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Sweden

Bachelor Thesis

A qualitative content analysis of social media influencers' credibility

Authors: Ida Davidsson, Louise Jurgell,
Isabelle Nilsson
Tutor: Michaela Sandell
Examiner: Åsa Devine
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Abstract

The purpose of this thesis was to explore how concepts of credibility relate to each other in the context of SMIs. SMIs are individuals who use their social media channels to create their own content and communicate with their followers, partly for marketing purposes. Credibility is important for SMIs as it can mean that they have larger influence over their followers and therefore are more successful with their content and communications. Previous research regarding credibility and SMIs have looked at the different concepts of credibility separately, and it is unclear how these concepts relate to each other in the context of SMIs. Therefore, multiple case studies was conducted through content analysis, to study the blogs of SMIs. The content analysis generated in a modification of credibility theory which shows that the concepts of credibility are Personal Conversations and Competence. These concepts indicate that SMIs' credibility come from them sharing their personal lives with their followers, as well as showing some skills and knowledge. A modified theory is proposed and it is suggested that future research tests this theory.

Acknowledgements

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1. Introduction

1.1. Background

The usage and development of social media has had a rapid growth and has provided individuals with more means of communication (Weerkamp & de Rijke, 2012). Some of these individuals that use social media channels to communicate are social media influencers, also called SMIs (Martensen, Brockenhuus-Schack & Zahid, 2018). One of the most important factors of being a SMI is having a following which they are able to communicate with and it is also crucial for the SMI to be seen as credible by their followers (Martensen et al., 2018). SMIs generally create their own content (Hörnfeldt, 2018), but some of their generated content can also be influenced by a third party for marketing purposes, i.e. it is sponsored content (Mutum & Wang, 2010). It generally means that a SMI receives either products or financial compensation, i.e. are being paid, for writing about and recommending brands on their social media, and, by doing this, influencing their followers (De Veirman, Cauberghe & Hudders, 2017). Disclosing sponsored content can result in scepticism with the followers, and send the signal that the SMI is not expressing their own opinions. However, credibility can balance this scepticism and ensure that the sponsored posts are still effective, which shows that credibility is of importance for SMIs (De Veirman & Hudders, 2019). SMIs can use different social media channels to communicate with their followers and be seen as credible, i.e. being seen as someone that can be believed and trusted (Martensen, et al., 2018; Dictionary.com, 2019).

Being a SMI has become a serious profession meaning that a SMI earns money by sharing the content on their channels and by being seen as a brand (Hörnfeldt, 2018). Hörnfeldt (2018) further states that a SMI has a large or loyal following within their social media platforms, and that the decisions of this following are influenced by this person. A SMI often create content within a specific field, and have influence over their followers within that specific field (Vos, 2018), and how influencers create content and communicate on social medias can affect their credibility (Yilmaz & Quintero Johnson, 2016). Credibility means that someone or something is seen as believable and trustworthy, and there are different concepts related to credibility, such as perceived expertise and trustworthiness (Li & Suh, 2015), content and the presentation (Metzger et al., 2003).

1.2. Problem discussion

A SMI generally has a following that trusts and listens to them, i.e. sees them as credible, which leads to the SMI having more influence over their followers (Mathew, 2018; Copeland, Gunawan, Bies-Hernandez, 2011). It is crucial for a SMI to be seen as credible by their followers, as the credibility indicates that the SMI genuinely cares and can be trusted, and means that the SMI's sponsored posts will have more of an impact, which is important because this is what gives the SMI their income (De Veirman & Hudders, 2019). In order to be seen as credible, the SMI has the difficult task to connect and create relations to individuals they will never meet (Hörnfeldt, 2018). Furthermore, Hörnfeldt (2018) states that the relations SMIs have towards their followers, and their followers' perceived credibility of the SMI, weighs more than being seen as popular by their followers. According to Wathen and Burkell (2002), if a user evaluates a channel or the message to be seen as not credible, this could lead the user to leave the webpage and seek for credible information elsewhere, which could be damaging for the SMI and their business. However, if the user sees the channel and message as credible, this could lead to a continuous visitation of the webpage (Wathen & Burkell, 2002), and this could give the SMI more influence and therefore support their career and gain further influence. Mohr (2016) found that the more credibility a blogger achieves, the more readers they will have. There are different ways for SMIs to be seen as credible, such as having expertise or having a well organised message (O'reilly et al., 2016; Metzger et al., 2003), and researchers point out that credibility is important for SMIs because it generates more followers, influence and trust (Mathew, 2018; Martensen et al., 2018).

Credibility can come from different dimensions that overlap and should therefore be included when evaluating credibility (Metzger et al., 2003). There are furthermore different concepts that make up credibility, and according to previous research these are expertise, trustworthiness, content and presentation (Li & Suh, 2015; Metzger et al., 2003). While there is some research into these concepts, it is not clear how these concepts are related in general, and not how they are related in the context of SMIs. While research has often focused on the concepts as separate, e.g. by only looking at expertise and trustworthiness, it has also been argued that the characteristics of the message, i.e. the content and presentation, are important for the credibility (O'reilly et al., 2016). SMIs exist in an online context, where the content and presentation is nearly as important as the SMI themselves (Metzger et al., 2003). This means that not only their perceived expertise and trustworthiness is important for their credibility, but also their content and presentation has an impact on their credibility and can affect how they are seen by their followers (Metzger et al., 2003). While there is research on

the expertise, trustworthiness, content, and presentation, most research have not looked at these concepts together in the context of SMIS, and therefore it is not entirely clear if all aspects of these concepts are relevant for SMIs. It is not clear how e.g. expertise and content are related to each other in the context of SMIs and therefore a modification of the existing theories might be needed (Li & Suh, 2015; Metzger et al., 2003; O'reilly et al., 2016). A model that shows what different concepts make up credibility in the context of SMIs could add to the literature on credibility and propose a modified theory that illustrates what the different concepts are and how they work together.

1.3. Purpose
The purpose of this study is to explore how concepts of credibility relate to each other in the context of SMIs.

1.4. Research question
- What concepts are related to credibility in the context of SMIs?

2. Theoretical framework
2.1. Credibility
2.1.1. Expertise

Credibility can be said to be made up out of the source's perceived expertise. Expertise has to do with the source's knowledge about the topic in question, or their qualifications to speak about the topic (Hovland, Janis & Kelley, 1953). Evaluations of the source's qualifications can involve whether or not the source is trained, experienced, qualified, and/or informed (Berlo, Lemert & Mertz, 1969). Being qualified can be defined as "having the standard of skill, knowledge, or ability that is necessary for doing or being something" (Cambridge Dictionary, 2019). According to O'reilly et al. (2016), the expertise of the source is the aspect that is determined first when examining credibility, and they argue that if the expertise is found to be lacking one will not continue to examine the credibility. Furthermore, Wathen and Burkell (2002) also state that expertise and knowledge, i.e the skills, information and facts gathered through theoretical and practical understandings of a subject (Oxford Dictionary, 2019), are qualities that users directly react to in relation with credibility. Djafarova and Trofimenko (2018) also found that a source had to be considered qualified to

be considered credible. Shan (2016) found that the quality of the source's argument was positively affecting expertise.

The study by Copeland et al. (2011) showed that people were more likely to see a source that was considered an expert as credible, than a source that was not considered an expert. Their result shows that the perception of the source is more important than the logic of the source's reasoning when it comes to examining credibility and listening to advise, i.e. that people put more emphasis on examining the source than the source's arguments (Copeland et al., 2011). Celeste Farr (2007) also found that expertise, which comes not only from possessing knowledge but which must also come from experience, i.e. the observation of facts or events, knowledge or skill acquired over a period of time (Oxford Dictionary, 2019), is a strong predictor of credibility.

2.1.2. Trustworthiness

Trustworthiness is about to what degree you can be relied on both in what you do and what you say and compared to seen as credible means others perception of your trustworthiness (Admin, 2014). Trustworthiness in the context of credibility relates to the perception of the source's motivation to be truthful (Hovland, et al., 1953). According to Copeland et al. (2011), if a source is perceived as honest and believable, the source is considered to be trustworthy, and people are then more likely to trust and listen to that source than to a source that is not perceived as trustworthy. The study by O'reilly et al. (2016) showed that trustworthiness was examined second to expertise and while their study do not say that expertise is more important than trustworthiness, they argue that no amount of trustworthiness can make up for a lack of expertise. However, contrary to this, Munnukka, Uusitalo, and Toivonen (2016) argued that trustworthiness was more important for credibility, especially when the source was a peer endorser.

In an online context, trustworthiness has been shown to decrease with commercial implications such as advertisements on web pages (Fogg et al., 2001). Similarly to this, the study by De Veirman and Hudders (2019) found that the perceived credibility of SMIs decreased when they disclosed sponsorships on their Instagram posts. When they are informed of a post's commercial nature the followers become sceptical of the SMI and this decreases their perceived trustworthiness (De Veirman & Hudders, 2019). Lawrence, Fournier and Brunel (2013) also argued that there is a connection between the trustworthiness of a source and the source's commercial nature. The result of their study suggested that consumers and peers are considered to be more credible sources than companies, as

companies are perceived to be less authentic and trustworthy (Lawrence et al., 2013). While a post's commercial nature has been seen to decrease perceived trustworthiness (De Veirman & Hudders, 2019), the perceived likeness of a source has a positive effect on their perceived trustworthiness (Shan, 2016). What this shows is that consumers are more likely to trust a source that they see as similar to themselves (Shan, 2016). Another feature that can contribute to making a source trustworthy, is high-quality pictures (Djafarova & Trofimenko, 2018). According to Djafarova and Trofimenko's (2018) study, people were more willing to keep following SMIs if their pictures were of high quality, and said that it was the first thing they paid attention to. If a picture is of high quality or not concerns the number of pixels, the more pixels the higher the quality (Webopedia, 2019).

2.1.3. Content
When looking at the content of the message researchers have argued that credibility is influenced by factors such as the quality of the content and information, and the intensity of the language. The quality of content can be defined as how well-written the message is and how interesting the message is according to the readers. Also, if the message is perceived to be error free the quality of the message would appear higher (Metzger et al., 2003). According to Li and Suh (2015) the strength of an argumentation, i.e. the strength of opinions involving different points of view (Dictionary.com, 2019), also has a positive influence on the information credibility. The content of the message is also important in an online context, and information accuracy, i.e. information that has non or few mistakes (Cambridge Dictionary, 2019), has been seen to increase the credibility and trustworthiness of a message (Metzger et al., 2003). The content of a message could be seen as the language intensity and it has to do with the language that is being used and e.g. how opinionated it is (Metzger et al., 2003). Studies have found that language that is more intense and opinionated is seen as less credible than language that is less intense (Metzger et al., 2003). Furthermore, Wang, Cunningham and Eastin (2015) argued that the credibility of a message can also be affected by the tone and valence of the message. Their study indicated that positive and neutral messages are more persuasive and seen as more credible than negative messages (Wang et al., 2015).

Yilmaz and Quintero Johnson (2016) also found that the language of a message could have an effect on credibility. Their study showed that personalised language, i.e language where it is obvious that it is the source's own words and thoughts being displayed (Cambridge Dictionary, 2019), had a positive effect on credibility on one social media

platform, while it had a negative relationship on another social media platform. Yilmaz and Quintero Johnson (2016) speculated that this was due to the fact that depersonalised language communicates accuracy and objectivity, which is positively connected to expertise and competence in some forums, while inappropriate in others. Therefore, this suggests that how language is perceived in social medias and how this affects credibility is dependent on the context (Yilmaz & Quintero Johnson, 2016).

Out of credibility Weerkamp and de Rijke (2012) identified several indicators while studying blogs. These indicators were divided into two groups, and one of those groups is the post-level indicators, which described grammatical elements such as spelling mistakes, correct capitalization, punctuation abuse, and document length, as well as use of emoticons (Weerkamp & de Rijke, 2012).

2.1.4. Presentation

The credibility of a message can also be evaluated based on how the message is presented and delivered (Metzger et al., 2003). If a message is considered to be flawed during the delivery and presentation of it, this lowers the perceived credibility of the message (Metzger et al., 2003). This also has to do with how the message is structured and research has shown that when a message is well-organised, i.e when it is systematic (Dictionary.com, 2019), it is seen as more credible than if it is unorganised (Metzger et al., 2003). The structure of an online web message is a factor that will affect the information quality of a message. If a web page is perceived as having inconsistencies as well as perceived amateurism this can lead to a decrease of information quality and the overall credibility of the webpage (Fogg et al., 2001).

Presentation and delivery is very important in an online context, and according to the study by Fogg et al. (2001) a website is considered more credible if it is designed, i.e when something is being planned and made (Cambridge Dictionary, 2019), in a way that is perceived as professional and has few typographical errors. Cosenza et al. (2015) also found that the design of a website affects if it is perceived as credible or not. Furthermore, Wathen and Burkell (2002) state that the usability of the interface and how well the information is organised is also a criteria for the evaluation of the credibility. According to Robins and Holmes (2008), information that is presented with a high aesthetic treatment is also perceived as more credible. How a web page or a message is designed has a significant correlation with how credible it is perceived to be. Robins and Holmes (2008) further state that even though a well done and aesthetic design does not by itself create a credible web page, it is clear that information presented in a aesthetic and high quality way gains more credibility. Even if the

content has a high quality, a low quality presentation could have a negative impact on its credibility, while the same content presented with high quality would be deemed to be more credible (Robins & Holmes, 2008).

2.2. Conceptual model

Figure 1 is a conceptual model of the theoretical framework, which shows what concepts credibility is derived from based on previous theories. It shows that credibility is made up out of four different concepts; expertise, trustworthiness, content, and presentation, and that this leads to credibility.

Expertise		Trustworthiness		Content		Presentation

Credibility
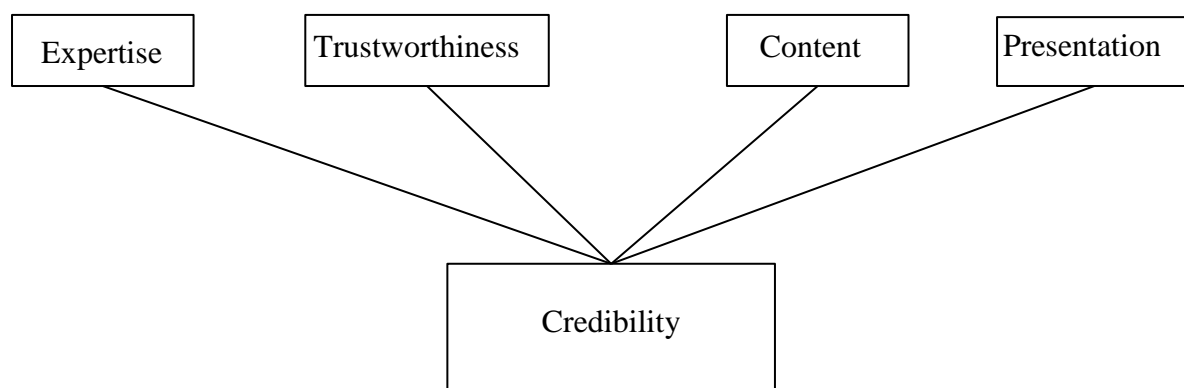
Figure 1. Conceptual model

3. Method

3.1. Research approach and strategy

The deductive research approach is based on existing theories and these theories are used to guide the research forward and develop a research purpose and the research questions (Bryman & Bell, 2015). Based on the reading of the existing research regarding SMIs and credibility, the decision was made to conduct a qualitative study and explore these theories. A deductive research approach can be used with a qualitative research strategy to build on existing theories and further explore a field (Azungah, 2018). In general, a qualitative research strategy emphasises words rather than the quantification of data (Bryman & Bell, 2015). With a deductive research approach, qualitative research strategy is based on previous research findings, existing theories, views, or conceptual frameworks. However, instances of induction can also be used together with deduction to create new theories (Armat et al., 2018). While there are existing theories into SMIs and credibility, they are rather

underdeveloped, and a qualitative research strategy was therefore deemed suitable to further develop the theories regarding SMIs and credibility, since the purpose of the study was not to test a theory.

3.2. Research design

The research design decides how the collection and analysis of data will be conducted. When using a case study design a single case is detailed and intensively researched and analysed. Multiple case studies can also be used to further enrich the data. A case can be e.g. a single organisation, location, or person (Bryman & Bell, 2015). Conducting case studies was considered suitable for this study as it would provide detailed and comprehensive data into the SMIs and their communications. This was seen as relevant since the strategy was of a qualitative nature, and therefore focused on exploring the concept. The multiple case study design was used since it provided the depth and detail that was sought by the researchers. According to Bryman and Bell (2015) a qualitative study could be favourable in that a qualitative design is a good method in order to be able to investigate the case in the most detailed and intense way. There are different types of case studies, an instrumental case study is when the focus lies with using the case study as a mean to understanding the issue in a broader sense and therefore allowing generalisation to be changed or developed (Bryman & Bell, 2015).

While preparing for a case study, the sampling is crucial for the research. The sampling should be done based on where the opportunity to learn is perceived to be highest. The researchers should therefore base the decision regarding sampling where they expect the learning to be greatest (Bryman & Bell, 2015). The SMIs that were chosen, Kenza Zouiten Subosic, Janni Olsson Delér, and Angelica Blick, are the three largest SMIs in Sweden within fashion (Resumé, 2018) and were chosen since these are established SMIs with large followings, as well as having a large archive, i.e. a large amount of data to study. Three SMIs from Sweden within fashion were chosen because the fashion field is, and has been for a while, one of the biggest fields within social medias, and especially in Sweden. Swedish fashion bloggers were among the first fashion bloggers, and were reaching large audiences when fashion blogging first started to become popular (Laihanen, 2017).

3.3. Operationalisation

Table 1. Operationalisation

Concept	Component	Subcomponent	Definition	Item/code
Credibility	Expertise	Qualification	Being qualified can be defined as "having the standard of skill, knowledge, or ability that is necessary for doing or being something" (Cambridge Dictionary, 2019).	Does the SMI have qualification in the topic?
		Knowledge	the skills, information and facts gathered through theoretical and practical understandings of a subject (Oxford Dictionary, 2019)	Does the SMI have knowledge about the topic? How does the SMI show their knowledge?
		Experience	the observation of facts or events, knowledge or skill acquired over a period of time (Oxford Dictionary, 2019)	Does the SMI have experience in the topic?
	Trustworthiness	Motivation	Trustworthiness in the context of credibility relates to the perception of the source's motivation to be truthful (Hovland et al., 1953). According to Copeland et al. (2011), if a source is perceived as honest and believable, the source is considered to be trustworthy, and people are then more likely to trust and listen to that source than to a source that is not perceived as trustworthy.	What is the SMIs motivation in their posts?

		Commercial implications	In an online context, trustworthiness has been shown to decrease with commercial implications such as advertisements on web pages (Fogg et al., 2001)	Are the posts sponsored? Is the post an ad? How often do the SMI post sponsored messages?
		Similarity	the perceived likeness of a source has a positive effect on their perceived trustworthiness (Shan, 2016). What this shows is that consumers are more likely to trust a source that they see as similar to themselves (Shan, 2016).	How does the SMI promote their similarity with their followers?
		Features	Features that contribute to making the source trustworthy, such as high-quality pictures (Djafarova & Trofimenko, 2018). If a picture is of high quality or not concerns the more pixels the higher the quality (Webopedia, 2019).	Are the pictures high-quality?
	Content	Information quality	The quality of a message or content can be defined as how well-written the message is and how interesting the message is according to the readers. Also, if the message is perceived to be error free the quality of the message would appear higher (Metzger et al., 2003)	Is the quality of the information high?

		Language intensity	The content of a message could be seen as the language intensity and it has to do with the language that is being used and e.g. how opinionated it is (Metzger et al., 2003). personalised language, i.e language where it is obvious that it is the sources own words and thoughts being displayed (Cambridge dictionary, 2019). depersonalised language communicates accuracy and objectivity (Yilmaz & Quintero Johnson 2016).	Is the language personalised or depersonalised?
		Post-level indicators	Describes grammatical elements such as spelling mistakes, correct capitalization, punctuation abuse, and document length, as well as use of emoticons (Weerkamp & de Rijke, 2012).	Are there grammatical mistakes in the posts? Does the SMI use emoticons?
		Argument strength	According to Li and Suh (2015) the strength of an argumentation i.e. the strength of opinions involving different points of view (Dictionary.com, 2019), so has a positive influence on the information credibility.	Can the arguments be backed up by facts?

		Information accuracy	The content of the message is also important in an online context, and information accuracy i.e. information that has non or few mistakes (Cambridge Dictionary, 2019), has been seen to increase the credibility and trustworthiness of a message (Metzger et al., 2003).	Is the information accurate?
	Presentation	Presentation	Fogg et al. (2001) states that a website is considered more credible if it is designed well, i.e when something is being planned and made (Cambridge Dictionary, 2019) in a way that is perceived as professional and has few typographical errors. Wathen and Burkell (2002) state that the usability of the interface and how well the information is organised is also a criteria for the evaluation of the credibility.	Is the message designed well? Is the message professionally designed? Are there typography errors? Is the interface usable?
		Organisation	Research has shown that when a message is well-organised, when it is systematic (Dictionary.com, 2019), it is seen as more credible than if it is unorganised (Metzger et al., 2003).	Is the message well organised?

3.4. Data collection and analysis

The decision was made to conduct a qualitative content analysis, as this would provide the opportunity to study the communications of the SMIs. Since the data that was being studied was written data and photos, this was considered the most suitable method for analysing this data (Bryman & Bell, 2015). A form of qualitative content analysis is the directed content analysis, which is based on existing theories and often used to develop or extend theories (Hsieh & Shannon, 2005). Like most content analyses it uses coding as a method, and the codes are often developed from key concepts in the theory (Hsieh & Shannon, 2005). This is a suitable strategy for this study, since the main advantages of a directed content analysis is that it can support and extend on existing theories (Hsieh & Shannon, 2005), which was the purpose of this study. It can also be considered necessary to use a directed approach when doing a content analysis in fields with previous research, since it is unlikely that the researchers manage to have a naive perspective when previous theories in the area exist (Hsieh & Shannon, 2005).

The data collected was collected from the blogs of the three chosen SMIs. The most recent blog post from each SMI at the time of collection was the first post collected to study, and then the tenth post chronologically was collected. This was in order to cover a larger spectrum of the SMIs' archive than if the ten most recent posts had been collected. For each post that was collected the text was coded, as well as at least one photo. In most cases, only one photo was chosen from each post, since the photos were so similar in nature, and in these cases the first photo in each post was collected. The posts were coded simultaneously while they were being collected. The coding was done together by two of the authors and focused on the content of the text and photos. The operationalisation was used to visualise the theories and ensure that the authors all understood the theory in the same way but it was not used when coding the posts. The posts were instead coded with what emotion or impression the content communicated to the authors. The coded content was then categorised based on how the codes related to each other and these categories were revised during the analysis process to form themes. The first set of categories are presented in the empirical data in chapter 4 and the themes are presented in the analysis in chapter 5. The revising of the categories was conducted by the two authors who had done the coding of the material. The authors analysed the empirical data on their own, by looking at the categories and how they related to each other, and then came up with the same themes independently. Using a content analysis for a qualitative study can help derive meaning from the data, and also lead to lists of the themes used in the content. This method was also used because it is suitable for analysing large

quantities of data, and can be used to analyse different forms of content, such as both written and visual content (Cho & Lee, 2014). When the themes had been formed the authors felt that theoretical saturation had been reached, which meant that the meaning that could be derived from the material had been derived and no further themes or categories could be formed.

3.5. Trustworthiness and authenticity

The credibility of qualitative research is about whether or not there is a good match between the observations and the theoretical problems developed, which is something that could strengthen the outcome of the paper (Bryman & Bell, 2015). The researchers have through the theoretical framework and operationalisation ensured that there is a strong connection between the collected data and the theoretical problem of the study.

While conducting a qualitative study it is important for researchers to provide a descriptive and detailed account of what is being investigated. Thick description means that a study produces rich and detailed data which could be of help to other researchers while making judgements on whether or not there is a possibility to apply the findings in other contexts (Bryman & Bell, 2015). In order to ensure the possibility to apply the findings in other contexts, this study provides a detailed and developed empirical chapter as well as transparency to all the data investigated. Since all the data coded is provided in this study, the possibility for judgement regarding the transferability has been made possible for future research.

The confirmability, how objective the research and researchers are, is also a criteria to take into consideration. While conducting a case study, there is a danger of the researchers becoming biased and actively searching for what they are looking for rather than objectively coding the content. In order to escape this bias, the researchers have made a clear coding scheme and directions for how the content should be coded with regards to the theoretical framework.

Dependability is about how the members of the research group agrees about what they see and how they interpret their research (Bryman & Bell, 2015). For this thesis there have been put in a lot of effort by the researchers to ensure the interpretations and procedures are similar. This has been done by close collaboration throughout the paper and a mutual understanding for how to execute the coding of the content. Dependability is also about how easy it is for others to replicate the study (Bryman & Bell, 2015). This is affected by social settings, since they are continuously changing and what is done in a certain time could need adjustments to be implied in another time. To ensure the dependability of this study, and

facilitate possible future replications, the researchers have made a detailed coding scheme and operationalisation that will help other researchers understand the approach and mindset while conducting the study.

3.6. Ethical and societal considerations

3.6.1. Ethical considerations

From an ethical perspective, the main consideration with this study is that the focus of the study, i.e. the SMIs, are not aware of the study (Bryman & Bell, 2015). This content analysis has been based on published blog posts, and while this means that they are available to everyone, it can still be considered somewhat unethical to study someone without informing them of this. The authors have not been given explicit permission to use the photos included in appendix B in this paper. However, the nature of social medias is such that the studied material is made public, which means that the SMIs in this study can be considered to give some sort of approval for studying their material. There is also no copyright mentioned regarding the photos on the SMIs' blogs. According to Hewson et al. (2003), data that has been publicly and voluntarily made available on the Internet can be studied without the need for informed consent by the individual behind the data. Furthermore, the study has not focused on critiquing the SMIs or their posts, but rather on presenting examples on what make them be seen as credible. The focus of the study has not been the SMIs themselves, but rather their written and visual content.

Another ethical consideration is that the SMIs are named, which means that they are not given the option to be anonymous, and this could have implications for the SMIs. If the results of the study had framed the SMIs in a negative way, this could be damaging for the SMIs' following and career. However, the focus is not to criticise the SMIs. The study only presents examples of credibility in the SMIs' content, which is already available to the public.

3.6.2. Societal considerations

In terms of societal considerations, it can be argued that this study promotes SMIs, and since there is a wide debate about the sustainability of capitalism and SMIs (Hammarskiöld & Cosar, 2019), this can be questioned. It can be considered negative for the society to promote SMIs and help them be seen as credible. However, the purpose of this study is not to either promote or discourage SMIs, but to study credibility in this context. Social medias are largely used in today's society, and can therefore be considered interesting from a societal

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perspective. It is also interesting to understand how the social media and SMI phenomenon work from different perspectives, which is the purpose of the study.

Related to the considerations above, it can also be questioned if this study will teach other groups than SMIs how to be credible, and what impact this could have. It is possible that the results of the study can be applied in other contexts, and it is difficult to say how or if this will affect society. However, highlighting the importance of credibility can also have positive effects, as it encourages authenticity and emphasises reliability, which can be positive for both users of social medias, and consumers in general.

4. Empirical investigation

A total of 30 blog posts, 10 from each SMI, were coded during the data collection. Their language is overall personalised and they share their lives with their followers, as well as have discussions with their followers. Grammatical mistakes occur, but they are not very common and they do not affect the understanding of the blog post. All of the SMIs use emojis in all of the posts that were coded. The collection and coding of the data resulted in thirteen categories, some of which also included subcategories. The coding sheet with the codes and categories can be seen in Appendix A. The photos that were coded can be seen in Appendix B. The categories were Positive Emotions, with the subcategories Happiness and Excitement and Love and Affection, Sharing With Followers, Negative Emotions, Addressing Followers, Advertisements, which had the subcategories Non-sponsored and Unpaid Advertisements, Sponsorships and Paid Advertisements, as well as Self-advertisement, High Quality Photos, Low Quality Photos, Dream Life, Pride and Self Appreciation, Professionality, Social Awareness and Transparency, Knowledge, with subcategories Existing Knowledge and Lack of Knowledge, and, finally, Food and Exercise.

The subcategory Happiness and Excitement in the Positive Emotions category included codes such as Happiness, Expressing excitement, Positivity, Fun, and Laughter. Examples of sections that were coded like this were: "Anyway I'm so happy we decided to organize something, because I realized yesterday how much this actually meant to us.", "How fun is it that I'm excited to vlog again btw!? I love it! I'm so happy that came back. :-) HUGS, hope you like the video! <3", and "And I'm so happy I did! I'm in love with this place. I'm also so happy I got to experience this dreamy place once again!". Image 3 and Image 16, which can be seen in Appendix B, were also coded with Happiness.

In the Love and Affection subcategory to Positive Emotions, codes such as Expressing Love, Showing Affection, and Friendship were used. Sections of blog posts that were included in this category were: "Our beloved little baby is now about 48 cm tall and weighs around 3 kilos.", "My favorites.Our grandma came as well so it was super cozy to see her too.", and "We haven't seen each other for YEARS! We met the first time 5 years ago and had lunch and have ever since just followed each other on social media and so on but never go the chance to hang out again. Until now! She is such a sweetheart and I'm happy we got to catch up! She's coming back to Sweden in the summer so that's good :)", as well as Image 16, which can be seen in Appendix B.

The category Sharing With Followers included codes that were used to identify instances when the SMIs shared something about their life or e.g. their opinions with their followers. It included codes such as Pregnancy update, Sharing life, Sharing opinion, and Life update. Examples of posts where the SMIs shared with their followers about their lives were: "I went by my midwife today and she could feel that on his head. So he is ready and in a few days (on Monday when we enter week 38) he is considered done and can arrive anytime.", ""Yesterday we hung out at home, went to the gym where we haven't been in months (I mean in Monaco, we've been to the gym hehe), cooked food and had spa night. Just a regular saturday at home.", "Well, like I said I'm in the Dominican Republic and I got here 2 days ago :)".

The category Negative Emotions were used for codes such as Signs of worry, Expressing sadness, and Anxiety, and included parts of posts such as: "Most likely I will pass due date and that is okey. My only wish is that it will start by itself so that I won't get induced.", "Jon stayed at home since he has surgery today… :-(", "Michelle and I waiting for Billie. As some of you may already know I didn't think she did a good performance."

The category Addressing Followers involved codes that were used when the SMI directly addressed their followers, asked them questions or in other ways showed an interest in their followers. It included codes such as Encouraging behaviour from followers, Question to followers, and Conversation with followers. Examples where these codes were used were "Hi sweethearts! I hope you're having a great weekend", "Hey babes! <3 Here's a post with our morning routine over here. Can I always start my day like this? :-))", and "Well, I found this old nugget laying around and figured I would share it with you even tho it's "old" :) I mean, sometimes it must be ok for me to post older stuff – right? But just not all the time.".

The category Advertisements had three subcategories, and the subcategory Non-sponsored and Unpaid Advertisements contained codes such as Outfit mention, Restaurant

mention, and Product mention. These codes were used for sections where the SMIs mentioned either what they were wearing or where they were eating, and therefore indirectly advertised the brand or restaurant. Examples of such sections were: "Dress from Asos, jacket from Zara, sneakers from Balenciaga, bag from Chanel.", "Good morning loves! This time from Nobis Hotel in Stockholm. ;-)", and "AT HABITAS TULUM – THEIR POOL IS JUST WOW!", and Image 5 which can be seen in Appendix B.

The Sponsorships and Paid Advertisements subcategory on the other hand involved posts that were sponsored posts where the SMIs were paid for the advertisement, and codes in this subcategory were Collaboration, Advertisement, and Campaign. Examples of sections that were included in this subcategory were "– In collaboration with CHIMI –", "After that we took the shuttle to the Revolve day party! BEST DAY PARTIES EVER! Here Schoolboy Q is performing :)", and " Wearing PEACH #008 BLACK", as well as Image 7 and Image 24, which can be seen in Appendix B.

The subcategory Self-advertisement included codes that were used when the SMI advertised themselves or their own ventures, such as their podcasts or vlogs, and contained codes such as Promoting vlog, Promoting podcast, and Instagram mention. These codes were used for sections such as "PS. I recorded a new video today for my Youtube channel – a mukbang! Apparently that's a thing so of course I had to do one as well, hehe. We (Ines joined me!) went nuts and I'm still EXTREMELY full. But it was so much fun and delicious, I'll let you know when it's up!", "Something else that's dreamy is that we've released a new podcast episode, YEEEY! Still in Swedish though but have a listen, hehe.", and "Have you seen it on my instagram?". Image 20 can be seen in Appendix B and was also included in this category.

The category High Quality Photos included codes such as Professional photographer, Cohesive colour scheme, Good focus, and Good sharpness, and examples of photos that were coded like this were Image 2, Image 13, and Image 32. These photos can be seen in Appendix B.

The Low Quality Photos category involved such codes as Low sharpness, Poor lighting, and Pixelated, and Image 6, Image 12, and Image 22, were examples of photos that were included in this category. They can be seen in Appendix B.

The Dream Life category consisted of codes where the SMIs somehow referred to or showed that their life was amazing and that they were living an extraordinary life with surreal experiences. It involved codes such as Dreamy life, Living life, and Dream vacation, with examples such as "Living life (seriously) in Indo – surfing, boating, exploring and sunseting.

<3", "A collection of snaps from The Bahamas ♥ This place has a big place in my heart. Like I said in my earlier post: I went here a couple of years ago and always dreamt about going back.", and "Anyways, when Jon and I stayed at the hotel by the beach we always walked down at night with a cup of coffee and checked the waves. I would love to have my morning coffee here more often, check the waves and jump on the board to catch some waves. :-) As I've said – life is so dreamy here". Images that were included in this category were e.g. Image 21 and Image 27, which can be seen in Appendix B.

The category Pride and Self-appreciation contained codes such as Expressing pride, Pride & gratitude, and Pampering herself, and these were used when the SMIs expressed pride in themselves, or in other ways showed that they appreciated themselves, such as in these examples: "Sleep-in and make a KICK-ASS breakfast for myself, André and his brother to celebrate that the weekend is here!", "A huge milestone that we have gotten this far. <3", and "Such a cool feeling afterwards and what a difference it made on the beach!".

The codes in the Professionality category were used when the SMIs referred to their work, experience, or competence, and these codes were e.g. Showing competence, Work, and Busy with work. They were used for sections such as "I just realized that I forgot to show you the photos we took a couple of weeks ago! Here's a few of them", "I'm gonna spend the day inside though to film/shoot photos for a campaign, but that's ok.", and "Well after this shoot we went back to the hotel, had breakfast and got some work done before continue on the day. We shot some collabs for me, had lunch, filmed my vlog and edited photos".

The Social Awareness and Transparency category included codes such as Raising awareness, Reality, and Transparency, which were used for examples such as "Why? Because too many children grow up like this, too many children feel left out just as I did and too many families are broken because of abuse." (Swedish original, own translation), "Before we left Lombok we decided to do something very important in Gerupuk. We gathered a big group that did a beach clean up! It's a big problem here (and in a lot of places in the world), all the plastic that is used daily and all the plastic that ends up in nature/waters and everywhere. When you're here you realize it's a problem, partly because they're not educated here about what plastic does and there's not really a great waste management here. Everything is starting but it takes time.", and "We've talked a lot about plastic lately, but I haven't mentioned it here. One reason is because it feels like you can never do right, one is because people think that you're just trying to look good for doing it and there's always something to complain about. But – I will not care about that now because I still think it's

valuable to talk about some simple things you can do." In Appendix B Image 23 can be seen, which was coded with Doing good.

The Knowledge category had two subcategories, Existing Knowledge and Lack of Knowledge. The Existing Knowledge subcategory involved codes such as Pregnancy facts, Citing source, and Asking professionals, used for sections like: "I've read that it's not good to sleep on the back from third trimester (a big vein that leads blood to the heart can gets squeezed between the uterus and the spine because of the heavy uterus) and because of that I'm starting to get used to sleeping on the side.", "Some easy things we've changed lately and that I asked the plastic professional that joined us for the beach clean up about. The tips are:", and "According to FASS I can't take my pills (Aerius) while pregnant and I can't contact and ask my midwife now". Overall the SMIs use two different ways of organising their posts. They either gather all the photos in the beginning of the post and write the text underneath the photos, or they mix the photos and the text. There are few typography errors on the blogs and overall the blogs are easily navigated, showing competence when it comes to the interface of the website and the structure of the blog posts. The Lack of Knowledge subcategory included only the code Lack of experience, which were used for "It also feels like my body is preparing for birth (I guess I'm not the only one who walks around looking for signs? hehe) but I have no idea since I haven't given birth before.".

The final category, Food and Exercise, were used for coded sections where the SMIs talked about their food or exercise habits, and it included codes such as Rewarding workout, Food habits, and Advocating working out. Examples of sections that were coded like this were "Anyway, yesterday I tried out Barry's bootcamp for the first time – have any of you tried that before? It was actually pretty fun! I'm used to Fightbix (which is epic!!) and going to the gym to lift heavy weights so it was nice to mix it up with intervalls! Xx", I'm in such a flow now with training, I think I will head out for a run today. I don't really like running (as you probably know) but I really want to like it, you get so nicely exhausted after it and sometimes when you don't want to go to the gym but still train it's so much nicer with a run compared to a walk.", and "We ordered lots of different dishes, I went for the vegan ceasar salad with roasted chickpeas, fries with truffle mayo and then we shared a pizza with goat cheese, beets and kale. So good! When I go out to eat I try to eat plant based as much as I can but I don't want to miss out on some dishes, so I can have some cheese sometimes because I really want to try it. That was the case with the pizza.", as well as Image 14, which can be seen in Appendix B.

5. Analysis

5.1. Themes

Based on the data collection and categorisation made in the empirical investigation, three main themes based on the categories can be detected; Personal Conversations, Competence, and Commercial Implications. These themes and the categories they are made up out of can be seen in table 3. The theme Personal Conversations contains eight categories; Positive Emotions, Sharing with Followers, Negative Emotions, Addressing Followers, Low Quality Photos, Dream Life, Pride and Self-Appreciation, and Food and Exercise. The theme Competence is made up out of four categories, which are High Quality Photos, Professionality, Social Awareness and Transparency, and Knowledge and the Commercial Implications theme is made up out of Advertisements. Figure 2 shows the suggested altered concepts of credibility.

Table 2. Themes			
The mes	**Personal Conversations**	**Competence**	**Commercial Implications**
	Positive Emotions	High Quality Photos	Advertisements
	Sharing with Followers	Professionality	
	Negative Emotions	Social Awareness and Transparency	
	Addressing Followers	Knowledge	
	Low Quality Photos		
	Dream Life		
	Pride and Self-appreciation		
	Food and Exercise		

5.1.1. Personal Conversations

The categories in the theme Personal Conversations all relate to each other because they in some way or another involve the SMIs sharing their lives, experiences, and opinions by talking to or with their followers. The Positive Emotions and Negative Emotions categories both involve the SMIs sharing their emotions, whether or not their emotions are positive or negative does not seem to be of importance. The sharing seems to be the most important part of the SMIs' blog posts and conversations with their followers. While most of the content is focused on having a positive tone, the SMIs also share the more negative parts of their lives, which can be related to trustworthiness. Existing theories say that perceptions that the SMI is motivated to being truthful means that they are trustworthy, and therefore credible. By sharing both positive and negative emotions and experiences, this can give the perception among the followers that the SMI is motivated to be truthful. By only showing positivity in their blogs it would be clear that the SMIs are not sharing every part of their lives, and they would not be seen as being completely truthful and honest.

Furthermore, by showing these different emotions and addressing their followers the SMIs can share their similarity with their followers, which further strengthens their trustworthiness and credibility. Studies have shown that a SMI that is perceived by their followers as being similar to them is seen as more credible. The language that the SMIs use also adds to the impression of them sharing with their followers, as it is mostly personalised and involves the SMIs expressing their emotions and experiences with their own language, which implies that it is the genuine thoughts and beliefs of the SMIs that are being presented. The use of emojis in the posts also add to making the language more personal and expressive in regards to the SMIs' emotions. This shows that trustworthiness is a part of credibility for SMIs, as personalised language, i.e. language where it is clear that the source is using their own words, has been shown to have a positive relationship with credibility.

The Low Quality Photos are included in the Personal Conversations theme because they are photos that have been taken by the SMIs "in-the-moment" in their personal, everyday lives, and are therefore seen as the SMIs sharing their experiences. For example, in image 12, the quality is low because the photo has most likely been taken with a phone camera, and the lighting is rather poor. However, it is taken when the SMI is eating breakfast, and the SMI is therefore giving her followers an insight into her morning routines. This can then further signal similarity between the SMI and the followers, which can then add to the SMI's credibility, as followers are more likely to trust a SMI when they are perceived as being similar to themselves. Similarity is therefore seen as an important part of

trustworthiness and credibility for SMIs, and it is deemed likely that SMIs will be seen as more trustworthy and credible by their followers when they share their everyday lives and therefore show their similarity to their followers.

The Dream Life and Pride and Self-appreciation categories can be related to the Positive Emotions and Sharing with Followers categories, because they involve the SMIs sharing their lives and experiences, and mostly with a positive tone. These categories were used for specific moments such as birthdays or when the SMIs had achieved something positive in their work-life, and shared these moments with their followers. By sharing these moments with their followers the SMIs can be seen as honest, which relates to them being seen as trustworthy. Being truthful has been shown to be an important indicator of trustworthiness in relation to credibility. The Food and Exercise category is also involved in the Personal Conversations theme, as the SMIs here share their opinions and habits when it comes to food and exercise, and include the followers in this part of their lives. By being honest and transparent about their lives the SMIs can further show themselves as trustworthy to their followers, which further strengthens that trustworthiness is an important part of credibility, and also indicates that honesty and transparency are dimensions of trustworthiness.

5.1.2. Competence

The categories in the theme Competence relate to each other in that they all in one way or another make the SMIs appear as having competence, knowledge or being seen as professional. The theme is called Competence rather than expertise, which is the term that is used in most literature regarding credibility, as the SMIs are not seen to be promoting themselves as experts. These categories rather show that the SMIs have certain skills and related knowledge which make them competent as SMIs, but do not necessarily make them experts. The High Quality Photos show that the SMIs are competent when it comes to taking and editing photographs, which not only shows competence, but also relates to trustworthiness. This could also imply that the SMIs possess knowledge and experience when it comes to photography. While the SMIs do not always take their own photos, as they feature in many of them, they show that they have skills when it comes to editing the photos, as well as knowledge regarding what kind of photos are seen as high quality and therefore communicates competence. This can therefore be seen as an SMI skill that generates credibility, as experience and knowledge, i.e. skills, have been shown to be positively related to credibility.

The gathering of data also involved looking at the presentation of the blog posts, which involved how the message was designed and organised. The SMIs showed that they had an understanding of how to present a well designed and well organised post, with mixing the photos and the text in an aesthetically pleasing way, which indicates competence when it comes to message presentation, and this can be seen as another SMI skill that leads to credibility. This is due to the fact that the SMIs, by organising their posts in a well-structured and well-designed way, show both their competence when it comes to presentations, as well as their experience, which has been positively connected to credibility in the theory. While the posts are mostly informal in nature, this is suitable for the platform, and the SMIs therefore showed an understanding of how to present themselves and their content to their followers. The blogs were also easily navigated and the interface was usable, which also added to the impression of the SMIs' competence, which has been seen as a way to increase credibility. The lack of a usable interface or inconsistencies on the web pages would have decreased the SMIs competence and credibility, according to existing research regarding credibility.

The Professionality category involved posts that somehow referenced the SMIs' work, both work as a SMI, but also other work, such as work with the fashion brand which Kenza is a founder of. These posts show the SMIs' competence and experience with their profession, which has been previously related to credibility by researchers, and also show that they are qualified to be considered SMIs, based on the campaigns they get from different brands, that involve them being seen as credible SMIs. This can be considered knowledge related to the relevant theme, in this case fashion, which gives the SMIs credibility. By showing that they have experience with working within e.g. fashion, the SMIs can show their theme related knowledge, and therefore be seen as more credible within the field or theme.

The category Social Awareness and Transparency and the Knowledge category indicate that the SMIs are well informed regarding certain issues in society, and also that they care about these issues. This can be related to competence, as the SMIs show that they have knowledge about world events and what is important to society. It shows that they are knowledgeable about things that do not only concern themselves, but also their followers and society at large, which shows social awareness. It is therefore suggested that social awareness and knowledge about society is another aspect of being a SMI that is related to competence and which therefore generates credibility. If the SMIs were to be seen as entirely clueless and unconcerned in regards to social issues and current events, this would decrease their credibility.

5.1.3. Commercial Implications

The Commercial Implications theme is only made up out of one category, i.e. Advertisements. This category was not seen as being related to Personal Conversations, because while the SMIs are in conversation with their followers when they share indirect, direct, and self-advertisements, the focus does not appear to be on being personal or showing similarity, since the SMIs appear to be motivated by the financial gain that comes with these advertisements. The indirect advertisements mostly concern so called adlinks, which can generate income for the SMIs. The sponsorships and paid advertisements by design provide the SMI with income, and the self-advertisement posts can also lead to financial gain for the SMIs, as they by promoting their vlogs and podcasts can generate more viewers and listeners to these, which will increase their income.

That the codes and posts that belong to the Advertisements category are not very personal in nature can also be seen when comparing photos. An image such as image 7, which featured in a post about a campaign, was coded with words that were much less personal than photos such as image 15, which showed more happiness and affection, and was coded as being much more personal. The Commercial Implications theme is therefore seen as separate from the Personal Conversations theme, and this theme can also be considered to decrease the SMIs' trustworthiness, and therefore their credibility. However, the Commercial Implications theme is important for the SMIs, because it is from these posts that they earn their income. The other posts can therefore be considered ways for the SMIs to lessen the impact from e.g. the sponsored posts, and thereby making sure that their sponsored posts still have an impact, because their other posts make them be seen as credible.

While commercial implications have been shown to decrease credibility, there are ways for SMIs to make up for this, and still be seen as credible. This is especially focused on promoting trustworthiness, which the SMIs can do by showing their similarity with their followers, e.g. by sharing personal emotions and experiences, as well as disclosing the sponsorships openly and honestly. The existence of high quality photos has also been shown to increase trustworthiness, and can therefore be seen as a way to meet the impacts of commercial implications. This means that both Personal Conversations and Competence can be used to increase credibility and balance Commercial Implications.
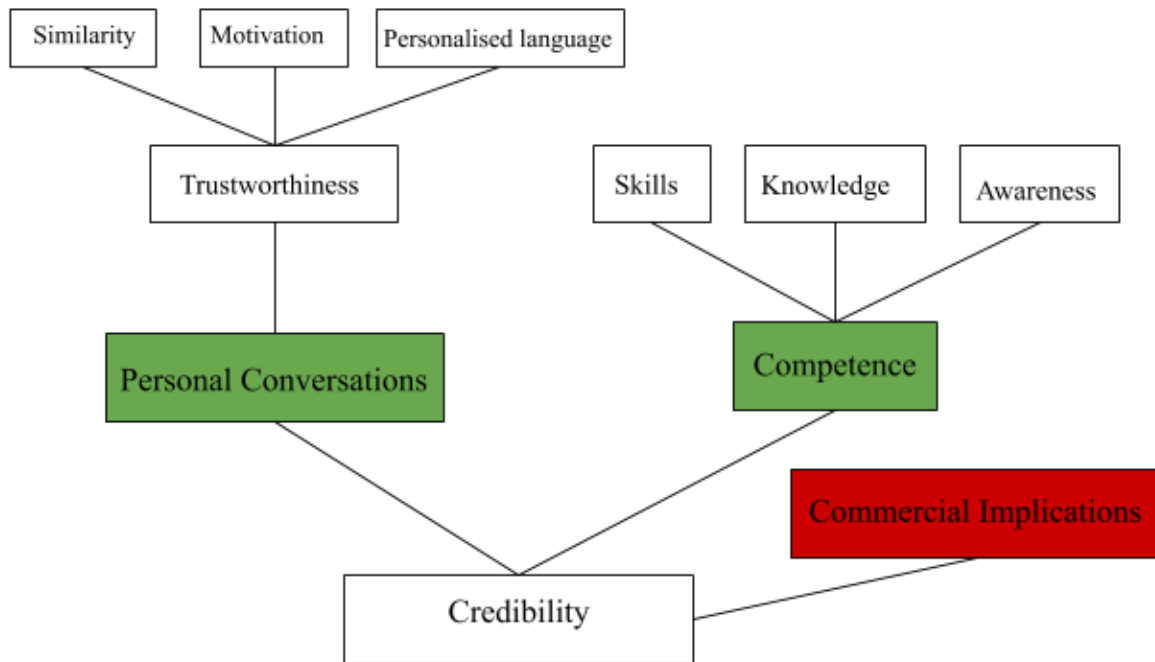
Figure 2. Modified theory of credibility

6. Conclusions

The study presented in this thesis has generated a modified theory of how the concepts of credibility relate to each other in the context of SMIs. This modified theory shows that while previous theories have seen expertise, trustworthiness, content, and presentation as the main concepts of credibility, this study suggests that SMIs' credibility comes from Personal Conversations and Competence. While aspects of the original concepts, such as trustworthiness and knowledge, are included in the modified theory, they take different forms and relate to each other in different ways. Trustworthiness, which influences the Personal Conversations theme, comes from existing aspects of credibility, i.e. similarity, motivation and personalised language. The competence theme on the other hand, is influenced by skills, knowledge, and awareness, which are also existing in previous theories in relation to expertise.

This study has indicated that existing theories regarding credibility were not fully developed in the context of SMIs, and this study therefore presents a modified theory. This modified theory implies that the concepts of credibility relate to each other in different ways than has previously been suggested, and therefore suggests that credibility might not be made up out of expertise, trustworthiness, content, and presentation as separate concepts, but rather of combinations of the aspects that make up these concepts. The newly proposed concepts

Personal Conversations and Competence include different aspects of previous theories but show how they can be modified and related to each other in the context of SMIs. It shows that the most important part of being a credible SMI is sharing personal emotions and experiences with followers, as well as showing similarity and competence through using and communicating their skills and related knowledge.

For SMIs this study has shown that their communication should be focused on sharing both positive and negative aspects of their lives with their followers, i.e. having Personal Conversations, as this communicates trustworthiness and therefore make them be seen as credible by their followers. It also shows that SMIs need to have certain skills and theme related knowledge which indicates their Competence, and therefore also affects their credibility positively. The study furthermore indicates that Commercial Implications are not positively related to credibility, and that it therefore is important for SMIs to ensure that their non-sponsored content communicates credibility to make up for the content with commercial implications.

Future research should build on this theory and test it in the context of SMIs, to strengthen the theory and see if it truly is applicable and generalisable beyond the three SMIs studied. By testing the theory this would increase the validity and reliability of the theory. It could also be interesting to test the theory in other contexts, to e.g. see if other concepts are more relevant for SMIs in other fields than fashion, or perhaps if the theory can be generalised beyond the context of SMIs and used to measure credibility in other contexts, e.g. for politicians or other public figures for whom credibility is important.

This study has several limitations. Since this study was based on a content analysis this by nature means that there is risk for bias, as the analysis built on the authors' own interpretations of the studied material. The researchers tried to work around this limitation by having a clear coding scheme and clear directions. Also, the researchers tried to agree upon what was seen and how they should interpret what was seen in the study to ensure no bias was encountered. This also means that a replication of this study could generate a different result if these researchers had other interpretations of the material, or if other SMIs were studied. As the studied material was collected blog posts rather than interviews or survey responses from the SMIs or their followers, this furthermore means that there is a risk of bias because of the researchers' own interpretation of the data collected and studied as stated before, and weakens the result. However, by further testing the suggested theory these limitations could be met.

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Appendix A. Coding sheet

Table 3. Coding Sheet			
SMI	Post	Raw data	Code
Kenza	http://kenzas.se/2019/05/09/pregnancy-week-37/		Popping colours
			Natural lighting
		Image 1	Happiness
		He is completely engaged! Woho!	Good news
		I went by my midwife today and she could feel that on his head. So he is ready and in a few days (on Monday when we enter week 38) he is considered done and can arrive anytime.	Pregnancy update
		That feels so scary and exciting and AH I don't know what!	Expressing excitement
		Our beloved little baby is now about 48 cm tall and weighs around 3 kilos.	Expressing love
		One of the apps says that between week 37-40 the fruit comparison is a damn WATERMELON.	Sharing pregnancy facts
		So I'm walking around carrying a watermelon and yes I can feel that haha.	Sharing personal discomfort
		Look how big my bump is now!	Encouraging behaviour from followers
		My status: I have had a really good week so far! No problems, no pain (more than the pressure between my legs), I've been working out and I feel alert!	Positive mood

		It also feels like my body is preparing for birth (I guess I'm not the only one who walks around looking for signs? hehe) but I have no idea since I haven't given birth before.	Lack of experience
		Most likely I will pass due date and that is okey. My only wish is that it will start by itself so that I won't get induced.	Signs of worry
		Other: Hmm what to write here this week? I can start by saying THANKS to everyone who told me what to do about my heartburn (Omeprazol) and pollen spray (Nasonex) which are okey to use. Now I'm alright again! And also thanks for your tips about my Hospital bag after my latest vlog	Showing gratitude towards followers
		I added Multi-Mam & Multi-gyn compresses (soooo many told me about that!!), an extra pyjamas for Bebor, plus bathrobe for me. We will probably bring our little baby nest as well! I feel that this + what we've already packed is enough, I don't want to show up with a full fat suitcase haha. And if it turns out that something is missing because we are there longer than expected, we always have someone who can come by with stuff.	Preparation for birth
		I said in my vlog that I was going to post the list for my hospital bag here in my blog too, but I think I'm gonna wait with that until after birth instead and then also write what I actually did/didn't use. That could be fun!	Mention of vlog
	http://kenzas.se/2019/04/26/black-lens/		Professional photographer
			Cohesive colour scheme
		Image 2	Directed pose
		– In collaboration with CHIMI –	Collaboration
		Wearing PEACH #008 BLACK	Adlink
		Dress from Asos, jacket from Zara, sneakers from Balenciaga, bag from Chanel.	Outfit mention
		Hi sweethearts! It's FINALLY time for sunglasses season!! Couldn't be happier, I love hiding behind a pair of stylish shades hehe. :-)	Expressing happiness

		All the sunglasses you can see in these photos are from their Core Collection and available with the lenses Mirror, Clear and now also Black Lens. So they have many different options, something that suits everyone! I chose to style the first 2 that are in color with a bright spring fresh outfit, and the other 2 that are dark was styled with a more dressed & cool look. The third pair (the big black Berry #008) are my biggest favorites and they have been sold out for a while, I always get so many questions about them so now I can gladly tell you that they are back stock. :-)	Advertisement
		Which one do you like the most?	Question to followers
	http://kenzas.se/2019/04/15/happy-parents-to-be/		Happiness
			Romantic
			Pride
		Image 3	Professional photographer
		Yesterday at our babyshower! I'm wearing a dress from Vergegirl, old earrings from Ivyrevel, shoes from Superga. Balloon decoration from Festligheter.se	Outfit mention
		Yesterday we had our BABYFIKA! Since there is no word for fika in English (should be thoooo!) I call it babyshower in English	Sharing opinion
		Anyway I'm so happy we decided to organize something, because I realized yesterday how much this actually meant to us.	Expressing happiness
		A huge milestone that we have gotten this far. <3	Expressing pride
		Aleks and I decided to organize this ourselves (the "regular" babyshower is that the mom gets surprised by her girlfriends) because we wanted to do this together and invite all our friends and family. That's a lot of people so it didn't feel right to put that on someone else, so we organized a get-together ourselves! And it was so cozy.	Sharing life

		I'm gonna tell you more about it later, I have to go through the photos from my camera first.	Encouraging behaviour from followers
		Aleks is so sweet who always check his outfits with me for these kind of events, he know I like to match haha.	Showing gratitude towards partner
		Oh I'm so so happy after yesterday, but today I'm completely exhausted. This sucked out all the energy in me and it feels like I've woken up with the most horrible hungover ever.	Exhaustion
	http://kenzas.se/2019/04/03/beige/		In-the-moment
			Thought out setting
			Cohesive colour scheme
			Good focus
		Image 4	Good sharpness
		Coat from Ivy & Oak // sweater and skirt from Mango // shoes from Superga // sunglasses from Chimi // bag from Chanel	Outfit mention
		Damn it I always forget to bring my camera nowadays, so I only take like ONE photo to my insta! :-(I really liked this look so I wish I took more photos, but one is better than nothing I guess.	Annoyance with oneself
		Anyway, how are you?	Displaying thoughtfulness for followers
		I'm okey but I have a lot of pain today.. I think it was because we had to walk so damn fast this morning when we were in a hurry to our midwife and I just felt how Bebor was pressing down with his head. It almost felt like he was about to slip out, haha. Then the pain started and every time I stand up now it hurts so bad between my legs.	Expressing pain

		I have to buy one of those support belts! Where can I find one? I hope it will feel better tomorrow.	Asking for advice
		PS. I recorded a new video today for my Youtube channel – a mukbang! Apparently that's a thing so of course I had to do one as well, hehe. We (Ines joined me!) went nuts and I'm still EXTREMELY full. But it was so much fun and delicious, I'll let you know when it's up!	Teasing Vlog
	http://kenzas.se/2019/03/21/look-of-the-day/		Thought out setting
			Good sharpness
			Good focus
		Image 5	Focus on outfit
		Coat from H&M // old sweater from Zara // pants from Sanne Alexandra // shoes and headband from Ivyrevel // bag from Saint Laurent	Outfit mention
		Hi sweethearts! I wonder if pollen has arrived in Stockholm already? I don't know if I have a cold or if it's pollen. Same thing every spring haha, but I think it's pollen (or maybe both) because it's also itching in my eyes and nose and I'm sneezing like crazy	Sharing life
		According to FASS I can't take my pills (Aerius) while pregnant and I can't contact and ask my midwife now.	Citing source
		Does anyone know if it's safe? Or are there any other pills I can take?	Asking for advice
		It's itching like hell!!	Expressing irritation
		Today I have been recording a new vlog for you guys, pregnancy update week 30, that I will post in a few days! :-)	Teasing Vlog
		Now: dinner. It will be yesterday's pasta leftovers or hot dogs haha. Both Ines (who's also pregnant) and I have been craving hot dog lately. Anyone recognize this?	Conversation with followers
	http://kenzas.se/2019	Image 6	In-the-moment

			Phone camera
			Low sharpness
			Advertisement
			Casual
		* In the post there is advertising for our new stores	Advertisement
		Hi sweethearts! I hope you're having a great weekend	Thoughtfulness of followers
		I got home a while ago after a brunch with Nadia, Mika, Dilay and little Miléa!	Sharing day
		The world's happiest 1 year old haha, love her. <3	Expressing love
		Now I'm sitting with my laptop, eating porridge for snack and working a bit, preparing for tomorrow's podcast recording and waiting for my new Youtube video to upload.	Teasing Vlog
		It's pretty long, so those who want to watch can watch and those who think it's way too long can simply skip it. ;-)	Providing choices
		It looks so great, and it was so much fun to meet you guys there. You are always so sweet and kind. <3	Expressing gratitude to followers
		We had some issues with payment in the beginning which is so typical on opening day, we apologize for that.	Apology
		But while waiting you could get a tattoo for free hehe, I hope you guys who did new tattoos are satisfied with them!	Care for followers
	http://kenzas.se/2019/03/01/woman/		Professional photographer
		Image 7	Campaign

			Cohesive colour scheme
			Good sharpness
			Good focus
			Directed pose
		* in collaboration with Ivyrevel	Advertisement
		Our latest campaign WOMAN	Campaign
		Finally Friday! Woho! So cold outside though. Everyone who thought spring was coming were wrong haha! Anyway I'm working at the office atm and I'm gonna go for my Friday pasta with a friend soon. :-)	Sharing life
		I just realized that I forgot to show you the photos we took a couple of weeks ago! Here's a few of them	Sharing work
		I love them. Just look at little Miléa (my God-daughter) and Miranda (Aleks nieces). So cool.	Expressing pride
	http://kenzas.se/2019/02/20/nar-livet-hander-avsnitt-6/		Professional photo
		Image 8	Advertisement for Podcast
		Veckans poddavsnitt blev lite annorlunda men enligt oss väldigt viktigt. Jag berättar om hur det var att växa upp med en missbrukande förälder, beslutet att förlåta min pappa och om hans bortgång.	Sharing personal experiences
		Varför? För att allt för många barn växer upp såhär, allt för många barn känner sig bortvalda precis som jag gjorde och allt för många familjer splittras pga missbruk.	Raising awareness
		Därför har jag valt att starta en insamling tillsammans med Hjärnfonden för att hjärnforskningen kring beroendesjukdomar ska gå framåt. Så att	Encouraging behaviour

		forskarna kan lära sig bättre hur hjärnan påverkas och ta fram bättre behandlingsmetoder. Jag hoppas ni vill hjälpa mig!	from followers
		Och podden hittar ni som vanligt i apparna Podcaster, Acast och Spotify.	Advertisement for Podcast
			Nostalgic
			Low sharpness
		Image 9	Photo from the past
	http://kenzas.se/2019/02/09/saturday-brunch-2/		Poor lighting
			In-the-moment
			Food
		Image 10	Photographed on her own
		So much fun that we managed to organize this brunch with almost everyone from my bachelorette crew!	Fun
		Nadia wrote in our group the other week and asked if we should organize a little reunion, before one of us gives birth and one of us moves to another city.	Sharing life
		So typical that she was the one who got migraine this morning and couldn't come. :-(<3	Expressing disappointment
		Anyway we had brunch at Miss Clara and it was a nice mix of flatbread with sausage and mashed potatoes, fries & pancakes!	Restaurant mention
		It was a really nice morning with my girls! It's not often you manage to gather so many now that there are kids involved so I'm happy we did.	Expressing satisfaction
	http://kenzas.se/2019	Image 11	Phone camera

	/01/30/sick-dreams/		
			Low sharpness
			Low focus
			In-the-moment
			Casual
			Satisfaction
		Bump is growing and baby is kicking like crazy! <3	Sharing preganncy life
		Sick dreams during pregnancy is apparently something very common.	Pregnancy facts
		I've always been a person who dream a lot (sometimes I can control my dreams when I know that I'm dreaming, and I always remember a dream when I wake up) and now during pregnancy it's on a whole new level.	Sharing life
		I dream about all kinds of things, a lot of sex dreams (?) haha but most of all about Bebor. Mostly uncomfortable dreams where something goes wrong and I wake up and start touching my belly to see that everything is okey.	Anxiety
		I've read that it's not good to sleep on the back from third trimester (a big vein that leads blood to the heart can gets squeezed between the uterus and the spine because of the heavy uterus) and because of that I'm starting to get used to sleeping on the side.	Pregnancy facts
		Well, then I woke up again but for real this time, felt with my hand between my legs to see that it was dry and then I could fall back asleep.	Anxiety
		I texted Aleks and told him about the dream I had last night, but I wrote it in two separate texts and he missed the part where I wrote that it was a dream and he only read "it was blood all over the bed". Poor thing got terrified and even though he realized it was only a dream, he has been calling me 3 times today just to check how me and the bump is feeling	Sharing relationship
		We love this child so much already, I wonder how it will feel to get Bebor up on my chest and see that little face for the first time? I will explode. <3	Expressing love

		Usable interface, easily navigated	Website competence
		Suitable structure	Competence
Janni Delér	https://janniolssondeler.com/2019/05/10/marbella-morning/		Low sharpness
			Low focus
			Phone camera
			Food
			Poor lighting
			In-the-moment
		Image 12	Showing interest in society
		Hey babes! <3 Here's a post with our morning routine over here. Can I always start my day like this? :-))	Chatting with followers
		Breakfast in front of the morning news is a must.	Sharing day
			Good sharpness
			Good focus
			Good lighting
		Image 13	Thought out setting
		I LOVE this bike (mine is pink of course, hehe)! <3	Sharing opinion

		The brand is RawBike and the battery is insane, it's full all the time haha!	Product mention
		This was our view the entire way to the gym, it takes around 15 minutes to bike there. Such a nice warm up (hehe, with some help from the electricity)!	Sharing life
		Jon stayed at home since he has surgery today… :-(	Tedious
		Happy after one hour leg workout, felt so good but it was so tough! ;-)	Rewarding workout
		We went straight to Organic Cold Pressed Juicery after that, I had a carrot/ginger juice.	Restaurant mention
		So yum!	Satisfaction
			Popping colours
			Food
			Good focus
			Good sharpness
			Good lighting
		Image 14	Phone camera
		Then I got jealous of my dad who ordered an acai bowl, I was too full after breakfast but as soon as he got his I wanted one haha! When will you ever get tired of acai bowls? I'm not the least tired of it yet. ;-)	Asking followers' opinion
		I will soon drive Jon to the hospital, he has a cyst in is back that disturbs him and gives him pain so they will remove it today. I always think it's scary when you're getting put to sleep etc, so fingers crossed everything goes well today.	Worry
		Lots of love! <3	Affection towards followers
	https://janniolssondeler.com/2019/04/28/	Hey loves! Here's a vlog from yesterday. :-))	Promoting vlog

[monaco-vlog-3/](#)			
		I've gotten so fast at editing now, haha! I started editing the vlog at 9 this morning and I exported it at 10.30, very nice.	Showing competence
		Yesterday we hung out at home, went to the gym where we haven't been in months (I mean in Monaco, we've been to the gym hehe), cooked food and had spa night. Just a regular saturday at home.	Sharing life
		Hope you like it!	Conversation with followers
		Now this newly F1 nerd will watch the race that starts at 2pm, the excitement is real!! Who have I become… Haha!	Self-reflection
[https://jan niolssonde ler.com/20 19/04/16/b ffs/](https://janniolssondeler.com/2019/04/16/bffs/)			Happiness
			Love
			Childish
			Personal
			Good sharpness
		Image 15	Good focus
		Spending time with my girl. <3 <3 <3	Well-being
		Good morning loves! This time from Nobis Hotel in Stockholm. ;-)	Hotel mention
		We had a long day yesterday that started 04.00, straight to the airport, straight to lunch with Mira and then straight to the office where we recorded our podcast and had some meetings. After that I went straight to my sister to cuddle with the kids before they were going to bed. <3	Sharing life
		My favorites.Our grandma came as well so it was super cozy to see her too.	Showing affection
		When the kids fell asleep I was just as tired so when I came back to the hotel I totally passed out. An intense but very cozy day!	Tiredness

		Now we're gonna start heading to Åre and no one is as excited as I am, wihoo! Snow, skiing, good food but most of all that we get to see Jon's family. We always have so much fun together and Jon's mom always makes the best food, hehe. ;-)	Expressing excitement
https://janniolssondeler.com/2019/04/04/b-day-girl-3/			Happiness
			Good focus
			Good sharpness
			In-the-moment
		Image 16	Celebration
		Hey loves! The best day of the year, haha! My birthday.	Birthday
		Last year as a 20-year old this year, it actually feels a bit crazy… Exciting too! :-)	Unreal
		I just wanted to check in here to say hello and to say that I will take the day off today. That's how it should be on your birthday. ;-)	Informing followers
		Jon has treated me like a princess all day so we're gonna continue on that track. HUGS, talk tomorrow! <3	Wooed
https://janniolssondeler.com/2019/03/25/brunch-spot/			Good sharpness
			Good focus
			Natural lighting
			In-the-moment
		Image 17	Photographed on her own

			Good focus
			Good sharpness
			Good lighting
			Cohesive colours
		Image 18	Cozy atmosphere
		Brunch at Restaurant J in Nacka with the ladies! <3	Restaurant mention
		Good morning loves! The sun is shining here in Stockholm and it's been blue sky since I arrived, what are the odds?	Conversation with followers
		I'm gonna spend the day inside though to film/shoot photos for a campaign, but that's ok.	Work
		This weekend we went for brunch as I've told you. We took the boat from the city out to Nacka, and it was so cozy! When the boat arrived to Nacka Strand the Restaurant J is right on the dock where you get off. I'd never been there before and it was so cozy!	Cozy experience
		We ordered lots of different dishes, I went for the vegan ceasar salad with roasted chickpeas, fries with truffle mayo and then we shared a pizza with goat cheese, beets and kale. So good! When I go out to eat I try to eat plant based as much as I can but I don't want to miss out on some dishes, so I can have some cheese sometimes because I really want to try it. That was the case with the pizza.	Food habits
	https://janniolssondeler.com/2019/03/17/back-home-monaco-vlog/	Hey loves! Hope you're weekend is/have been nice.	Conversation with followers

		Our's has been very calm. I vlogged all day yesterday so you get to come along on a saturday in Monaco. I tell you guys a bit about what I do to change my omega 3 levels which was so bad, you get to come along for our pilates session and I also tell you about Madde's new program she has released (Madde is my pilates girl and friend here in Monaco). It is pilates, food and meditation, so you start with a 10 day program that I'm gonna start tomorrow!	Sharing life
		Finally got my vlog-stoke back, woooop! This is from yesterday, a calm day at home with some pilates. <3	Promoting vlog
		If you want to start eating plant based this can be a great way to try it out for 10 days with lots of recipes. :-) It's not a collaboration just so you know, I want to help my friend and I'm also excited to do it! I also want to make clear that I don't do this to change my body in any way, I want my body and head to feel optimal and pilates/meditation makes me feel amazing. You can find her website HERE!	Not sponsored ad
		How fun is it that I'm excited to vlog again btw!? I love it! I'm so happy that came back. :-) HUGS, hope you like the video! <3	Expressing excitement
	https://janniolssondeler.com/2019/03/07/morning-coffee-4/		Good focus
			Good sharpness
			Natural lighting
			Calmness
			Dreamy life
		Image 19	Vacation
		Hey loves! <3 How are you?	Conversation with followers
		We finally have internet again, it's been a power failure in the area where we stay today.	Expressing relief

		No electricity, no AC and no water haha! We've spent the entire day outside since this morning around 9 (it's 2.30 pm here now) so we've probably gotten way too much sun.	Sharing life
		The electricity is finally back, internet is working again and right now I'm laying on my bed after a cold shower and waiting for the AC to cool down the room.	Positivity
		Anyways, when Jon and I stayed at the hotel by the beach we always walked down at night with a cup of coffee and checked the waves. I would love to have my morning coffee here more often, check the waves and jump on the board to catch some waves. :-) As I've said – life is so dreamy here.	Dreamy life
		Something else that's dreamy is that we've released a new podcast episode, YEEEY! Still in Swedish though but have a listen, hehe.	Promoting podcast
		Now I'm gonna take an afternoon nap, so tired after a day in the sun and some surf. You get more tired than you think, haha! HUGS <3	Honest
	https://janniolssondeler.com/2019/02/21/awkward-stories/	Image 20	Promoting podcast
			Directed
			Professional
			Good focus
			Good sharpness
		I'm in such a flow now with training, I think I will head out for a run today. I don't really like running (as you probably know) but I really want to like it, you get so nicely exhausted after it and sometimes when you don't want to go to the gym but still train it's so much nicer with a run compared to a walk.	Advocating working out
		Anyways, that was not what I was supposed to talk about but I just wanted to remind you that it's thursday and a new PODCAST EPISODE is live! Yeey	Promoting podcast
		(Btw, I think we might be on to something that will translate! I will talk to the people I'm in contact with today!)	Including more

			followers for Podcast
		This week we're talking about embarrassing stories, both from you guys and ourselves. ;-) I laughed so much when we recorded this, so much that the mic fell down…	Laughter
		My sound is a bit weird and I don't know if it's because the mic fell in the beginning haha! It's not a huge problem but if you hear it you know that it's something wrong, I apologize for that.	Technical problems
		The plan for the day is to run, pack (we're going to Costa Rica tomorrow with friends, we got it as a wedding gift so this has been booked since July. We're talking about how I feel about flying again when we just got back almost 3 weeks ago) and then we'll see what we'll do, no big plans for the day.	Sharing life
	https://janniolssondeler.com/2019/02/10/life-quality/	Image 21	Popping colours
			Good focus
			Good sharpness
			Vacation
			Natural lighting
			Intense
			Dreamy
		Image 22	Vacation
			Dreamy life
			Pixelated
			Poor lighting
			Low sharpness
		Living life (seriously) in Indo – surfing, boating, exploring and sunseting. <3	Living life

		I'm sleeping like a baby at home, first of all because I'm finally at home and second of all because we finally got our new bed.It's truly a huge difference in beds, I'll show you our new one later. :-))	Relaxation
		Jon is finally at home again so I could get the photos from Indonesia that he imported, talk about depressing to look through. We really lived life over there. I long back when I see the photos and at the same time I'm so happy for the experience. :-)	Thankfulness
		We surfed, explored islands, lived life on the boat and watched sunsets like never before. I've probably never seen as many palm trees either. I have so many photos but I thought I shouldn't make you too tired of it, I will post a few mixed posts	Living life
		Hugs, have a magical sunday! <3	Conversation with followers
	https://janniolssondeler.com/2019/01/21/beach-clean-up/		Good focus
			Good sharpness
			Reality
			Working together
		Image 23	Doing good
		A big problem we have in the world – plastic all around and especially in the water.	Inform
		Before we left Lombok we decided to do something very important in Gerupuk. We gathered a big group that did a beach clean up! It's a big problem here (and in a lot of places in the world), all the plastic that is used daily and all the plastic that ends up in nature/waters and everywhere. When you're here you realize it's a problem, partly because they're not educated here about what plastic does and there's not really a great waste management here. Everything is starting but it takes time.	Acknowledging problem

		We've talked a lot about plastic lately, but I haven't mentioned it here. One reason is because it feels like you can never do right, one is because people think that you're just trying to look good for doing it and there's always something to complain about. But – I will not care about that now because I still think it's valuable to talk about some simple things you can do.	Transparency
		We collected 250 kilos in 2 hours, we were around 25 people (we asked the locals that lives right next to it if they could join, in that way they will hopefully start thinking about it).	Doing good
		Such a cool feeling afterwards and what a difference it made on the beach!	Pride
		Of course more will come up from the water and I'm just thinking about all the animals… Terrible!	Expressing sadness
		Some easy things we've changed lately and that I asked the plastic professional that joined us for the beach clean up about. The tips are:	Asking professionals
		Those are a few small and easy tips that still makes a huge difference in the end. I've said to Jon that I want to do an experiment when we're coming back home, I want to try a week with no plastic. I think it will be really hard but I'll let you know in advance and you can join!	Plastic challenge
		If you have any tips on other easy things to change please write it here, we can all help with different things! HUGS!	Asking for tips from followers
		Easily navigated, useable interface	Website competence
		Good structure	Competence
	https://angelicablick.se/2019/05/12/hoss-event/		Good sharpness
			Good focus
			Food
			Event
		Image 24	Luxury

			Outfit mention
		GET MY SUIT – JACKET HERE & TROUSERS HERE	
		I forgot to show you these snaps from the amazing brunch that Hoss held a while ago :) They always throw the best parties!	Indirect ad
		I'm very proud over my friends!	Proud of friends
		They had rented this beautiful white industrial location and the brunch was HUGE with so much people! And if that wasn't enough – they made Bebe Rexha perform!! How cool is that? Well, we sure did have a good time!	Expressing excitement
		Anyway – finally weekend and I've had two good days so far! Yesterday I met up with Emilio and ate dinner at Berns before heading to linglong to see my boyfriend DJ with his friend Ali. We then went by TAKO where Michelle was DJing before we went to LE! I was back home pretty early tho but my friends danced all night long haha. I woke up this morning feeling pretty tired so me and André just strolled around Södermalm, had a coffee and took a lil nap in the day too haha. Later on my friend Sofia came over so we've just been at my place, listening to music, eaten food, talked about life and danced a bit haha.	Sharing life
		What have you guys been up too?	Conversation with followers
	https://angelicablick.se/2019/04/23/coachella-day-2-3/		
			Colourful
			Good focus
			Good sharpness
			Dreamy life
			Retro
			Indirect ad
		Image 25	Surreal
		I started my day with waking up super early, had a coffee and then went to the gym.	Daily update

		After that we took the shuttle to the Revolve day party! BEST DAY PARTIES EVER! Here Schoolboy Q is performing :)	Revolve ad
		My look for the day! Full set from Revolve – Get the top HERE & the skirt HERE!	Outfit mention
		I mean, look at that flower stair!! WOW!	Impressed
		Met this absolute STUNNER TO! Shay Mitchell ♥ Such a sweetheart!	Celebrity
		All the açaí bowls we ate haha.. This one is with blue spirulina! It was SO GOOD! And yeah – I got a cotton candy too ofc!!	Gushing over food
		I brought my old Diesel jacket with me to keep me a bit warm on those chilly nights – I brought it with me the first year at Coachella and I wanted it for this time aswell!	Nostalgia
		Michelle and I waiting for Billie. As some of you may already know I didn't think she did a good performance	Disappointm ent
	https://ang elicablick. se/2019/03 /21/schedu le-of-the- week/		Retro
		Image 26	Computer
		SCHEDULE OF THE WEEK	Update
		Had a cozy evening with André at home cooking dinner and watching the new documentary about The McCann .. So, what do you think actually happened?	Conversatio n with followers
		Filmed a collab in the morning and shot another collab right after that. Busy morning! had lunch and went to the gym. Worked on my laptop answering emails before my first meeting followed by another meeting at CUBE.	Busy with work
		I later on made a yummy Thai-stew for me and André – IT WAS AMAZING!	Gushing over food
		Got up 07 and sent some deadlines/answered emails. Between 11.00-15.00 I'm shooting pictures with Ellen – full day of creating, love it!! Best kind fo days.	Loving work
		Sleep-in and make a KICK-ASS breakfast for myself, André and his brother to celebrate that the weekend is here!	Pampering herself

	https://angelicablick.se/2019/03/05/last-snaps-from-paradise/		Good focus
			Good sharpness
			Vacation
			Good lighting
		Image 27	Dreamy life
		AT HABITAS TULUM – THEIR POOL IS JUST WOW!	Mention of hotel
		THE PLACE THAT MAKES ME HAPPY – THE BEACH! AND TO JUST RIDE YOUR BIKE EVERYHERE IN YOUR BIKINI. LIFE!	Happiness
		THIS! THERE IS NOTHING MORE BEAUTIFUL!	Awe
		FOUND THIS DRESS AT ZARA IN LA – LOVE IT :)	Outfit mention
		Now I promise to not show you anymore since all of you don't like it haha.	Conversation with followers
		There only thing I have left to do is a Tulum Guide (and LA guide too) But I hope you guys will like that!	Conversation with followers
		STAY TUNED FOR NEW VLOG TODAY!	Vlog mention
	https://angelicablick.se/2019/02/15/the-bev-hills-hotel/		Popping colours
			Good focus
		Image 28	Food

			Good sharpness
			In the moment
		LUNCH WITH MY BABE AT MY FAV SPOT	Personal preference
		On the last day in LA ee actually got some good weather (finally!) haha.	Relief
		So me and Elin met up with Racquel at Beverly Hills horel and ate lunch!	Hotel mention
		I looove that place – the interior, the food and yeah just everything is so pretty. All pink and full of colors and flowers :)	Gushing
		We haven't seen each other for YEARS! We met the first time 5 years ago and had lunch and have ever since just followed each other on social media and so on but never go the chance to hang out again. Until now! She is such a sweetheart and I'm happy we got to catch up! She's coming back to Sweden in the summer so that's good :)	Friendship
		anyway: We ordered smoothies, acaibowls, fish tacos and their amazing fries. HALLELUJAH!	Sharing life
	https://angelicablick.se/2019/01/31/the-bahamas/		Vacation
			Happiness
			Good sharpness
			Good focus
			Retro
		Image 29	Dreamy life
		A collection of snaps from The Bahamas ♥ This place has a big place in my heart. Like I said in my earlier post: I went here a couple of years ago and always dreamt about going back.	Dream vacation
		So when I got a big campaign in The Dominican Republic I decided to take this opportunity to go back here since it's pretty close.	Big campaign

		And I'm so happy I did! I'm in love with this place. I'm also so happy I got to experience this dreamy place once again!	Happiness
		Anyway: Many have asked me were in The Bahamas we went and we stayed at Staniel Cay just like last time and that is my favorite Island :) It's close to all the beautiful small sand dunes, beaches and the water (as you can see) is soooo crystal clear. I had the best time ever there ♥	Happiness
https://ang elicablick. se/2019/01 /10/new- vlog- monaco/		NEW VLOG FROM MONACO! DON'T FORGET TO SUBSCRIBE HERE ♥	Promoting vlog
		Okey, so every time I think it's all good – it's not haha. It's been problems with my blog since last post and now I'm in the Dominican Republic with a full on schedule so yes, haha it's been hectic.	Complaining
		BUT SO MUCH FUN!	Fun
		This vlog is from when I was in Monaco with André for the Influencer Award where I was nominated in two categories.	Vlog mention
		I was so proud!! To be nominated among so many other big and successful and awesome people. THANK YOU!	Pride & gratitude
		Well, like I said I'm in the Dominican Republic and I got here 2 days ago :)	Life update
		I have so much photos to show you so stay tuned for that later today + Snaps from New Years ! But first: MONACO VLOG!	Conversatio n with followers
https://ang elicablick. se/2018/12 /18/forgott en/			Good focus
			Good sharpness
			Warm colours
		Image 30	Outfit focus

		PHOTOS BY ELLEN WALDTON / EDIT BY ME CREDIT&ADLINKS:_JACKET FROM THE RAGGED PREIST, SIMILAR HERE_DRESS FROM ZARA, SIMILAR HERE BAG FROM ZARA, SIMILAR HERE_SHOES FROM ZARA	Adlink
		Well, I found this old nugget laying around and figured I would share it with you even tho it's "old" :) I mean, sometimes it must be ok for me to post older stuff – right? But just not all the time.	Conversation with followers
		Today I've been taking photos with Ellen and they turned out SO GREAT! Can't wait to share them with you! After that I've just been working on my laptop for hours.. my head feels like mashed potatoes haha. I just got back from town after getting my brows done and then I headed to the gym. I'm having a stay-in-night at home tonight. André is working late and I'm just going to eat food, watch a movie in bed and just chill.	Sharing life
		What have you been doing today?	Interest in followers
		Anyway, yesterday I tried out Barry's bootcamp for the first time – have any of you tried that before? It was actually pretty fun! I'm used to Fightbix (which is epic!!) and going to the gym to lift heavy weights so it was nice to mix it up with intervalls! Xx	Working out
	https://angelicablick.se/2018/12/08/asos-swim-event/		Event
			Good sharpness
			Good focus
			In-the-moment
		Image 31	Good lighting
		ASOS SWIM EVENT	Brand event
		I went to Asos swim event the other day and it was so much fun!! The event was held at "Ett hem" which is such a cozy place :)	Indirect ad

		we got gingerbread, coffee and juice when we arrived – and guess what?! We got to design our own bikini/swimsuit that is being made by asos and then sent to us in 6-8 weeks!! Can't wait to show you what I made!	Excitement
		Anyway, we are having some Christmas celebration at sessans place tonight and it's so cozy.	Daily update
		Hope you are having a lovely Saturday! Xx	Conversation with followers
	https://ang elicablick. se/2018/11 /27/jetaim e-paris/		Good focus
			Good sharpness
			Dream life
			Cosy lightning
			Vacation
			Cohesive colours
			Natural lighting
			Romantic
		Image 32	Wow
		Like I said; I will soon stop showing pictures from "the past". I still have some to show you but after these and the pictures from Turkey it's all about that "Right here, right now" posts :) I promise!	Conversation with followers
		Well during this day in Paris we had A BLAST! We met up with Vis (the photographer) early in the morning before the sun had gone up to go to this rooftop of his to shoot some KICK-ASS photos!	Sharing life
		Have you seen it on my instagram?	Instagram mention
		THAT VIEW WAS INSANE!!! just wow.	Awe

		Well after this shoot we went back to the hotel, had breakfast and got some work done before continue on the day. We shot some collabs for me, had lunch, filmed my vlog and edited photos.		Work
		I just love Paris, and I love to just stroll around the city :)		Love
		Usable interface, easily navigated		Website competence
		Structured well		Competence
	Categories	Subcategory		Codes
	Positive emotions	Happiness & excitement		Happiness
				Good news
				Expressing excitement
				Positive mood
				Expressing happiness
				Fun
				Laughter
				Well-being
				Excitement
				Positivity
				Expressing satisfaction
				Expressing relief
				Relief
				Satisfaction
				Childish
				Unreal

			Gushing
		Love & affection	Expressing love
			Romantic
			Sharing relationship
			Love
			Wooed
			Showing affection
			Showing gratitude towards partner
			Friendship
			Calmness
			Thankfulness
			Proud of friends
	Sharing with followers		Pregnancy update
			Sharing personal discomfort
			Preparation for birth
			Sharing opinion
			Sharing life
			Sharing day

			Sharing pregnancy life
			Personal
			Sharing personal experiences
			In-the-moment
			Personal preference
			Casual
			Life update
			Nostalgic
			Nostalgia
			Photo from the past
			Update
			Cozy experience
			Self-reflection
			Birthday
	Negative emotions		Signs of worry
			Exhaustion
			Annoyance with oneself
			Expressing pain
			Expressing irritation

			Expressing disappointment
			Anxiety
			Worry
			Tiredness
			Tedious
			Technical problems
			Expressing sadness
			Disappointment
			Complaining
	Addressing followers		
			Encouraging behaviour from followers
			Showing gratitude towards followers
			Question to followers
			Displaying thoughtfulness for followers
			Asking for advice

			Conversation with followers
			Thoughtfulness of followers
			Expressing gratitude to followers
			Care for followers
			Providing choices
			Chatting with followers
			Asking followers' opinion
			Affection towards followers
			Informing folllowers
			Including more followers for Podcast
			Asking for tips from followers
			Interest in followers
	Advertisements	Non-sponsored & unpaid advertisements	Adlink

				Outfit mention
				Focus on outfit
				Restaurant mention
				Product mention
				Hotel mention
				Not sponsored ad
				Mention of hotel
				Indirect ad
				Outfit focus
		Sponsorships & paid advertisements		Collaboration
				Advertisement
				Campaign
				Revolve ad
				Event
				Brand event
		Self-advertisement		Teasing Vlog
				Advertisement for Podcast
				Promoting vlog

			Promoting podcast
			Vlog mention
			Instagram mention
	High-quality photos		Popping colours
			Professional photographer
			Cohesive colour scheme
			Directed pose
			Thought out setting
			Good focus
			Good sharpness
			Professional photo
			Good lighting
			Directed
			Professional
			Cozy atmosphere
			Colourful
			Cohesive colours
			Retro

			Natural lighting
			Cosy lightning
			Warm colours
	Low-quality photos		Low sharpness
			Phone camera
			Poor lighting
			Low focus
			Pixelated
			Computer
	Dream life		Dreamy life
			Intense
			Dreamy
			Living life
			Luxury
			Surreal
			Celebrity
			Impressed
			Awe
			Dream vacation
			Dream life
			Wow
			Vacation

	Pride & self-appreciation		Pride
			Expressing pride
			Relaxation
			Pride & gratitude
			Pampering herself
	Professionality		Sharing work
			Photographed on her own
			Apology
			Showing competence
			Work
			Big campaign
			Loving work
			Busy with work
	Social awareness & transparency		Raising awareness
			Showing interest in society
			Honest

			Reality
			Working together
			Doing good
			Inform
			Acknowledging problem
			Transparency
			Plastic challenge
	Knowledge	Existing knowledge	Pregnancy facts
			Sharing pregnancy facts
			Citing source
			Asking professionals
			Website competence
			Competence
		Lack of knowledge	Lack of experience
	Food & exercise		Rewarding workout
			Food habits
			Advocating working out
			Working out

			Gushing over food
			Food

Appendix B. Photos

Image 1

http://kenzas.se/2019/05/09/pregnancy-week-37/

Image 2

Image 3

Image 4

Image 5

Image 6

Image 7

Image 8

6. Alkoholmissbruk och ett farväl
Kenza & Dani - När livet händer — 2

Image 9

Image 10

Image 11

http://kenzas.se/2019/01/30/sick-dreams/

Image 12

https://janniolssondeler.com/2019/05/10/marbella-morning/

Image 13

Image 14

https://janniolssondeler.com/2019/05/10/marbella-morning/
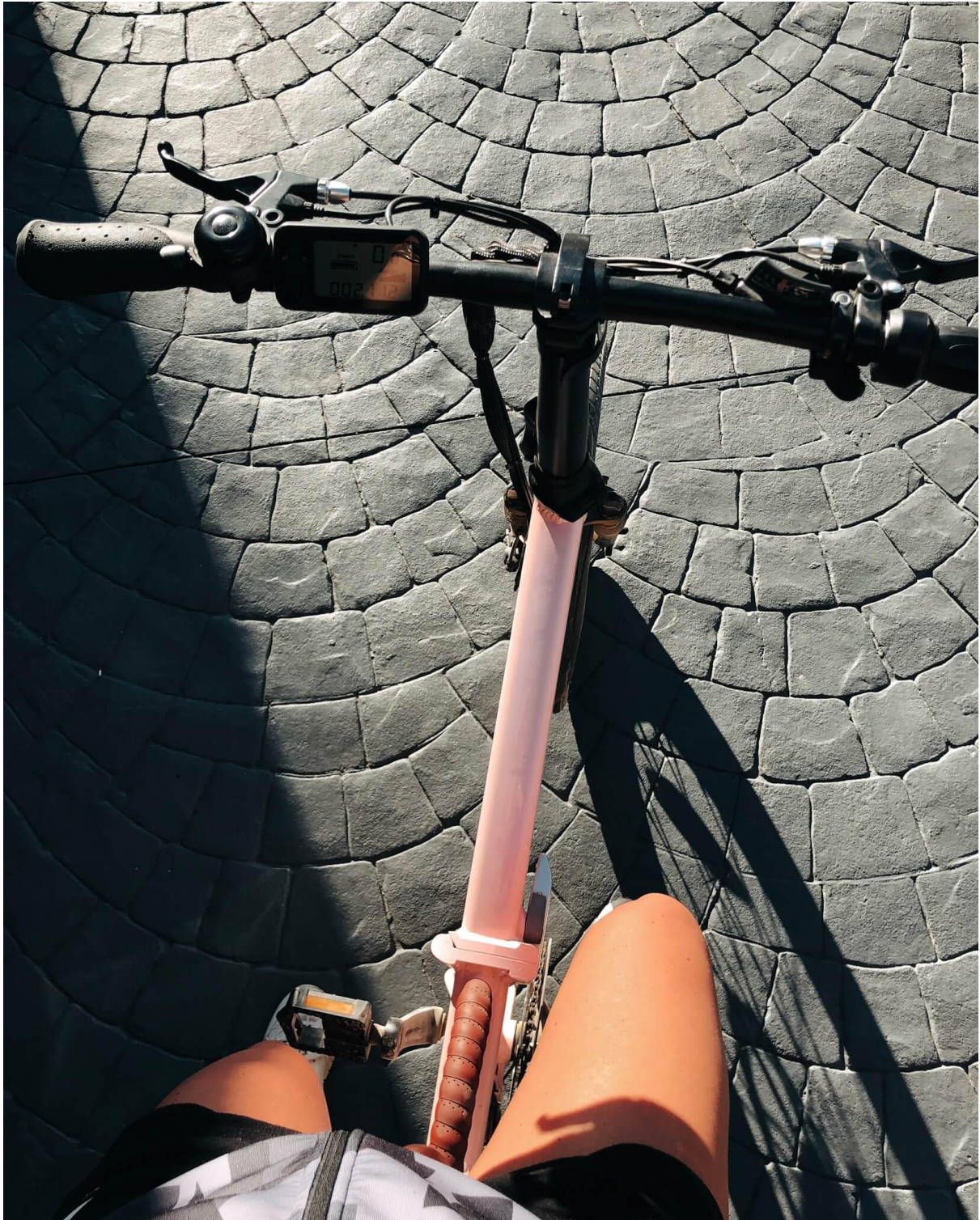
Image 15

Image 16

Image 17

Image 18

https://janniolssondeler.com/2019/03/25/brunch-spot/

Image 19

Image 20

https://janniolssondeler.com/2019/02/21/awkward-stories/

Image 21

Image 22

https://janniolssondeler.com/2019/02/10/life-quality/

Image 23

Image 24

Image 25

Image 26

https://angelicablick.se/2019/03/21/schedule-of-the-week/
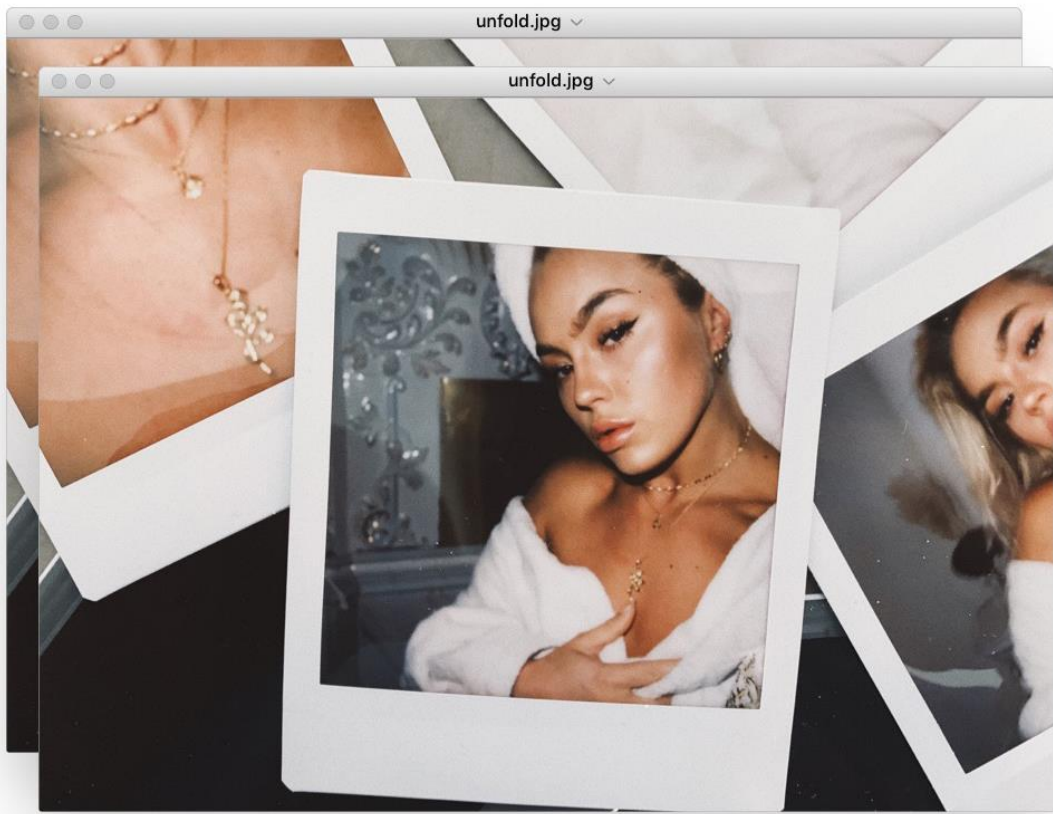
Image 27

Image 28

Image 29

Image 30

Image 31

https://angelicablick.se/2018/12/08/asos-swim-event/

Image 32

https://angelicablick.se/2018/11/27/jetaime-paris/