project we have chosen to not look upon the financial aspects of relationship building via social media. Hence, it would be interesting to look if social media usage benefits companies economically or not. Moreover, one can look at the negative consequences of social media, is social media beneficial or not and does it damage a business? For example is the number of sold magazines decreased due to the increased usage of social media?
REFERENCES


APPENDIX 1 – Interview guide

*Intervju VeckoRevyn*

**Generella frågor**

1. Vad är VeckoRevyn?
2. Vad har ni för målgrupp?
3. Hur positionerar ni er på marknaden?
4. Vad har ni för position idag?
5. Vilka är huvudsakliga konkurrenter?
6. Vilka styrkor och svagheter har ni gentemot era konkurrenter?
7. Hur länge har VeckoRevyn funnits som tidningsupplaga?
8. Hur länge har VeckoRevyns websida funnits?
9. Hur länge har ni vart aktiva inom sociala medier?
10. Hur ofta uppdaterar ni era sociala medier?

**Social Media**

1. Hur definierar ni social media?
2. Vilka sociala medier använder ni er utav idag?
3. Varför har ni valt att använda er utav dessa sociala medier?
4. Vad är syftet bakom användandet av social media? Kommunikationsskapande? Relationsskapande?
5. Vad fick er till att börja använda sociala medier?
6. Vad anser ni är viktigt att ha i åtanke innan ni använder sociala medier i er verksamhet?
7. Vad anser ni att ni bör tänka på när ni vill nå ut till er målgrupp genom sociala medier?
8. Vad finns det för drivkrafter bakom användandet av sociala medier?
9. Har sociala medier gynnat samt missgynnat ert arbete? På vilket sätt?
10. Vilka fördelar samt nackdelar anser ni att det finns med social medier?
11. Hur tror ni att ni kommer att använda er utav sociala medier i framtiden?

**Relationsskapande**

1. Hur resonerar ni inom VeckoRevyn kring relationsskapande i sociala medier?
2. Anser ni att det är viktigt att ha en stark relation till era läsare via sociala medier?
3. Anser ni att ni HAR en stark relation till era läsare idag?
4. Anser ni att ni BEHÖVER stärka er relation med era läsare idag? Varför?
5. Hur anser ni att ni KAN stärka er relation med era läsare idag?
6. Vad vill ni att era läsare ska ha för relation till er?
7. Vad anser ni att era läsare har för roll inom social media idag?
8. Vad vill ni att era läsare ska ha för roll?
9. Vad har ni för roll inom social media idag?
10. Lär ni er och anpassar ni er efter era läsares åsikter?
11. Varför tror tror ni att era läsare väljer att följa er via sociala medier?
12. Vad har ni för tanke bakom era sponsorer och relationsskapandet med läsarna?
13. Hur tror ni att relationsskapandet har gynnat er?

Konsumenter

1. Varför vill ni att era läsare ska följa er via sociala medier?
2. Varför tror ni att era läsare följer er via sociala medier? Till exempel:
   - Tidningen
   - Erbjudanden
   - Recensioner och produkt information
   - Generell information
   - Exklusiv information
   - Läran om nya produkter och trender
   - Åsikter om produkter och service
   - Konsument service
   - Event
   - Samhörighet
   - Läsarnas idéer om produkter och service
   - Gemenskap
3. Vilken bild tror ni att era läsare har av Veckorevyn?

Kommunikationsstrategier

1. Vad har ni för kommunikationsstrategier inom social media idag?
2. Hur skiljer sig strategierna för relationsbyggande mellan olika sociala medier? (Facebook, Bloggar, Twitter)
3. Hur skiljer sig era kommunikationsstrategier från era huvudsakliga konkurrenter?
4. Anser ni idag att ni har en effektiv kommunikationsstrategi?
5. Finns möjligheten och viljan till att effektivisera kommunikationen till era läsare?
6. Hur anser ni att ni kan effektivisera er kommunikationsstrategi?
7. Vilken typ av strategi anser ni fungerar bäst med sociala medier?
8. Kan ni ge exempel på när ni har lyckats samt misslyckats med användandet av social media?
9. Vad har ni för strategi för att hantera konsumenternas ändrade beteende?
10. Vad har ni för strategi för att effektivt bygga och stärka ert varumärke via sociala medier?
11. Har ni någon gång fått dålig publicitet inom sociala medier?
12. Vad har ni använt för strategi för att undvika negative word-of-mouth?
13. Hur går ni tillväga för att möta konsumenters behov, uppfattningar och attityder?
APPENDIX 2 - Survey

Vem är du på Facebook, Twitter och bloggar?

Hallå där!

Vad roligt att du har valt att kika in på vår enkät. Vi är två tjejer som skriver examensarbete vid Umeå Universitet och ber nu om din hjälp!


Som tack för din medverkan kommer du att vara med i ett lotteri där tre stycken har chansen att vinna en helårsprenumeration på VeckoRevyn!

Tack för din medverkan!

Anna Nejati & Emma Staffansson

Den här enkäten innehåller 19 frågor.

Den här enkäten är anonym.

En kommentar om personuppgifter

**Del 1 - Din profil**

* Köns?*

- Kvinna
- Man

* Ålder?*

  **Välj ett av följande svar**

- Yngre än 10 år
- 10-12 år
- 13-15 år
- 16-18 år
- 19-21 år
- 22-24 år
- 25 år eller äldre

* Välj ett eller fler av alternativen som bäst passar in på din profil. (Till exempel om du går på gymnasiet och extrajobbar vid sidan om, kryssar du i både gymnasiet och jobbar).*

  **Välj vilka som stämmer**

- Mellanstadiet
- Högstadiet
- Gymnasiet
- Universitetet
- Jobbar
- Arbetslös
- Annat

* Var bor du?*

  **Välj ett av följande svar**

- Norrland (Lappland, Norrbotten, Västerbotten, Ångermanland, Jämtland, Medelpad, Härjedalen, Hälsingland, Gästrikland)
- Svealand (Dalarna, Uppland, Västmanland, Värmland, Närke, Södermanland)
- Götaland (Dalsland, Bohuslän, Halland, Skåne, Blekinge, Öland, Gotland, Småland, Östergötland, Västergötland)
Del 2 - Internet

* Hur många timmar per VECKA spenderar du på Internet?
  Välj ett av följande svar

- 0 timmar
- 1-5 timmar
- 6-10 timmar
- 11-15 timmar
- 16-20 timmar
- Mer än 20 timmar

* Vad har du gjort på Internet den senaste VECKAN?
  Välj vilka som stämmer

- [ ] Laddat upp bilder på en webbsida baserad på bilddelning
- [ ] Startat upp ett ämne på ett forum
- [ ] Lämnat en kommentar på en blogg
- [ ] Skapat en profil på ett socialt nätverk
- [ ] Delat ett videoklipp till en vän
- [ ] Lyssnat på live-radio online
- [ ] Använd en profil på ett nuvarande socialt nätverk
- [ ] Läst bloggar
- [ ] Besökt en vänns profil på ett socialt nätverk
- [ ] Besökt ett företags webbsida
- [ ] Tittat på ett videoklipp online
- [ ] Annat

---

Del 3 - Sociala medier
*Vilka av följande alternativ är du medlem på?
Välj vilka som stämmer

☐ Facebook
☐ Twitter
☐ Bloggar

*Hur många timmar per DAG spenderar du på Facebook, Twitter och bloggar? (Om du till exempel inte läser bloggar kryssar du i 0 timmar).

<table>
<thead>
<tr>
<th></th>
<th>0 timmar</th>
<th>Mindre än 1 timme</th>
<th>1-2 timmar</th>
<th>3-5 timmar</th>
<th>6-8 timmar</th>
<th>Mer än 8 timmar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Twitter</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Bloggar</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

* Hur många gånger per DAG besöker du Facebook, Twitter och bloggar? (Om du till exempel inte läser bloggar kryssar du i mindre än 1 gång om dagen).

<table>
<thead>
<tr>
<th></th>
<th>Mindre än 1 gång om dagen</th>
<th>1-2 gånger om dagen</th>
<th>3-5 gånger om dagen</th>
<th>4-7 gånger om dagen</th>
<th>Mer än 7 gånger om dagen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Twitter</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Bloggar</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

* Vilken av Facebook, Twitter och bloggar är absolut bäst när det gäller nedanstående alternativ? (Välj antingen Facebook, Twitter eller bloggar för VARJE svarsalternativ).
<table>
<thead>
<tr>
<th></th>
<th>Facebook</th>
<th>Twitter</th>
<th>Bloggar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Var kreativ</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Utbyta åsikter</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Uttrycka dig själv</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Känna samhörighet</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fördriva tiden/ Ha roligt/ Bli underhållen</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hålla dig uppdaterad om nyheter, vänner, trender etc.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lära dig något nytt</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tjäna pengar</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marknadsföra dig själv</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Söka efter andra människors åsikter</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dela med dig av din kunskap och dina erfarenheter</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hålla kontakten med dina vänner</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Varför väljer du att delta på Facebook, Twitter och bloggar? (Välj ett av alternativen)
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Jag deltar för att presentera mitt ideala jag</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jag deltar för att upprätthålla en nära relation med andra</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deltagandet på Facebook, Twitter och bloggar fungerar som en mötesplats för mig och andra</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jag deltar för att uppdatera andra om aktuella frågor om mig själv</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jag deltar för att kommunicera med mina vänner</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jag deltar för att alla andra</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Del 4 - VeckoRevyn</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-------------------</td>
<td>------------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Varför valde du "gilla" VeckoRevyns Facebook sida, alternativt besöka VeckoRevyns hemsida? Välj vilka som stämmer**

- [ ] För att stödja VeckoRevyn
- [ ] För att dela min uppskattning
- [ ] För att jag associerar VeckoRevyn med något jag tycker är roligt
- [ ] För att lära mig mer om VeckoRevyn
- [ ] För att känna samhörighet till VeckoRevyn
- [ ] För att få tillgång till innehåll
- [ ] För att ha kul/ tidsfördriv
- [ ] För att det var rekommenderat till mig
- [ ] För att få förhandsinformation om VeckoRevyn, produkter, trender, etc.

**Hur påverkar ditt deltagande på VeckoRevyn dig? (Välj ett av alternativen på skalan 1-5 för varje svarsalternativ).**

<table>
<thead>
<tr>
<th>Jag känner en nära relation till VeckoRevyn efter deltagande</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jag känner mig tillfreds i min relation till VeckoRevyn efter deltagande</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jag känner tillförlitlighet till VeckoRevyn efter deltagande</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jag har träffat nya människor efter deltagande på VeckoRevyn</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* På en skala 1-10 (10 med störst inverkan) till vilken grad anser du att du får vara med och påverka innehållet på VeckoRevyns Facebook sida och hemsida?

<table>
<thead>
<tr>
<th>Inverkan</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
</tr>
</thead>
</table>

* På en skala 1-10 (10 med störst inverkan), hur skulle du ranka den inverkan som Facebook, Twitter och bloggar har på ditt köpbeetende?

<table>
<thead>
<tr>
<th>Inverkan</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
</tr>
</thead>
</table>
**Del 5 - Vem är du?**

* Välj det alternativ som stämmer in på dig bäst:
  Välj ett av följande svar

<table>
<thead>
<tr>
<th>Välj.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Du bloggar, publicerar webbsidor, skapar och laddar ner filmer och musik, skriver artiklar och publicerar det online.</td>
</tr>
<tr>
<td>2. Du reagerar på det andra skapar, du publicerar recesserorn på filmer och artiklar, kommenterar på bloggar etc.</td>
</tr>
</tbody>
</table>

---


<table>
<thead>
<tr>
<th>1. Håller inte med</th>
<th>2</th>
<th>3. Håller delvis med</th>
<th>4</th>
<th>5. Håller med</th>
</tr>
</thead>
<tbody>
<tr>
<td>Människor som jag känner väljer en produkt baserat på vad jag har sagt till dem</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jag brukar ofta övertyga andra att köpa en produkt</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jag påverkar ofta människors åsikter om en produkt</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Jag tycker om att få andras åsikter innan jag köper en produkt</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jag känner mig mer bekväm att köpa en produkt efter att jag hört andras åsikter om produkten</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>När jag väljer en produkt är andras åsikter irrelevanta</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Vänligen fyll i din mailadress för att delta i lotteriet. (Frivilligt)