New kids on the blog

An investigation of the perception of fashion blogs influence

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Master's Thesis
June 2014

"Consumers are now not being told 'what's hot and what's not' by superior like Vogue Editor Anna Wintour, but being offered and partaking in suggestions by blog cohorts."

(Pagett, 2010, p. 126)

Acknowledgements

First and foremost I would like to express my deep gratitude to my supervisor Prof. Dr. Jeroen Jansz for supporting me from the very beginning with his patience, knowledge and inspirational mentoring and for encouraging me in my own way of working, my ideas and creativity.

Secondly I would like to thank my sister Christine for always believing in me, especially in regard to this master and the thesis topic of my dreams.

And finally I thank my good friend Sophia who kept me calm and focused during the whole process.

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1. Introduction

You love fashion? Imagine you have a subscription for every fashion magazine in the world without having to pay a single penny for it. Every time a new issue is published, it is delivered to your house, which means you get new issues multiple times per day. You can read them whenever you like, you have access to all of them, but can choose according to you taste. Whenever you read a magazine and see a photograph or an article you like, you can put a green post-it on it thereby it's shown it to your friends. Imagine you can comment every article, every editorial and advertisement using a blue post-it, which is visible for the editors of the magazine and other readers. If you like a piece of clothing or accessory very much and want to buy it, you can simply call a number next to every item, which connects you a shop where you can purchase it, including a delivery right to your doorway.

This idea must have sounded like science fiction in 2000, but today it is a description of the status quo: welcome to the age of fashion blogging! Instead of print, these "magazines" are all digital and they are not delivered to your house, but are online accessible via Laptop, iPad etc. Content from a fashion blog can be shared on social network sites (SNS)[1] and the items you want to purchase are linked to online shops with 24/7 delivery policy. However, the underlying logic is as in the example: consume whatever you like, whenever you like – for free. Look at the photographs, share your thoughts on it, forward links you want to show a friend, click on what you want to buy.

This design of interactivity, interconnectivity and personalized content is the key concept of blogs and it is what differentiates them so much from traditional media like print magazines. There are millions of blogs existent in the web and they issue any topic one can think of: politics, cooking, cars, design, travels, parenting, music and much more. Fashion blogs are a case of very successful blog genre, when looking at them overall.

The success of a fashion blog relies on the circumstance that the person behind a blog, the blogger, has a huge number of readers (audience)[2] and followers on SNS, who are constantly hungry for updates of the fabulous life of their style idol. Fashion blogs became very fast well established in the fashion industry, justified in their influence and power by the amount of readers. The readership gives the fashion blog its meaning to begin with: by listening closely to what the blogger has to say, they promote it to a powerful player in the fashion media sphere.

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[1] In the following it will be referred to social network sites in this short form.
[2] The term *audience* is used as a synonym for readers and readership in this study. It does not refer to any form of passivity of the web-users, e.g. like it is used to describe to traditional media audiences.

1.1 Background and socio-cultural, scientific relevance: what's the fuzz about blogs?

Since the very first fashion blogs have been created in the early 2000s, they have developed their own dynamic (Engholm & Hansen-Hansen 2013). Up until then fashion media has been strongly focused on print fashion magazines[3]. With their editors' professional judgment on style, magazines like VOGUE, Harper's Bazaar and ELLE have dictated fashion of the society for centuries. Looking at the contemporary age however, fashion enthusiasts have quickly adapted to the new form of content production and opinion sharing, to no longer being dictated by a few fashion editors. What is quite interesting and marks the shift of power in opinion forming: magazines themselves now frequently report on what popular bloggers wear, designers invite bloggers to their shows and seat them in the front rows and brands and (online) shops are paying high prices to place advertising on blogs and utilize them as testimonials for marketing purposes.

The popularity of highly acknowledged fashion bloggers can be primarily seen on the success of their blog based on *unique page views per month*, which means how many different people visit their blog every month. The online magazine *Fashionista* has communicated numbers of *The Man Repeller*-Blog by Leandra Medine, which is currently achieving over 3.7 million[4] unique page views every month and a number of about 886[5] comments on a single blog post. In relation to the readership of the online presence of prestigious fashions magazines this number is very high: the German website of VOGUE, vogue.de reaches currently 90.000 unique visitors per month[6], the website of the magazine ELLE in the United Kingdom, elleuk.com gets about 525,100 unique page views per month[7]. The bigger this number of readers is and the higher the amount of comments these readers post, the higher is the value of a blog. Leandra is now a published author (she also wrote a book about her blog), has a team of four people co-writing on her blog, gets invited to high society events all over the world and is regularly featured in a countless number of print and online media, such as VOGUE, Forbes, ELLE, The New Yorker and style.com.

It is not hard to imagine that such a strong voice with readers in the six-figure sum possesses a certain level of influence. Especially the convergence of fashion blogs and their

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[3] In the following "print fashion magazines" will be referred to as "fashion magazines" or simply "magazines". It is however always related to the print form of magazines, never the digital version, unless stated otherwise.
[4] Data retrieved from: http://fashionista.com/2013/01/influential-fashion-style-bloggers-2013 (January 4, 2013)
[5] http://www.manrepeller.com/2014/04/why-i-dont-wear-makeup.html
[6] Officially communicated number of Vogue Germany publishing house Condé Nast (Media kit): http://www.condenast.de/files/basis_vogue.com.pdf
[7] Officially communicated number of ELLE United Kingdom publishing house Hearst: http://www.hearst.co.uk/magazines/011-533-ELLE-UK-Appoints-New-Entertainment-Team.html

additional media channels, such as SNS or magazine coverage, results in an increased social and economic power of the person behind the blogs. The content and the blogger itself become very valuable for the industry as has the power to reach a large audience and many (potential) costumers.

The significance of fashion blogs reaches different social and cultural areas of scientific research. First of all fashion is always a reflection of society, illustrating the status quo of social desires and ideals (Simmel, 1957) – therefore the perceptional influence of fashion media (blogs in this case) can show patterns within society. This research will show whether these patterns regard trust towards new media players (bloggers), inducements of consumerism or new ways of fashion communication via media.

Secondly blogs are a form of new media which are characterized by provoking a range of multidirectional media coverage, having a significant impact on the fashion discourse and a rising influence on the fashion industry (Jenkins, 2004; Sedeke & Arora, 2012). As strong new voices in the field of fashion media and the cultural sphere of new media, it is important to understand how blog readers consume, participate and understand them. Blogs can be seen as indicator of the shift in the media environment and its socially demanded shape of new media: they are a new phenomenon of the Web 2.0 and thus created after the new millennium. Consequently there is only little academic research existing – in fact studies about blogs in general have been described as "a path less travelled" (Hookway, 2008, p. 98), which is why this study aims to add value to the development of understanding blog audiences.

1.2 Objectives: the fashion blog audience and its perception of influence

This study concentrates on the readers of fashion blogs as the foundation of a blog and the person(s) behind it. The amount and the degree of participation of readers enable a blog's existence and build the groundwork for popularity, which is linked to social and economic power. The research of this thesis is aimed to go beyond the surface of fashion blogs and uncover the influence blogs have on their readers, more precisely how the reader is aware of this influence and in which way he/ she perceives to be influenced through blogs. The research focus is predetermined on the *perception* of the readership of these blogs, in particular the perception of influence, because blogs depend very much on their readership, it is significant to understand to what extent the audience of the blog is noticing an influence. How the audience comprehends this influence ultimately decides on whether it starts to read or keeps on following a blog or not.

Perception goes hand in hand with the credibility readers bring forward to a blog: how the blogger is perceived (credible or not), decides on whether and how often they access the blog. Johnson et al. (2007; Johnson & Kaye, 2004) found that people pay more attention to media they find credible. The influence readers perceive to get from fashion blogs therefore dependents on the credibility of the blog.

Thus the blog reader is the starting point in researching the level of influence through the eyes of the audience. It is a sociological perspective on fashion that is chosen for this thesis, which means it examines the perspective of the society on the phenomenon fashion blogs, specifically in terms of social differentiation and new media effects. The aesthetical aspects, including art, as well as the economic factors of this topic are not included in the analysis. The emphasis is on successful fashion blogs with a high number of readers and a broad, international coverage.

Notwithstanding the increasing popularity of fashion blogs, print magazines are (still) very relevant in fashion media and contribute to the fashion industry as influential opinion leaders. Therefore magazines were included in this study as it was of interest how the consumption and motives of both reading fashion blogs and magazines differ from each other. In respect to terminology in this paper it is referred to the consumption of blogs also as *reading, looking at* and *consuming* – all these terms stand for the concept of accessing the website of a fashion blog and taking in its content, whether this entails watching videos on the blog, looking at photographs or reading texts.

In order to get a more precise understanding of fashion blogs, their audience and the relationship between them, this study will analyze fashion blog readers in an exploratory study. Fashion blog readers were targeted and questioned in an online survey to gather information about their perception of fashion blogs and the impact they believe to get through the consumption of the latter. The aim of this thesis is to create an understanding of how users consume new fashion media, their personally considered influences and motivations of consumption. It contributes further to the comparison of traditional and new media products as well as to the meaning of media effects. Moreover the outcomes will add value to the communication field of blogging in general, through the analysis of the perceived influence, i.e. power of the blog content. This study is aiming to move a step forward towards closing the scientific gap of fashion blogs as new medium, in particular the impact the consumption exerts on the readers.

Consequently to the aforementioned issues, my research question is the following:

RQ: To what extent do fashion blog readers perceive to be influenced by fashion blogs?

The research question is targeted to answer the degree and the direction of influence as considered by the readers. This includes generating an understanding who fashion blog readers are, their different levels of consumption and how the reader feels him-/ herself affected by this. The research question is therefore composed of three accompanying sub-questions. The first sub-question asks about the population of fashion blog readers to understand the audience itself, the second aims to gain insight into consumption behavior of both blogs and magazines.

SQ1: Who are the readers of fashion blogs?

SQ2: How do fashion blogs readers consume fashion blogs in comparison to print fashion magazines?

A third sub-question was added to get a deeper understand of fashion blog audiences. In order to analyze their perceived influence it was important to see the basis of blog consumptions: the motives for consuming them.

SQ3: What motivates the audience to consume fashion blogs? How do these motivations differ from the ones for reading fashion magazines?

The process of answering the questions and ultimately comprehend how fashion blog readers perceived to be influenced by them, is divided into five chapters. This introduction presents the topic and the research questions, the second chapter will outline existing literature about fashion in society, blogs as new media in general and fashion blogs in particular. The third chapter is presenting the methodology of the research design, the operationalization and connects the approach to the theoretical concepts. In chapter four the results of the analysis are described, followed by the final chapter containing the discussion of outcomes and conclusion of the study.

2. Theory

"The consumer intimacy created with the blog aesthetic is something that big retailers just can't compete with. When you are seeing photos of blogger 'fashion toast' painting her toenails 'tiny taupe' shade from the 'privacy' of her bedroom. The trust and feeling of being privy to something and the appeal of perpetual fresh content is addictive"
(Pagett, 2010, p. 127)

In order to analyze fashion blog readers and how they perceive to be influenced by them, it is crucial to review existing literature on this topic. However, as the issue of fashion blogs is a rather new phenomenon of new media, there are only few studies available on the specific topic. Three studies are worth mentioning at this point to illustrate the current situation of fashion blog research: Sedeke and Arora (2012) have examined top ranked fashion blogs and what factors underlay their popularity. Results showed that as opposed to mainstream media, blogs offer a unique form of personalized and interactive journalism that raises and keeps the attention of their audience.

A study by Huang, Chou and Lin (2008) has adressed the issue of perceived influence of blog readers in general and found that affective change, information search, entertainment and getting on the bandwagon were the main motivations for blog consumption. Limitations of this research were that it was conducted on a small scale sample, addressed to a very specific audience exclusively (Taiwanese blog readers) and was not aimed at fashion blogs, but blogs in general.

Other than this, Kornejeva (2012) has conducted an exploratory research on why and how young Swedish women consume fashion blogs and established that the most popular blog categories are fashion blogs and friends' blogs (ibid. 2012).

As a consequence of the new field of research, the theory chapter of this study is based on the major pieces forming together the topic of fashion blog audiences: fashion on a socio-cultural level, blogs as new medium and blogs about style and fashion in particular. The threefold design is structured in the following way: beginning with the general role of fashion in society a framework of its meaning will be set, including the development of fashion media. In section two, I will move from traditional (fashion) media to new media: after defining the general design and features of blogs, the section concentrates on the audiences' role. Finally the third part of the theoretical chapter is reviewing literature on fashion blogs in specific. At

this point specific literature on the fashion blog audience is presented, with a special regard to the impact of blog consumption on its readers as perceived by them.

2.1 Fashion in society

2.1.1 The traditional role of fashion

When looking at the historical significance of fashion in society, one of the classical approaches stems from German sociologist Georg Simmel (1957), who has described its role in terms of class differentiation and social classification. According to Simmel fashion must be understood as an expression of art, which has a distinct impact on society (Simmel, 1957; Blumer, 1969). He stated: "Fashion raises even the unimportant individual by making him the representative of a class, the embodiment of a joint spirit" (Simmel, 1957, p. 548). As an instrument of class differentiation fashion has traditionally been used as creation of identification and distinction from others.

Blumer's (1969) theoretical approach about the sociology of fashion is tied in with the classical understanding approach by Simmel. Staying on the micro-sociological level, Blumer understands fashion as based on collective selection, taste and choices. According to his theory, the elite seek a way to visually separate itself from other classes and therefore dresses accordingly, using clothes as "marks of separate identity" (Blumer, 1969, p. 278). Such behavior provokes, according to Blumer, a motion of replication by the lower class, who is striving for identification with the elite. Through imitations of the lower class, the clothing of the elite is losing its symbolic value, its marks of visible differentiation, and forces it to develop yet another way of unique dressing, that is later copied again and becomes mainstream and so on. This process of differentiation and imitation is known as the *cycle of the nature of fashion* (Blumer 1969; Gronow 1993). For Blumer (1969) fashion therefore is always related to respectability and "carries the stamp of approval of an elite" (p. 277).

Moving further on in time, the meaning of fashion has shifted during the industrialization in the beginning and middle of the 18th century on socio-cultural level based on the transformation from the traditional society to a mass society. Much like any other kind of industry, in the fashion industry this shift manifested itself in mass-production, -distribution and –consumption, causing migration into cities and the birth of the first metropolis like London and Paris. The arrival of a mass society illustrated a growth of the middle class and changing dynamics in regard of class differentiation and identification.

In that age of socio-cultural change towards a mass society, fashion (mass) media were making their first appearance with the creation of the fashion magazine. William Randolph Hearst, creator of a newspaper empire in the United States, decided to expand his focus and created the first fashion magazine with the name *Harper's Bazaar* in 1867. American publishing house Condé Nast followed Hearst's example with the foundation of the – until today highly prestigious – fashion magazine *VOGUE* in 1892. In Europe, after World War II, the French editor Helene Gordon Lazareff, who had worked at Harper's Bazaar, created the fashion magazine *ELLE (*fr. *she*) to express a female way of thinking, talking and dressing (Magazine Designing, 2013, March 26). These three magazines formed the image of fashion media and have reflected the constantly changing style of society ever since. Today it can be seen that retrospectively fashion media have "privileged textual analysis" (Rocamora, 2011, p. 93), meaning that the written word was the most frequently chosen way to express fashion content. Magazines, better yet print magazines, as one must specify nowadays due to the increasing online presence of fashion magazines, are in addition to fashion books, more produced, distributed and consumed than any other kind of fashion medium (Ritchie, 2012 September 25). Television shows on fashion on a regular basis (e.g. as frequently broadcasted as magazines are published) were never an issue[8], whereas magazines and books accompanied by photographs and illustrations have a long standing tradition in fashion media. Depicting female beauty and fashion ideals, people were purchasing these magazines in order to get information on fashion, receive tips on how to dress and to behave and to have the media experience that comes with the consumption of a magazine (Ytre-Arne, 2011).

While magazines illustrated style and showed their readers how to dress, people still strived for a distinction within their class, which is ultimately based on taste. Taste has always been, and still is, a significant factor for social differentiation through fashion. According to Arsel and Beans (2013) taste is one of the "boundary-making mechanism(s)" (p.899), an instrument to judge and classify objects and therefore a tool of distinction (McQuarrie, Miller & Phillips, 2013). This understanding of taste goes further back to Pierre Bourdieu (1984) who has defined taste highly linked to social conditions: "agents classify themselves, expose themselves to classification, by choosing, in conformity with their taste, different attributes (clothes, types of food, drinks, sports, friends) that go well together and that go well with them or, more exactly, suit their position*" (Bourdieu, 1989, p.19).

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[8] Although movies and documentaries on fashion designers were produced ever since fascinating personalities like Coco Chanel and Tom Ford appeared in the picture. However fashion movies are not no media to gain knowledge about fashion itself, but are rather on the person behind the brand and therefore autobiographical.

In relation to the earlier mentioned theory of class differentiation by Simmel, taste can be seen as additional layer within the instrument of fashion for social distinction (Bourdieu, 1984). Fashion offers a general guideline along which individuals can position themselves without having to give up individual judgment on style, i.e. taste. A single person or medium like a magazine can articulate "a taste regime" (Arsel & Bean, 2013, p.900), which can be nowadays even a blogger. Taste differs for every person, not only depending on class, but external factors as well (McQuarrie, Miller & Phillips, 2013; Bourdieu, 1984). Bourdieu (1984) introduces further the matter of judgment by using the adjective "good". He argues that *good* taste exists within each class: it classifies and judges, while creating an evaluation of the meaning of beauty and ugliness (ibid. 1984; McQuarrie, Miller & Phillips, 2013).

2.1.2 The contemporary role of fashion

In the society of the 21st century, the subject of fashion appears to be even more complex: it does not only entail the demonstration of belonging to a certain group, but also the differentiation within that group. Nowadays fashion is a tool of *individualization* – nobody wants to look like 'the rest', comparable to Simmel's (1957) understanding of the distinction from the mainstream, i.e. the lower/ middle class. Individualization in this case can be understood as a process of personal decision-making on what to wear and how to wear it. Often this process is operated to be free of foreign influences, for instance of the own socio-cultural environment, but can never be completely independent (Schiermer 2010).

Since it is rather compulsory to wear some kind of clothing in everyday life, at least in Western societies, it seems impossible to completely liberate oneself from the matter of dressing. Those that are less or not at all interested in fashion can never truly escape the examination with it: "Even the determinedly unfashionable wear clothes that manifestly represent a reaction against fashion" (Anderson 2011, p. 69). And those who bring a high level of importance towards fashion are aiming for a unique and memorable appearance, which might or might not be within the limits of their class. Fashion today is about creation and manifestation of identity, it forms belonging, definition and individual expression. At the same time there is a clear dynamic moving away from the individualization on the one side to globalized trends on the other side: based on Web 2.0 technologies and its possibilities of real-time transmission and diffusion of information (O'Reilly & Battelle, 2009), the fashion world too becomes globalized.

According to Anderson (2011) fashion is inseparably connected to *social identity* as an expression and formation of an individual personality in society. Social identity can be understood as a distinct sensation of commitment and belonging to a group which is often

perceived as giving identification upon individuals (Ellemers, Spears & Doosje, 2002). "Adorning the body provides a means of connecting with others, but it may also be used to exclude them if their appearance indicates that they do not belong to the appropriate social group of the specific context" (Anderson, 2011, p. 72). This kind of individualizing distinction of fashion can be experienced in media in the very same direction in terms of individualized media and personally customized media production and consumption.

At this point a counter-perspective on the role of fashion in society of the current age is worth mentioning: Schiermer (2010) describes this role as interfused with an occurrence he calls *fashion victimization*. Fashion victimization is a manifestation of fashion in society, where the mass blindly follows upcoming fashion trends to appear fashionable, i.e. to create a fashion-conscious image of the own person (ibid. 2010). He argues that fashion thereby has a de-individualizing effect, as opposed to create social distinction and individualization like Anderson (2011), Simmel (1957) and Blumer (1969) argue. As an example Schiermer brings up the topic of fashions magazines, which frequently feature articles about the classifications of "best/ worst-dressed" people, as well as "must-haves" or "don'ts /do's" of the season, thus dictate how to dress in order to be accepted in society. He claims that every person is part of a "fashion circus" (ibid. p. 95), who is – consciously or not – drawn towards products that are fashionable. Schiermer does not explain the term fashion circus further, it can only be assumed that he is referring to the common criticism of fashion as some kind of constructed, artificial show, much like a *circus*, which is defined as "a public scene of frenetic, noisy, or confused activity" (Oxford Dictionary online).

The same term has been recently used from one of the most prestigious fashion critic of our time, Suzy Menkes, to describe the change in the fashion industry and fashion media. In an article for *The New York Times* she stated how dreadful she finds the way fashion insiders dress themselves for Fashion Week (Menkes, 2013 December 15):

Ah, fame! Or, more accurately in the fashion world, the celebrity circus of people who are famous for being famous. They are known mainly by their Facebook pages, their blogs and the fact that the street photographer Scott Schuman has immortalized them on his Sartorialist Web site. This photographer of "real people" has spawned legions of imitators, just as the editors who dress for attention are now challenged by bloggers who dress for attention.

Menkes' ironic statement on instrumentalizing fashion to be noticed in society is of course not only performed by bloggers, but it gives a good impression of the meaning "fashion as circus". As a professional fashion critic, working in the industry for more than 25 years, she disapproves the hype about fashion bloggers which seems to rely on not much else than their attractive physical appearance and the possession of designer items, as opposed to

being professional journalists (Picture 1). In the article she stated how invitations to high-class fashion events should not be based on the number of SNS followers, but reserved for journalists and buyers, i.e. professionals (Menkes, 2013 December 15).
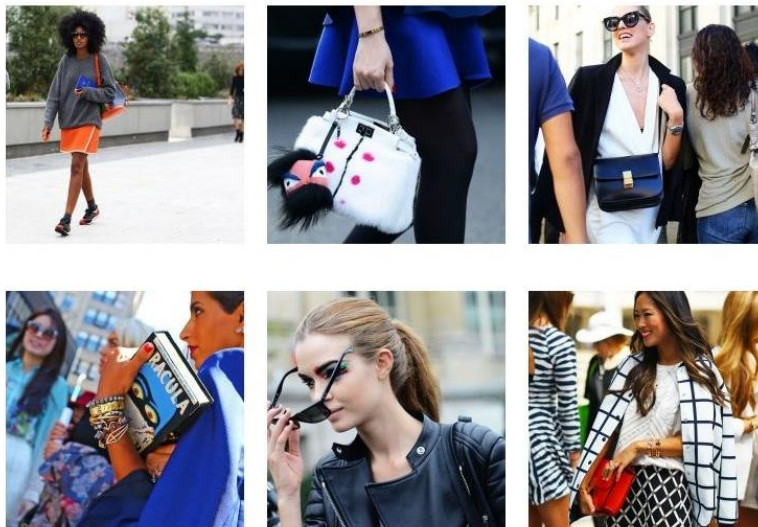
Picture 1: Screenshot from *The Coveteur*: Street style stalking in front of a Fashion show, illustrating it-pieces on blogger/ model outfits (2013, September 10)

2.1.3   Fashion media in today's society

One can say, that in the contemporary age the trend of textual fashion media, has been translated to the digital form utilizing new media channels, like blogs and online magazines and thereby expressing the voice(s) of fashion today. However, traditional fashion media, especially magazines, are still relevant.

A research by Moeran (2007) describes the composition of fashion magazines and their audience to explain the role of fashion media in contemporary societies: "(…) fashion is also

both cultural product and commodity, and thus addresses multiple audiences, some of whom are there to show off clothes, others to buy them, and yet others to create a buzz around them" (ibid. p. 728). To understand fashion, he states, one must understand the interaction between production and consumption: magazines are inseparably linked with the fashion industry, as they illustrate the products of the next season. To understand this claim, it must be pointed out that fashion magazines are structured counter cyclically, i.e. present in spring the new collection for fall and vice versa. This composition is based on the biannual Fashion Weeks in New York, Paris, Milan and London, where designers show their designs for the upcoming season. New media, such as fashion blogs, depend on this cycle of fashion seasons just like fashion magazines do, to have material to report about.

The professionalism of magazines in providing information and in the distribution of fashion news is crucial for the fashion industry. Without fashion magazines, without their photographs and articles there would not be a fashion industry, because magazines bring together producer and consumer and thereby teach society "(…) why fashion should be important in their lives" (ibid. p. 737). The same applies for fashion blogs in way, but on a different level: blogs do communicate fashion and report on novelties, but due to the lack of research it is not clear what readers actually expect from fashion blogs, which is why the motives for blog consumption are part of this exploratory study.

An additional view on fashion media is brought up by Azuma and Fernie (2003) who describe fashion itself as an aesthetic expression that is being used for communication through a sort of code, i.e. a general understanding of what is fashion, which is then being modified and explored. Thus fashion media can be understood as reflection of the current moment of society, culture and environment as manifested in fashion. According to Azuma and Fernie (2003) fashion media of the contemporary society is an element binding "(…) creative talent of upcoming designers and the artisanship of domestic small suppliers in the industrialized economies on a web-based virtual surface" (p. 414).

Concluding this sub-chapter about fashion in society, the importance of differentiation and identification must be underlined: more than ever the way people dress themselves is important, because it expresses belonging and identity – it individualizes and differentiates. In the western society certain situations call for certain clothes, although the individual styling of these clothes is significant as well and part of how a person is understood.

Fashion media plays a significant part here, as it offers guidance between fashion industry and the consumer and influences the latter along the lines of differentiation and

identification. Especially with the advent of new media, it entangles the individual more closely than print media ever could, due to its participative design.

2.2 Player of the team "new media": the blog

The understanding the configuration of blogs lies in their common features – no matter what content they cover. Fashion blogs for example are a precise type of blog, however looking at blogs in general can provide a basic level of understanding before going deeper into that matter. Even though this chapter covers blogs in general, examples of fashion blogs were chosen to give a more straightforward idea of the study.

The very essence of blogging "(…) is to openly and organically share ones opinions thoughts and ideas with like-minded people whom you can then continue to network with via comment fields and user-to-user web conversations" (Pagett, 2010).

The term *blog* describes a textual log (-book), as a form of online journal, which issues one or multiple topic(s) on a webpage (Kent, 2008; Thorsen, 2013). It can be defined as "website which contains a series of frequently updated, reverse chronically ordered posts on a common website, usually written by a single author" (Hookway, 2008, p.92). Rocamora (2011) adds that blogs need to be understood as products of the Web 2.0 with an interactive and fluid design based on hypertextuality, i.e. connections to other websites and additional content outside the borders of the blog, and remediation, meaning the presentation of a topic in a different perspective using different instruments than how it has been covered by other media, e.g. magazines. This fluid design generally entails SNS pages of the blog, a list of recommended online shops and a collection of press features of the blogger (Picture 1).

Notes:
1= "Press" features of the blog and blogger (print and digital)
2= "Subscribe" Possibility to subscribe to the blog via email, i.e. receive updates instantly
3= "Shop" links to a personal shop of the blogger, selling personal items
4= connects to social network presences of the blog (l.to r.): Bloglovin, Twitter, Facebook, Instagram, Pinterest, Tumblr

Picture 1: Screenshot of the blog *Oracle Fox* (2014, June 15)

2.2.1   Origin of blogs and social shaping of technology

Blogs can be traced back to the 1990s. Giving an exact specification of the emergence of the first blogs is impossible, as they fused slowly out of three different content creation and networking tools: online forums, personal website and e-mail lists (Siles, 2011; Cohen, 2007). At some point these websites merged slightly and grew into a sort of blog, which was then further adjusted according to the needs of the person behind it (the blogger) and the demands of the audience.

It took around a decade that blogs as such became commonly known and popular, and this was based on the advent of user-friendly software circa 2005 (Lopez, 2009): web applications like Tumblr, WordPress[9] and Blogger enabled amateurs to design a blog and publish posts easily, without having any programming skills (Picture 2) (Siles, 2011). To this day Tumblr (created in 2007) contains 198.6 million different blogs alone[10].

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[9] https://wordpress.com/about/
[10] http://www.tumblr.com/about
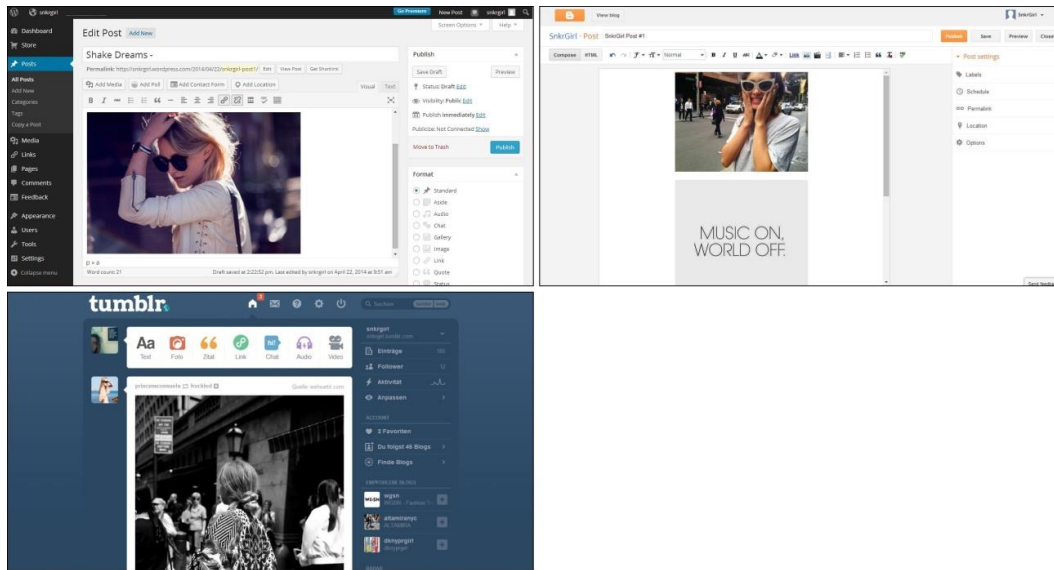
Picture 2: Three popular blog applications (l. to r.): WordPress, Blogger and Tumblr

These new technological possibilities of content creation and distribution for non-professionals were designed out of the social demand to digitally create (Hookway, 2008). It is a phenomenon that can be explained by the approach *social shaping of technology* (SST), which basically describes the mutual process of both technology and social aspects influencing and shaping each other (Bijker, 2010; Boczkowski, 2004; Williams & Edge, 1996). The approach is primarily paying attention to the social environment of technologies, in particular the user, who is very significant due to the fact that technology does not happen in a vacuum, but rather in a social setting. Technological innovations become valuable because they are used by the audience (Williams & Edge, 1996). Technology itself is an outcome of choices, decisions and contingencies, as it is embedded within societies (ibid. 1996). SST underlines social influence as state of flux and is therefore *shaping* technology via various forces (Bijker, 2010). Applied to the case of blogging, this has a dual meaning: on the one hand the blogger and his/ her demands and choices are highly relevant for the creation and maintenance of the blog (the technology). On the other hand the blog readers have expectations towards the blog as well as different levels of social demands of interaction that need to be satisfied by the technological design of the blog.

Hookway (2008) describes easily usable software like Tumblr as one of the driving forces that were – and still are – causing a growth of fame for blogs. The second force, according to him, is the increasing global media exposure of popular blogs, which evokes coverage and features in traditional media like magazines and thereby creates more traffic on the blogs in return (ibid. 2008).

Blogs have become increasingly important since the appearance of new media, specifically the so-called *Web 2.0* and its participatory possibilities for both consumer and producer (O'Reilly, 2005; O'Reilly & Battelle, 2009). In comparison to the Web 1.0 – the initial steps of the Internet – O'Reilly (2005) differentiates blogging from personal websites and defines Web 2.0 as interactive, participatory platform, based on a number of new principles like *collective intelligence*, the *wisdom of the crowds* and nontransparent databases. The term Web 2.0 describes how the Internet is not simply consumed by a passive audience like for instance television, but that it is very active and intertwined with features of production and consumption. This environment with its highly interactive potential has contributed to the empowerment of the user: as opposed to traditional media, the user is no longer pure spectator of media content, like newspaper, magazines or TV, but participant at the same time. Users can comment, rate and participate actively in online content in various ways. At the same time they can easily design their own blog and tell the world personal thoughts and opinions. This caused a blurring of lines between consumption and production of media content, resulting in an explosion of user-created content (UCC) online – a product of the "rise of the amateur-creator" (OECD, 2007, p. 8). UCC sites like YouTube, MySpace and Flickr were named the fastest growing websites in 2006 with a growth of unique users up to 201% within one year (OECD, 2007).

2.2.2   Blog features

It has been established that a blog can be categorized as new media form, in contrast to traditional media – like magazines – and covers one or several specific topic(s) in an open, individual and often very personal way. A blog enables by design possibilities of self-expression and articulation of opinions by the blogger(s), and usually contains a certain degree of interactive inclusion of its audience, e.g. via the comment section (Kaye, 2010a; Allan, 2002). Overall most of the existing blogs concern political topics and news reportage (Hookway, 2008; Kent, 2008; Farrel & Drezner, 2008; Bruns, 2011); therefore academic literature exists primarily on these blogs.

The main content of a blog are so-called *blog-posts*, or simply *posts*, which are unstructured articles displayed in reversed chronically order, so that the most frequent post appears on top of the page. The form of a post varies from blog to blog, but also within a blog itself there can be found several types: they range from short articles (usually written in first person singular) over illustrations and photography to video clips. The most common post is composed by a number of photographs accompanied by a short text, explaining the situation and the background of the pictures (Picture 3).
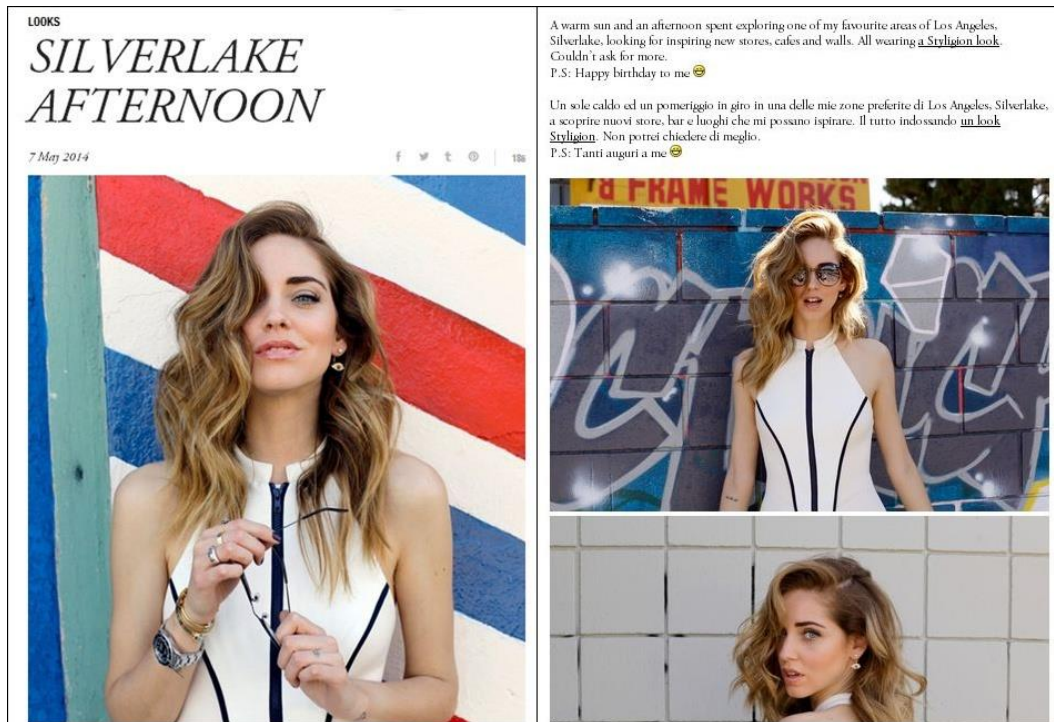
Picture 3: Example of a fashion blog post (extract): The Blonde Salad (2014, May 20)

Blogs generally contain features like instant text/ graphic publishing, an archiving system organized by date, a feedback mechanism (comment functions) and so called *tags* as fragmentation of content, identity and communication explicitly used by bloggers (Hookway 2008). Tags are descriptive key terms categorizing posts into different topics, usually found at the end of each entry. The purpose is relatively obvious: the more tags, the more easily a search engine lists the blog. On a fashion blog a post of an *Outfit of the Day* (short *Ootd*) could include tags like *fashion*, *street style*, *Today I'm wearing, Nike, Sneakers, Zara, skirt, elegant, sporty* and so on (Lopez 2009) (Picture 3). "The very act of tagging clearly differentiates the various modes of expression contained on the website. Not all blogs employ tags, but the ones that do give us a wealth of information as to the scope of each writer's subject matter" (Lopez, 2009, p. 738).
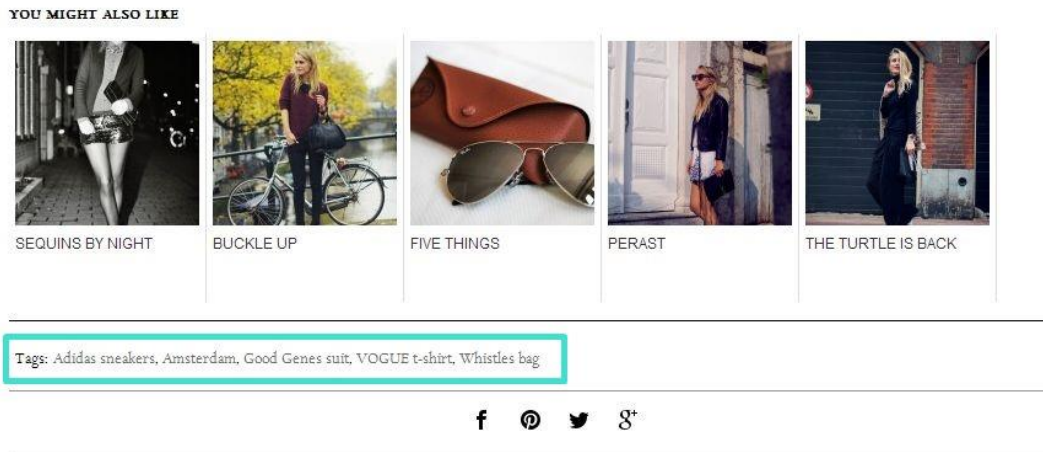
Picture 4: Example of tags under a post (highlighted): *Raspberry Rouge* (2014, May 13)

2.2.3   Is blogging journalism?

Besides being a new medium, blogs fall into the category of new, participatory journalism (Bruns, 2011), because their creation and maintenance can be done by amateurs, doesn't involve professional (journalistic) skills and can potentially reach anyone (Johnson & Kaye, 2004). Therefore blogs express a form of amateur performance (Engholm & Hansen-Hansen, 2013). Some researchers have proposed the term *citizen journalism* (Bruns, 2008; Keen, 2007; Rocamora, 2011) to describe blogs through this concept of "journalism by non-journalists" (Keen, 2007, p.46).

The term citizen journalism describes the phenomenon of amateurs reporting in a textual or visual form on news, incidents and other journalistic subjects and thereby creating a pool of amateur-content that is hard to be captured by traditional, professional journalists. The expression is an outcome of the convergence of media production and consumption through the empowerment of the user in the age of Web 2.0 as described above (Bruns, 2008; O'Reilly & Battelle 2009; Jenkins 2004). In the case of fashion bloggers, it means that in the beginning of a blog, an amateur communicates personalized content from a very subjective point of view and places individual judgment (e.g. "What I am wearing today" or "My personal must haves for this summer"), generally on a mediocre quality level.

However, when it comes to successful fashion bloggers, Sedeke and Arora (2012) found that citizen journalism does not grasp the concept anymore, meaning that successful bloggers are not citizens reporting content on an amateur level anymore, but rather a merged version of "amateur-experts" (ibid. p. 1): after some initial steps of blogging, the bloggers status has grown from amateur to self-taught and experienced semi-professional. At this point bloggers have established an increased level of knowledge, skill set and network of

contacts, which can be seen very visually, for instance on the quality of photography taken by the blogger him-/ herself in comparison of their contemporary work to the first pictures published on the blog. Therefore these bloggers have grown into hybrids of editor, influential tastemaker, designer, model, testimonials and possibly more: very successful fashion bloggers have created a personal brand around their blog and their person itself (Cocoran, February 2010; Pham, 2013).

McQuarrie, Miller and Phillips (2013) refer to the power of bloggers as "the megaphone effect" (p.136ff), which at the very core originates in the design of the Web 2.0 (O'Reilly 2005; McQuarrie, Miller & Phillips, 2013). It is defined to occur "(…) when ordinary consumers, defined as individuals lacking professional experience (…), post to the web about consumption and acquire a mass audience for these posts" (McQuarrie, Miller & Phillips, p. 137). The phenomenon of new consumerism and production, enabled by new media technologies, gives the amateur the chance to grab the megaphone and speak up.

Aside from the unclear terminology in academic literature, it can be concluded that all bloggers start as citizen journalists, i.e. amateur, but only a few outgrow this status by developing skills and knowledge throughout the process of blogging over several months and years (McQuarrie, Miller & Phillips, 2013). Such a development goes generally hand in hand with the success of a blog and is supported by many factors, such as the quality of photographs and texts as well as the interpersonal connections to its audience.[11] In addition more skilled, upcoming fashion bloggers are constructing a professional network, consistent of other bloggers, magazines, PR agencies and more, and accomplish collaboration's with brands like "blogger events" for special collections or sweepstakes with online shops in exchange for *likes* on SNSs or comments. Such contacts and collaborations bring forth more attention for both the blog and their partner and therefore target an even broader audience. Being able to live off their blog is often the ultimate aim for a fashion blogger and seeing some bloggers succeed encourages a multiplicity of imitators.

Successful fashion blogs are consequently a step beyond citizen journalism: nowadays being a blogger can be seen as a profession. Often it is not the only job a blogger does, but nevertheless when achieving a certain coverage, bloggers are no amateurs (anymore). Thus it must be understood as a new form of journalism: a participative, personal journalism, but nonetheless on a professional level.

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[11] A further insight into the development from amateur- to professional blogger offers the research by McQuarrie, Miller and Phillips (2013).

2.2.4 Participation and interaction with the audience

Speaking of successful blogs, it is crucial to consider the audience and its power. To understand this power, it must be gone back to the shift in media of the contemporary age. As mentioned before, the current empowerment of the audience from a passive, receiving audience – e.g. watching television – to active users – e.g. online participation via SNSs and blogs – has changed the complete media landscape (Livingstone, 2004; Livingstone 2013). The trend of mass media of the pre-2000s has decreased and is increasingly crowded out by new media, in particular the Web 2.0 which is by design strongly focused on participation. This relates to the empowerment of the audience, better yet the individual active user, in so far that everyone can have a voice on the Web and more and more people are actually making usage of this voice, for instance via movie ratings on IMdB, holiday tips on Trip Advisor, photo-sharing on Instagram and opinions on a purchase of a product on Amazon. All of these expressions of opinions can be described as *user-created content* (UCC) (OECD, 2007). Researchers argue that the role of mass media platforms has been reduced due to the fact that "ordinary" citizens are now able to produce content themselves, as opposed to passively consume content that the mass media industry presents them (van Dijck, 2009; Livingstone, 2004). Television and other traditional media seem neither longer contemporary nor able to fulfill the audiences' demand to *co-create* and *produse* (van Dijck, 2009; Livingstone, 2013).

Applied to the matter of blogs, this change in media means on the one hand that blogs can be categorized as UCC, at least at their initial stage, because they are created by non-professionals without the purpose to make money (OECD, 2007). Blogs that are realized in a good manner and show quality content still require a pinch of luck to become popular, but when they are, they get sponsorships, become involved in collaboration and distribute advertising, i.e. can make money with the blog. In this case, UCC is no longer applicable because of the shift from amateur to professional content production and distribution for economical purposes (OECD, 2007). It can also happen that a blogger becomes very popular in a short period of time, while still being an amateur, just because of a very interesting way of blogging or dressing: "Who needs to graduate from Central Saint Martin's in London or New York's Fashion Institute of Technology when a homemade outfit can go viral on YouTube with millions of hits?" (Menkes, 2013, December 15).

On the other hand, as stated before, the shift in media gives the readership of blogs a tremendous power, since the professionalism of the blog dependents on visitor-numbers, amount of comments and *likes*/ friends/ follower on SNS channels of the blog – all expressions of popularity only the blog audience can provide.

Participation and interaction of the readership on blogs appears generally in the form of commenting on posts. Readers can openly disclose their name, use an alias, an acronym or stay anonymous and comment the post, which can contain for instance feedback like agreement or criticism, personal experience and/ or link to the reader's personal blog to raise awareness or to a further article on a similar topic. The comments are visible for the audience and published directly under the post (Picture 5).
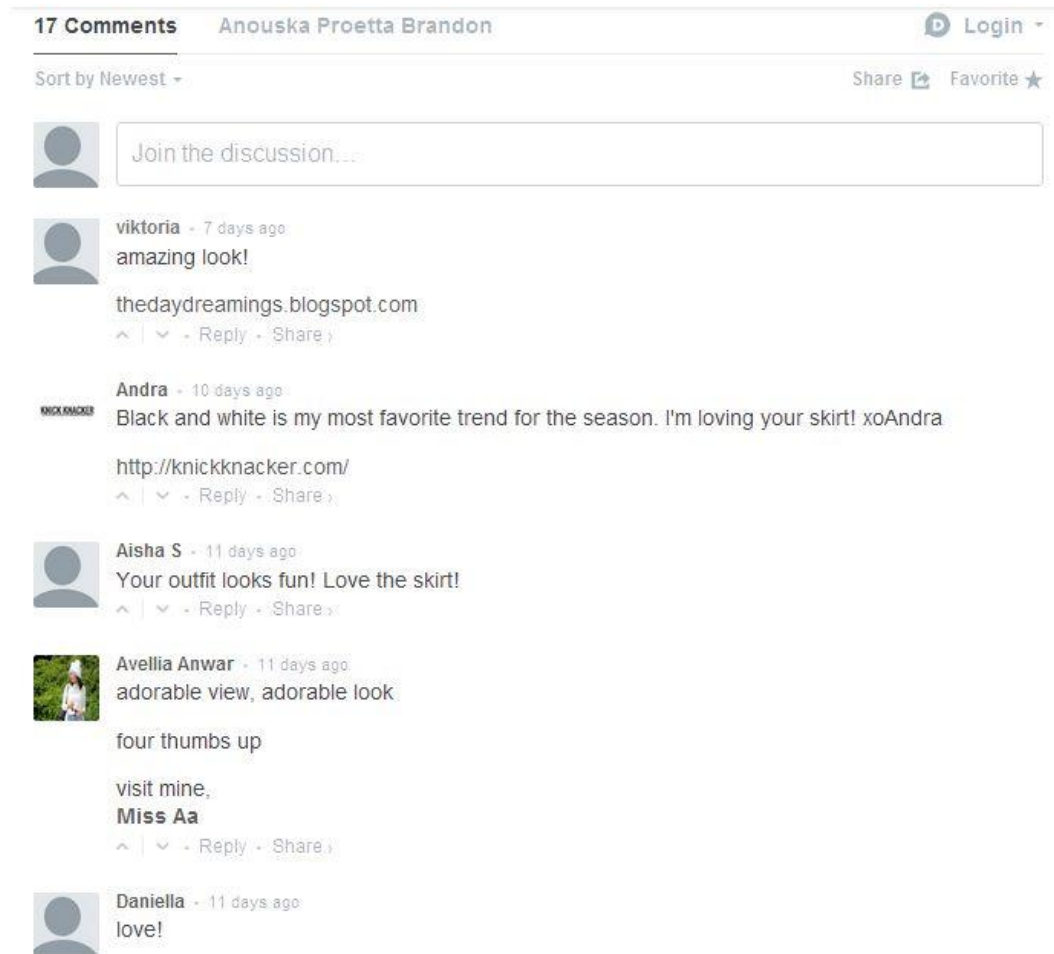
Picture 5: Example of a comment section: *Anouska Proetta Brandon* (2014, May 6)

Often the readers' comments are not published instantly – especially popular blogs check the comments sent in by their readership before clearing it to be published on the blog to avoid hate speech etc. Successful blogs like The Blonde Salad usually achieve around 200 comments per blog post, which is relatively spoken little, compared to number of visitors per month: 600.000 unique visitors and 6 Million page views (Wang, 2014 Feb. 27). It is common for bloggers to directly speak to their audience and ask them about their opinion, advice or personal experiences, but only a few successful bloggers actually react on such comments.

As mentioned before, it is crucial for a blogger to find a successful way to include her/ his readers, to ensures their loyalty to the blog, i.e. keep the visitor numbers up and the blog in its powerful position in the fashion industry.

Other than the possibility to comment, there are interactive options like sweepstakes, personal meet-and-greets and questions-and-answers videos (Q&As) for the readership. In collaboration with online shops or specific brands, fashion blogs offer fashion products to win on their blog in exchange for SNS followers or likes (including for the shop/ brand they are collaborating with) – which is beneficial for both. Meet-and-greets are sometimes organized by successful bloggers in connection with some kind of fashion event, for instance the VOGUE Fashion's Night Out, where as a special attraction bloggers are invited to shops and autograph sessions organized.

Q&A-videos are another useful way to keep the connection to the readers close and participation rates high, which is successfully carried out by the blogger Emily Schuman of *Cupcakes and Cashmere*, who is currently answering the 29th set of user questions since the creation of her blog, in form of a video called *Ask Emily* (Picture 6).
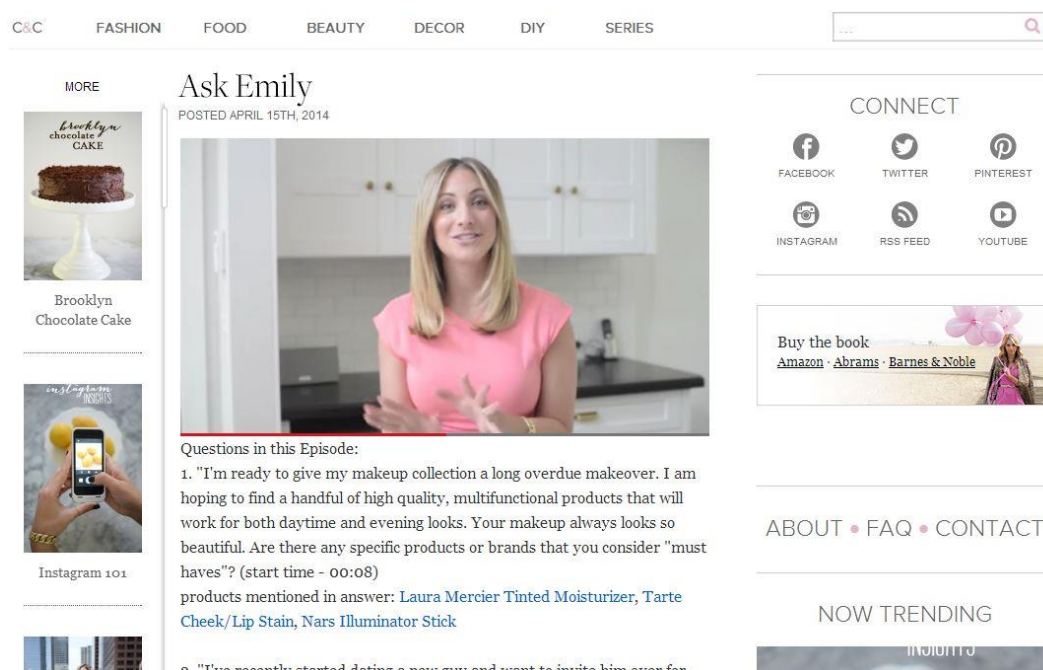
Picture 6: Example of a Q&A-video: Cupcakes & Cashmere (2014, April 15)

Additionally, user-participation can take place on other channels, namely SNS like Facebook, Twitter, Instagram, Pinterest and YouTube as well as fashion platforms such as Lookbook,

Polyvore, Styloola and Fashiolista. Popular blogs usually have a domain on these social media channel as well, as it catches the attention of (potential) readers and leads to more traffic on the blog itself. Looking at the option of participation for the reader, it can be seen that on these platforms the audiences' interaction is mainly focused on commenting and *liking* content. The interactions on additional channels are important for bloggers to generate a level of interconnectedness between their audience and the blog. As Lopez (2009) stated: "(…) blogging does not happen in a vacuum – by its very nature, blogging invites an audience to participate in discussions, share ideas and vocalize support for other participants" (p. 742), which creates probably the attractiveness of blogs as such. To what extent the interactive participation of the reader is significant for a blog will be analyzed in this study along with other sets of motives for reading fashion blogs.

Concluding to the issue of blogs it is highlighted how much blogs rely on their readers, due to the design of new media which circles around the interaction with the user. As this sub-chapter has outlined, there a blog can contain a number of participative possibilities where the audience can interact with the blogger and influence content. It is thus crucial for a blogger to keep the blog exciting and its quality and quantity high, so that its readers' stay interested, i.e. become frequently returning users of their site, while at the same time targeting new audiences, which both ultimately has the purpose to keep the blog popular, hence successful.

2.3 Fashion blogs

After examining the blog as such, in the following the focus is set on the appearance, content and specific form of fashion blogs. So far a couple of fashion blogs only have been mentioned to give concrete examples for blogs. At this point however fashion blogs will be defined exactly, described in their unique nature and placed according to their design. We know now that fashion blogs arose in the early 2000s (Engholm & Hansen-Hansen, 2013) due to the development of the Web 2.0 and that they were among the first option that offered possibilities of UCC and inclusion of the audience. The substance of fashion blogs can range from photography of an individual outfit, personal statements on fashion trends and presentations of latest purchases, to styling tips for special occasions, insights from fashion events per video or pictures from other peoples inspiring street styles i.e. as seen wearing on the street. Photography plays a significant role on fashion blogs – it is used as a tool of personal expression, depiction of fashion related content – mainly clothes and beauty, but also covers areas of travels, (fashion-) events, music, food and more – and illustration of identity (Palmgren, 2010; Rocamora, 2011). As the possibilities of technology broaden

constantly, new media innovations are growing to become an important tool for fashion blogs as they enable personal fashion insights, e.g. videos, Google hangouts, animated GIFs etc.

The most popular fashion blogs of the present have been more or less created in the period between 2005 until the presence. Most recently the blog network *Signature9* (2014, May 9) has published a list of "the most influential fashion and beauty blogs", containing 99 blogs of different types. Head of the list is the father of *Street Style* blogs (Engholm & Hansen-Hansen, 2011): Scott Schuman with his blog *The Sartorialist*[12], followed by the professional blog *Refinery29*[13] on rank two and *The Beauty Department*[14], a beauty blog describing itself as *edutainment*. The editors of Signature9 state that the ranking is based on more than numbers of unique page views (for The Sartorialist these are about 13 million per month), but that it is rather an objective measure of global style influence and online fashion media constructed through a number of variables.[15] Due to growing popularity of the medium itself, blogs seem to become more and more influential: as described earlier, we can see symbols for popularity and influence of a blog in several ways. There are obvious elements like the amount of readership, comments and friends/ likes on SNS, public appearance at special events and intensity of media coverage. Then there are less apparent factors such as the number and frequency of collaborations with designers, brands or shop and achievements of the blogger him-/ herself, e.g. writing a book or creating an own fashion brand.

McQuarrie, Miller and Philips (2013) defined successful blogs in their study about the readers of fashion blogs as an "accumulation of cultural capital via public displays of taste (p. 136) i.e. a personal collection of style and fashion related content (cultural capital) based on the bloggers' understanding of what looks good (taste). One can assume that, the more people agree with the bloggers' definition of "good" taste, the more they are drawn to it and become frequent readers.

There are many similar attempts to rank fashion blogs according to popularity and influence, but it is hard to actually narrow down a concrete list of successful fashion blogs, because of several reasons. Firstly in most cases numbers of their success (e.g. unique page views per month, advertisement prices) are not openly communicated and if so, it is hard to have a list of fixed criteria which determine a successful blog. Furthermore fashion blogs, as a phenomenon of the Web 2.0, are in a constant state of change and can lose their status as successful taste makers as fast as they have achieved it. Ultimately fashion blogs

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[12] http://www.thesartorialist.com/
[13] http://www.refinery29.com/
[14] http://thebeautydepartment.com/
[15] Details on the methodology behind the ranking: http://www.signature9.com/style-99

are strongly dependent on their readers, which makes it even more difficult to achieve a stabile state, because an audience can lose interest, popularity can pass and readership numbers can drop in the blink of an eye.

Even though a definition of is hard to grasp, for the purpose of this research an understanding of a *successful* fashion blog must be determined. Sedeke and Arora (2012) have tried to define "top ranked" blogs based on the criteria to have a spot in a ranking (online or print) about important fashion blogs. In the case of this study a successful blog is rather defined by a number of coverage of more than 10.000 unique page views per month, meaning that the blog is read by a large audience. Other than this, a successful blog is regularly cooperating with big players of the fashion industry and its writer is primarily a full-time fashion blogger, i.e. living off the money the blog makes.

Cammaerts (2008) found that in general the factors visibility and popularity of a blog are both leading to more influence and therefore to a higher level of possible social control and economic power. On the genre of fashion blogs this can be translated into a strong media coverage on multiple channels, which puts and keeps blogger/ blog in the public (fashion) discourse, i.e. visible. The second factor, popularity, can be seen on numbers, such as unique page views per month, amount of cooperation's with brands/ shops, own projects and others. Both of these factors lead to a raised importance of the bloggers as opinion leaders and tastemakers of the current age, which can be seen e.g. when a blogger is being seated in the front row on Fashion Week Shows, where only the Top-A-List of editors and celebrities with major influence, is allowed to sit (Picture 7). Many media channels are reporting on the audience of Fashion Show, i.e. having a seat at the most important spots communicates importance in society as well as a status of fashion professional (visibility plus popularity).

Picture 7: Bloggers in the Front Row of a Fashion Show (l. to r.): Rumi Neely (Fashion Toast), Carolina Engmann (Fashion Squad), Dani Song (Song Dani), Aimee Song (Song of Style), Chiara Ferragni (The Blonde Salad)

In conclusion fashion blogs, like any other kind of blog, need an audience to exist (Cammaerts, 2008; Lopez, 2009). As stated before, reading and commenting of the readers is the fundament of a successful blog. Comments are crucial in so far that, even if these comments are negative, they still provoke traffic on the blog by creating new discourse, which is ultimately beneficial. It can be understood like the relationship of celebrities with paparazzi/ tabloids: both need each other in order to exist – like the expression "all press is good press". Whatever is being written about a celebrity or a blogger in our case it keeps the figure on the public display and discourse.

The major role of the audience is to read the blog: every single click to open the webpage is registered and counted as *page view.* Further it is relevant what kind of attention the reader pays to the content: if a blog does not seem interesting anymore, the audience just disappears (numbers of page views and unique visitors per month shrink). Without a noteworthy audience the blog loses its power, both on social and economic level. A blogger who is no longer successful, who doesn't reach a certain amount of audience, is generally not relevant anymore, unless he/ she has additional channels of expertise, e.g. as stylist or author. The blog will lose more and more importance (popularity) and visibility, since cooperations with the blogger and advertisements on the blog rely on the number of unique visitors and the amount of user comments (Halvorsen et al., 2013) Without a readership, a fashion blog is like a magazine that is never being sold. The power of the audience is

immense and this study will bring further insides into whether the individual reader is aware of this power or not.

2.3.1 Types of fashion blogs

According to Engholm and Hansen-Hansen (2013) fashion blogs can be classified into four categories regarding their content and design: the first category is the *Professional Fashion blog*, which is a blog created by a fashion magazine as additional channel to its print version (Picture 8). Secondly there are so called *Fashiondustrias*, which are blogs "typically run by fashion industry professionals such as stylists, journalists, models or photographers with access to the prestigious, professional fashion events" (Engholm & Hansen-Hansen, 2013, p.4) (Picture 9). Thirdly the category of *Street Style* blogs lays its primary focus on "documenting real people's style at street level in big-city environments" (ibid. p. 6) and leaves the person behind the camera, i.e. the blogger out of the spotlight (Picture 10). And ultimately there is the fashion blog category called *Narcissus*, which centers exclusively on the person of the blogger, who puts him- /herself and his/ her life completely on display (Picture 11). This contains primarily posts about outfits or beauty close-up's set into scene as if it was aimed for an editorial of a fashion magazine.

Picture 8: Examples of blog type Professionals (l. to r.): VOGUE UK, ELLE UK, Harper's BAZAAR UK, Russh
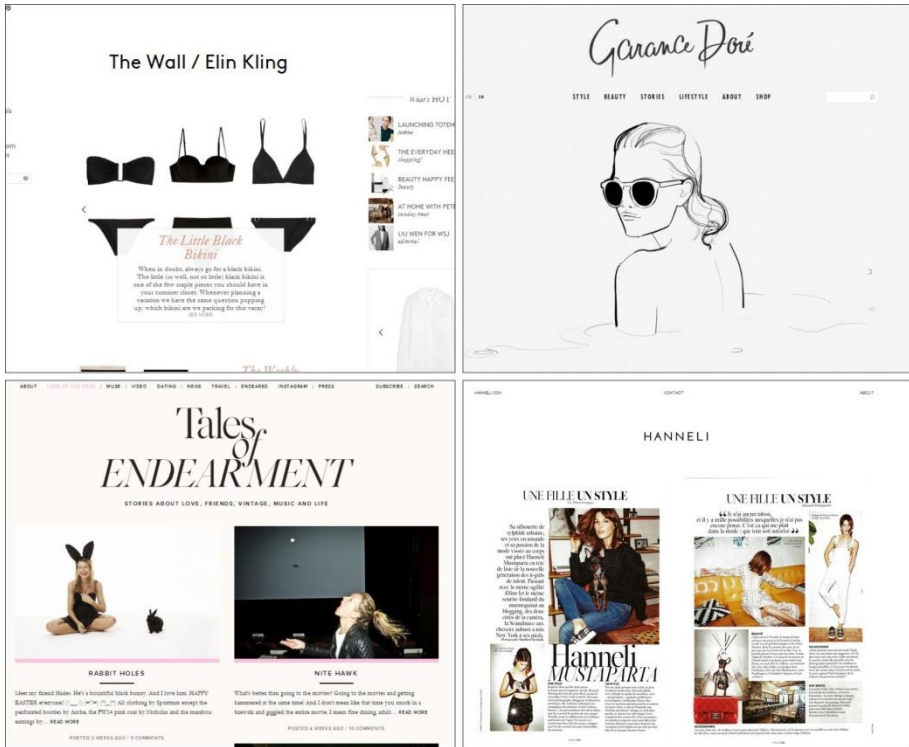
Picture 9: Examples of blog type Fashiondustrias (l. to r.): The Wall/ Elin Kling, Garance Doré, Tales of Endearment, Hanneli
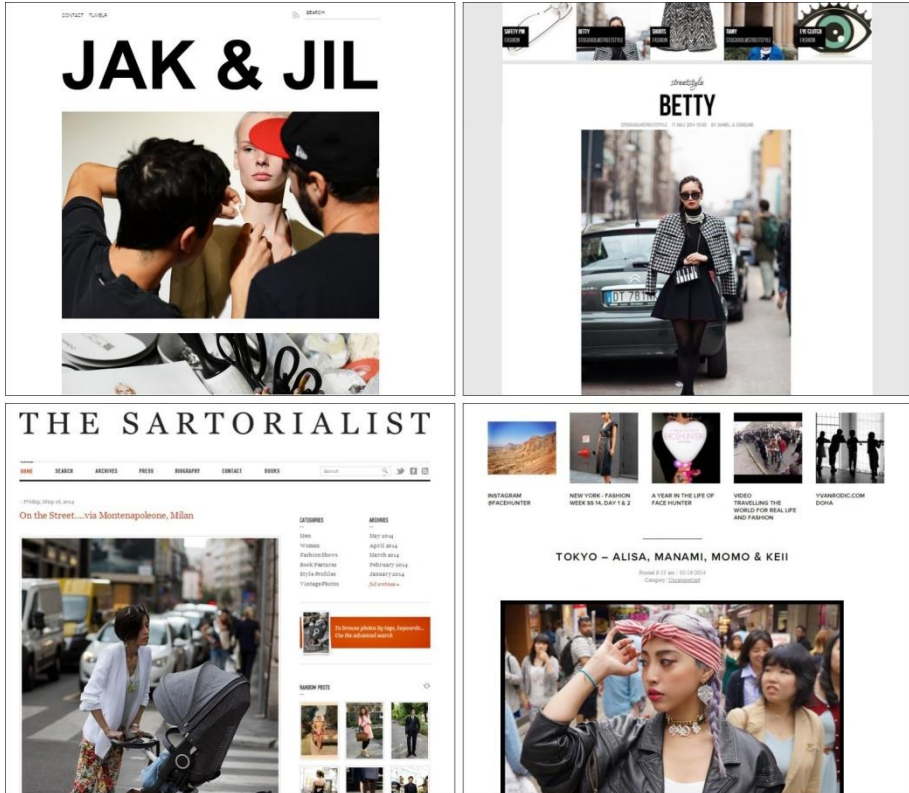
Picture 10: Examples of blog type Street Style Blog (l. to r.): Jak & Jil, Stockholm Streetstyle, The Sartorialist, The Face Hunter.
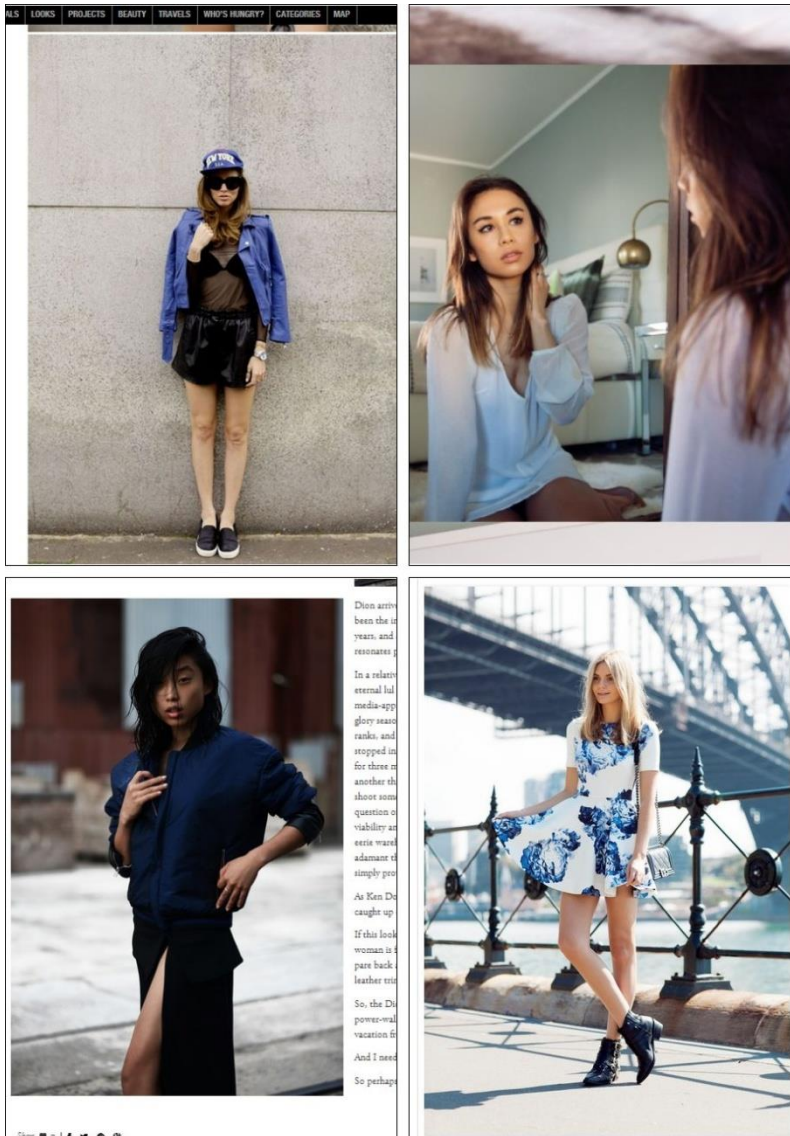
Picture 11: Examples of blog type Narcissus (l. to r.): The Blonde Salad, Fashion Toast, Shine by Three, Tuula

The different types of fashion blogs attract different readers and involve them in different ways (Engholm and Hansen-Hansen, 2013). How readers interact with the blog, depends on its content and design: in regard to a Narcissus blog for instance, the inclusion of the reader is minimal, especially when the blog is rather popular. This can be witnessed as Narcissus bloggers rarely interact with their reader, e.g. do not respond to comments, requests or questions. Professional fashion blogs on the other hand are constantly interacting with their audience in order to maintain their interest and attention (ibid. 2013). How this relates to the perception of influence of the reader is one of the questions addressed in this study. For this purpose the typology of Engholm and Hansen-Hansen (2013) is incorporated in the research of this study in terms of consumption behavior and perceived influence: respondents of the

survey were asked which types of fashion blogs they read and which ones are their favorites. The aim was to have a clearer understanding of the most popular fashion blogs.

2.3.2 Fashion blogs and magazines: competitors or players for different teams?

The role of the audience and the influence bloggers exercise in the fashion (media-) discourse become even more complex when compared to traditional fashion media players (Rocamora, 2011). To examine distinctly the features of fashion blogs, this research includes print fashion magazines as representative of traditional media for matters of comparison in regard to perceived effects. The choice of magazines is based on their historical dominance as fashion media.

There is no common agreement among academic researchers regarding the question whether the rising of fashion blogs goes hand in hand with the decline of the magazine industry or not. A number of researchers argues that (fashion) print media is challenged by online media and new forms of journalism such as blogs and that traditional media need to adapt to these new players and the changing media landscape in order to survive.

Scattergood (2013) for instance points out that the technological change of the last decade has created a shift in media consumption, causing a threat for the traditional understanding of magazine journalism. Fashion magazines therefore need to restructure their composition and integrate digital media channels to keep up with new media (ibid. 2013). However, according to him, this change does not simply equal the end of magazine journalism, only the end of print magazines as we know it. Journalists and editors are challenged, because they can no longer satisfy the needs of their readership via print alone, but they have to keep up with digital choices. This can be seen on the fact that all magazines nowadays also have an online appearance and put forward online magazines and Apps. The surface, appearance and language of magazines is therefore in fact changing due to the various new possibilities new media, such as fashion blogs, have to offer (Scattergood, 2013).

Other researchers see fashion blogs in no sense as competition, but rather as an additional opportunity, a form of remediation, for traditional fashion media, which can be seen, on the various collaborations between prestigious fashion magazines and fashion bloggers.

Rocamora (2011) argues that fashion blogs remediate traditional fashion media and that both actors interact with each other regarding mutual acceptance and dependence. In terms of acceptance it is openly communicated that fashion bloggers are generally also frequent

readers/ subscribers of all kinds of fashion magazines (ibid. 2011). The dependencies of both media types can be seen in the fact that both bloggers and editors realized by now that they can profit from each other, e.g. by linking their content. Also it happens rather often nowadays that a blogger collaborates with a magazine and vice versa in order to create a higher coverage for both of them.

Other researches argue that, while there has been initial feelings of competition among fashion magazines towards fashion bloggers, they have now successfully established an intertwined relationship, where the blogger is utilized as "editorial subject" (Pham, 2013, p. 251) in print media, meaning that he/ she is regularly featured in magazines. A fashion blogger can be an enriching topic for a magazine, e.g. by giving style advices or by sharing a personal opinion about trends (Pham, 2013). Kaye (2010b) adds to this point that fashion blogs are no competition for magazines, because they are defined by what they are *not*, in differentiation to traditional media and thereby blogs can enrich magazines and vice versa: magazines inspire blogs.

The two conflictive perspectives set the general understanding of the relationship between traditional and new media: new media as substitute for traditional media on the one hand, as additional channel on the other hand. As this study researches the perceived influence of fashion blogs on its readers, the comparison to traditional media brings in additional value. Both the consumption of magazines and blogs shed more light into the understanding of fashion blog readers and their individual reasons behind media choice and influences.

2.3.3 Blogs in the fashion industry and meaning for the audience

It has been argued that the importance of fashion blogs in the fashion industry is increasing drastically due to an amplified range of coverage (Engholm & Hansen-Hansen, 2013; Sedeke & Arora, 2012). The higher the amount of readers (unique monthly visitors, page views and number of comments), the bigger is their influence. Fashion and beauty companies get a more and more effective tool in marketing when they advertise on fashion blogs: they can target their advertising campaigns to (potential) costumers in a more precise way than ever before when they did not have access to these consumer groups (Halvorsen et al., 2013).

After a few very popular fashion blogs started to reach a broad audience and provoke a high amount of imitators, they were suddenly in a position of power by influencing the (buying) behaviors of their audience with suggestions on the blog. What may have started as

a hobby becomes soon a source of capital for these bloggers: Italian girl Chiara Ferragni started writing *The Blonde Salad* in 2009 as a regular law-student in Milan, Italy. She is now the most famous international fashion blogger, ranked as #9 of the earlier mentioned list "Top 99 most influential fashion and style blogs", has won several blog- and new media awards, did countless collaborations with designers and brand, has developed her own shoe line and a jewelry brand, has published a book and has currently a crew of over ten people working for her blog, including a personal photographer who accompanies her on every travel. Based on the immense range of global coverage, fashion bloggers like Chiara grew into public figures, as popular as celebrities. The fashion industry started to see the potential of communicating their advertisements through the voice of fashion bloggers towards their audience and therefore to the (potential) customer (McQuarrie, Miller & Phillips, 2013). Using this voice of fashion bloggers, who the audience feels to know and trust, fashion brands and shops spread their advertisements messages without having to deal with communication channels or high costs (McQuarrie, Miller & Phillips, 2013): Fashion bloggers "(…) are technically the talent, like any celebrity. But unlike a celebrity, bloggers offer a package-- Facebook fans, blog visitors, Twitter followers--and need to engage free of wording restrictions and exclusivity clauses" (Griffith, 2011, p. 59).

The consequences for the readers of fashion blogs are manifold. On an exploratory study in Norway Halvorsen et al. (2013) found that "fashion blogs can indeed affect consumer behavior, as they have a unique ability to create a strong relationship between the blog and its readers, resulting in the advertisement being viewed in a personal and non-intrusive way" (p. 211). This finding was based on a number of factors among which the high accessibility of blogs which creates a certain connection with the blogger, often perceived as a friend.

Additionally the hypertextuality, i.e. offering further links to shops, blogs and social media, issuing the latest trends and must-haves, is making the blog a medium of information and diffusion and leads thereby to "(…)very trend-assertive and up-to-date bloggers, which in turn leads to up-to-date readers and consumers" (Halvorsen et al., 2013, p. 214). A study by Halsvorsen et al. (2010) further showed that fashion blogs contain the ability to influence purchasing behavior based on their readers' perception of being a credible source. On top of that this influence is assumed to be higher than e.g. from a fashion magazine, because online readers are in a more active mode and therefore more likely to persuade purchasing interests (ibid. 2013).

Mendoza (2010) is arguing in the same direction and describes fashion bloggers as *opinion leaders* due to the high level of trust they obtain by their audience. This trust can be traced back to the audiences' assumption that the blogger has an above average level of *good* taste (McQuarrie, Miller & Phillips, 2013). In agreement with Mendoza (2010) and

Halvorsen et al. (2013), Kretz and De Valck (2010) found that bloggers can be perceived as opinion leaders who "reintermediate the relationship between brands and consumers and serve as a 'lens' through which readers may select a brand and decide on purchase" (p. 314).

Finally Pagett (2010) has examined the role of fashion bloggers within the fashion industry by illustrating case studies of two different blogs: according to the categorizing model of Engholm and Hansen-Hansen (2013) the first case study concerned a Street style blog (The Sartorialist[16]), the second a Narcissus blog (Bryan Boy[17]). Pagett (2010) found that fashion blogs "specifically invite curiosity and envy of its audience" (p. 124). Curiosity of the reader can be seen in the act of *following* the bloggers' every move on different SNSs or the blog directly; envy might manifest itself in hateful reader comments. Pagett (2010) claims further that fashion bloggers possess the power to dictate what the audience should and should not like. Updates on the blog go mostly hand in hand with new fashion purchases, especially in the category of Narcissus blogs, meaning that new acquisitions are constantly required for the blogger to keep the content interesting, which could have impact on the purchasing behavior of the audience (Pagett, 2010). Additionally the chance of smart advertising on a blog is becoming more and more attractive for fashions brands, e.g. in the form of sponsored posts, where the advertising doesn't seem too obvious. Pagett (2010) comes to the conclusion that the pursuit of making money out of a fashion blog will increase within the next few years. Even though the economic arguments behind blogging are redundant for this study, they are a relevant factor for fashion bloggers and go hand in hand with popularity and visibility of a blog.

2.3.4   Motivations of the audience

The key to understand fashion blog audiences is to analyze what motivates them to read and interact with blogs. Given the design of fashion blogs, which requires an active readership and user participation, it is crucial to understand these motivations before looking at how the audience consumes blogs and to what extent it perceives to be influence by them.

For this purpose the theory of uses and gratifications (U&G) has been employed to understand both motives for fashion blog and magazine consumption. The U&G theory describes why "people become involved in one particular type of mediated communication or another, and what gratifications do they receive from it" (Ruggiero, 2000, p.29). The theory conceptualizes motives for media consumption based on reasons and justifications with a

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[16] http://www.thesartorialist.com/
[17] http://www.bryanboy.com/

focus on the perspective of the audience, which is suitable for researching Web 2.0 applications based on audience participation, i.e. blogs (ibid. 2000). U&G centers around two core elements: the active audience and the validity of self-reported data on motivational consumption. This means that (1) the reader consciously chooses which medium to consume and that (2) he/ she is able to describe the motives of this decision-making process properly.

The U&G theory was chosen for this study as it is assumed that the readership of fashion blogs actively decides when, how and which blog to read, when to interact on and to what degree this interaction is performed. This assumption is based on prior research about blog motivations as conducted by Kaye (2010b). As new technologies offer a steadily growing amount of media where the audience can choose from, the motives of the readers become essential to understand consumption behavior and influence (Ruggerio, 2000).

So far only two studies have researched the motivations of the blog audience; one of them has employed the U&G theory for the analysis. The first study on motivations of blog audiences was performed by Kaye (2010b), who used the U&G to generate an understanding of what motivates blog consumption. She found this method suitable to research new communication forms and blogs, because of the fact that online sources are participative to different degrees and therefore change the audiences' media choices, usage and levels of activity. Kaye (2010b) classified the motivations into nine sets of categories: (1) convenient information seeking, (2) antitraditional media sentiment, (3) expression/ affiliation, (4) guidance/ opinion seeking, (5) blog ambiance, (6) personal fulfillment, (7) political debate, (8) variety of opinion and (9) specific inquiry. The findings of the research showed that the first two categories – information seeking and antitraditional media sentiment – to be the most frequently named motivations of blog consumption.

Another study on motivations of blog consumption was conducted by Kretz and de Valck (2010), using a qualitative analysis on how to please the demands of the audience to strengthen the blogger as brand, in order to gain insights for bloggers. Due to the qualitative design of the research, U&G was not suitable as the data did not rely on self-reported media choices of the audience. In fact the study was focused on fashion bloggers' relationship to the audience by raising the question why people actually read fashion blogs. This question is linked to the issues of UCC and produsage (Bruns, 2011) as phenomena of new media, therefore it was illustrated how new media differ from traditional media in terms of participation and interactivity. The researchers highlighted that the consumption of blogs is not a passive *consumption* in the strict sense, but rather an active being-part of the medium blog, as a moving target: never standing still, but constantly developing itself with the readership and their input on the blog and SNSs. Kretz and de Valck (2010) found that

readers' motivations range from "grabbing information/ recommendations about a brand or products", to "entertainment" and "better understand the world they live in" to "consumption of insights, secrets, gossip and some of the bloggers' privacy" (p. 326).

In the case of this study, U&G is the most suitable theory to examine motives for consuming blogs and magazines issuing fashion, as the perception of influence of the readers themselves is researched. This means that the reader is fully aware of the reasons why he/ she is reading a blog and/ or a magazine. Especially in regard to the comparison with traditional fashion media consumption, the active engagement with fashion blogs is of high interest for this research. According to Ruggiero (2000) interactivity, *demassification* and *asynchrony* are factors that differentiate new media, like blogs, from traditional media, like magazines. Demassification describes the aspect of personalized content, which speaks to individuals and includes and values every person's opinion. Asynchrony refers to the feature of alternating interactions of the reader: he/ she can comment on blog posts from more than a year ago, can like a post on a SNS from the last day and write the blogger a personal message asking about where to purchase a bag displayed on the blog two months ago – all thanks to the technological possibilities of the Web 2.0.

2.4 Conclusion of the theoretical framework

Since fashion is sociologically speaking an instrument of differentiation and individualization, blogs about fashion communicate both: bloggers offer insights into individual style choices and purchases and differentiate themselves in their individual dressing habit, which is consumed by their readers. This consumption never goes without leaving the audience inspired. Same is the case for fashion magazines, but blogs are in so far different that they are a new medium, more precisely a Web 2.0 application, which means, blogs need to be considered in respect to participative possibilities and interactive design, i.e. inclusion of the audience. The inspiration, better yet influence, of a blog could be stronger than it is perceived from print magazines, since the reader – through the interaction – is a part of blog. And it is not a minor part that is given to the audience: readers give a blog its meaning and purpose through their commenting and regular consumption. The perceived influence on the audience – in combination with consumption behavior and motives for consumption – is the aim this paper wants to point out. In the next chapter it will be explained how the research was set up and how the measurements were constructed in order to answer the research question.

3. Methodology: research design and operationalization

This chapter is describing the methodology of the study divided into seven sections. The first section illustrates the research design on a general level. After this, the method of the sampling will be elaborated in the second section, followed by the presentation of the units of analysis and the pre-test phases. In section five the distribution of the chosen method is outlined, before in the sixth section the operationalization explains the construction of measurements according to the theoretical considerations. Section seven closes the chapter of methodology by explaining the data.

3.1 General descriptions

To examine the research question and sub-questions, the exploratory research consists of an online survey based on several arguments. First of all allow surveys to effectively collect data of a large number of respondents in order to get a representative sample of the population (Matthews & Ross, 2010). Secondly surveys enable the researcher to determine the direction of the questions as well as the range of possible answers (ibid. 2010). As the study is aiming to get information of the consumers' *perceived* influence of fashion blogs, surveys were the perfect tool to acquire this information in a standardized way.

The online environment offered the best option to reach respondents over great geographic distances in a short amount of time, because the aim of the study was to include blogs readers on international level (Wright, 2005; Evans & Marthur, 2006; van Selm & Jankowski, 2006). Further did the flexible nature of an online survey provide a variety of approaches for the sampling, i.e. allowed gathering data via various online channels (Evans & Marthur, 2006). Given the anonymous environment of the internet, respondents were expected to respond open and honestly to the questions as well as disclose consumption behavior and interaction level (van Selm & Jankowski, 2006). A final advantage of online surveys was the chance of avoiding any interviewer bias' (ibid. 2006).

The set-up of the questionnaire was based on the units of analysis, which consist of a variety of questions using ordinal scales, nominal binary yes/ no selection, open questions and statements that were answered on a level of agreement according to a five-point Likert scale. The scheduled time frame for respondents to participate in the study was twenty days. Due to the online design of the survey it seemed that this amount of time would be sufficient for a sample of 150-200 respondents to answer the questionnaire; an assumption that was supported after the first ten days of distribution.

3.2 Sample and sampling method

The target population was determined by a single characteristic: respondents had to be fashion blog readers. No specific age range, gender or nationality was required for participating in the survey, for the reason that it was of interest who actually reads fashion blogs. The sample of fashion blog readers was obtained in multiple ways, all digitally conducted. The digital divide, i.e. the possession of hardware and access to the internet (van Dijk & Hacker, 2011), was not an issue here in the sampling: being able to read blogs implies having internet access, therefore it was legitimate to approach the sample via the web. However the influence of gender had to be considered: a majority of bloggers overall is male (Schler et al., 2005), but gender of bloggers and their readers depends on the topic of the blog. While politic blogs are generally dominated by male bloggers (Schler et al., 2005), diary-like blogs, which includes fashion blogs, are traditionally more often kept by females and therefore attract female readers in respect to identification and inspiration (Nowson & Oberlander, 2006; Burcz, 2012 July 19). Gender differences in blogging are furthermore often related to age: Schler et al. (2005) found that teenage bloggers are mostly female, whereas there are more male bloggers above the age of 20 – a number that increases with age.

3.3 Units of analysis

The survey was constructed covering four question sets, i.e. units of analysis: (1) consumption behavior and activity on fashion blogs and consumption of magazines; (2) perceived influences of reading fashion blogs; (3) motives of the reader, both for reading blogs and magazines; (4) demographic data. All together the four units focus on how fashion blogs are being perceived by the reader, by researching the audience of fashion blogs and how and why they read and – if applicable – interact with them. In the following the units of analysis will be described more closely.

The first unit concentrates on individual consumption behavior of fashion blogs and print magazines. It opened with a general question on the importance of fashion in general and moved on to the routine of reading and commenting. In a next step the different types of fashion blogs were displayed according to the four categories proposed by Engholm and Hansen-Hansen (2013), supported by examples of blogs for each category including pictures. Four pictures of the different blog types were included to keep the survey more aesthetically attractive, catch the respondents' attention and illustrate a clear case of the specific blog types. It has been found that the inclusion of images in Web surveys increase

the participants' enjoyment on the survey and thereby reduces the dropout rate (Couper, Tourangeau & Kenyon, 2004).

The unit on consumption behavior closed with questions regarding the consumption of fashion magazines in the same manner as blog consumption. The data of this first unit enabled the identification of the level of consumption and interaction and therefore created primary connections between amount of consumption and the perceived influences (*SQ2*).

The second unit of analysis concentrated on the subject of perceived effects of the blog consumption. It contained the communication of consumed content towards peers, friends and family members, the awareness of fashion in daily life as well as influence regarding purchasing behavior of fashion products. Aiming to answer the research question in terms of self-evaluated fashion blog effects of the reader, this unit was intended to expose the conscious impact on different areas in life (*RQ*).

The third unit examined the motives for reading blogs and magazines plus the motivations for interacting with fashion blogs *(SQ3)*. The framework of the motivations stem from prior research by Kaye (2010b) and Ytre-Arne (2011), which was adapted for this study. The gratifications of the consumer for each media type has been examined based on proposed statements adapted from Kaye (2010a, 2010b) and according the U&G theory (Ruggerio, 2000) based on the assumption that the reader actively chooses media and is fully aware of this choice and underlying motives.

The fourth and final unit of analysis was composed of questions of demographic nature. It was targeted to illustrate who fashion blog readers are (*SQ1*) and thereby create an understanding of how perceived influences of the audience is relate to this data, enable comparison and distinctions.

3.4 Validity and reliability

For the quality of survey information it is crucial to determine validity and reliability of the design – both factors are relevant to keep measurement errors to a minimum (Field, 2009). To ensure the scales of the survey to measure exactly the concepts that are intended, the validity was checked in two rounds of pre-testing. According to Matthews and Ross (2010) as well as Pallant (2011) a pre-test can help identify issues of validity and check for problems prior to the main study. When designing a questionnaire there are a number of principles that should be covered, such as simplicity, completeness, length, relevance, cultural independence, neutrality (van Selm & Jankowski, 2006). These principles were paid special attention to in the pre-tests.

The first pre-test was conducted with three international blog readers: two females, one male. The test-respondents were asked to fill out the survey and note anything eye-catching or unclear, without any guidelines to focus on. The feedback was mainly in respect to the surface of the survey and in regard to the validity of the questioning, i.e. concerning appearance, logic, length, simplicity and appropriate scaling. It became clear which questions were problematic to understand and where the wording still required modifications.

After adjusting the questionnaire according to the input from the first pre-test, the survey was distributed for a second pre-test to three new test-respondents; this time three female blog readers of different nationalities. In this round the test-respondents were asked to have a close look at the principles of completeness, relevance, cultural independence and neutrality as well as the wording of the questions. The criticism in this test was noticeably more precise, supporting how prior changes strengthened the survey.

When the final modifications where implemented, the questionnaire contained 30 questions and took an estimated time of 10-15 minutes, depending on the speed of reading of the respondents and on how many questions were applicable.

Regarding the framework for motivations of blog and magazine consumption I was relied on the research by Kaye (2010b) and Ytre-Arne (2011) as preliminary research due to the fact that they have already created valid indicators.

The reliability of a survey is related to its internal consistency, i.e. whether the outcomes would stay the same if the survey was conducted by someone else under the same conditions (Field, 2009). This is especially significant in regard to the generalization of the data: if the data is not expected to be reliable, there are no generalizations for the population of blog readers overall possible. It was addressed via reliability analysis where required.

3.5 Data collection process

Carrying out the data collection process exclusively online, it was aimed to target the readership of fashion blogs as directly as possible. The major problem in this distribution was that there is not listing of fashion blogs readers, e.g. like there is for zip-codes or phone numbers. Therefore the audience had to be approached via the fashion blogs they read. The only person, however who can publish content on a blog is the blogger himself/ herself, hence this research had to rely on the support of bloggers, who were contacted and asked to help spreading the online survey among their readers.

Two approaches of distribution were performed: (1) the survey was published in fashion blog- and fashion groups on Facebook and (2) fashion bloggers were addressed directly and asked to share the survey with their readers. The latter approach of sampling was executed with a strong focus on less known fashion blogs, which are more likely to support an academic purpose and contain a higher possibility to distribute the survey on their blog than popular blogs.

For the first approach Facebook was chosen as SNS to be part of the sampling based on its international coverage, the large number of members and the feature of thematic groups (Brickmann Bhutta, 2012). The selected groups on Facebook were the total amount of search results for groups about fashion blogs on an international level, which contained more than 1.000 members. These groups were at the time of sampling twelve altogether. To access the groups, it was necessary to be sign up in Facebook and to request an invitation for each group, which then needed to be accepted by the administrator. Access difficulties like this can be a disadvantage of sampling within the online environment (Wright, 2005); however, when considered in advance, they are of minor substance. Once approved, the survey link, including a short text introducing the survey, was published multiple times over the period of sampling in all twelve groups in order to generate a constant attention.

The second and main part of the data collection process was accomplished via personal, direct messages to bloggers. It has been found that direct, personalized approaches are the most fruitful ones (Matthews & Ross, 2010; Wright, 2005; van Selm & Jankowski, 2006). A random sample was chosen via the SNS *Lookbook[18],* which is the most popular fashion platform online, where fashion interested people and mostly bloggers from all over the world can share their passion by publishing personal looks and outfits. Other members can rate these looks using a tool similar to the "like" of SNSs, i.e. a one-click, called +*Hype*. Due to this rating system the website is organized hierarchically, showing the outfit with the most votes (+Hypes) on the top of the page, ordering the outfits descending. Lookbook is often a way to get noticed by potential blog readers based on personal style, i.e. it raises attention for a blogger and increases popularity.

To avoid targeting fashion interested people who do not read fashion blogs, only those users who are bloggers were contacted based on the assumption that fashion bloggers are also blog readers. By clicking on the direct link to their blog, the email address was extracted and in that manner 20 to 50 fashion bloggers daily approached.

Additionally the readership of very popular fashion blogs, like *The Blonde Salad, Cupcakes & Cashmere* and *Garance Doré*, was randomly selected via the comments readers publish under blog posts. Comments are often not about expressing an opinion, but

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[18] http://lookbook.nu/

for promotional purposes for readers' own blog: new, unknown bloggers use the big coverage of popular blogs to place the link to their own blog in the comment section, so that other readers might click on it, create more traffic or maybe even become regular readers.

And ultimately, for reasons of utilizing every available option of sampling fashion blog readers, rather than actually expecting answers, some of the very successful blogs have been contacted with the request to participate in the study and to distribute the link of the survey. As it has been pointed out earlier, successful bloggers have achieved a celebrity-like status, which makes it next to impossible to get their support for academic purposes, because they are used to get paid and/ or to receive benefits from every single post they publish, tweet they twitter or Instagram picture they post, on grounds of the huge audience watching their every step. Only one of the approached popular bloggers responded on my request through an assistant, saying that the blogger herself was unfortunately too busy to participate in the survey.

Overall a total number of 635 fashion bloggers was contacted personally and an undeterminable number of blog readers were approached via the twelve Facebook fashion groups, posts on fashion blogs (of those fashion bloggers who were contacted in person and kindly agreed on supporting my academic research) and the forum of Lookbook. Out of the 635 personally contacted fashion bloggers 14 were very cooperative, in the sense that they communicated the research including the link to the survey to their readers, either on their blog or a SNS of the blog (Twitter, Facebook). The total number of contacted fashion bloggers, their names, nationality and blog links can be found in Appendix B.

3.6 Operationalization

The operationalization of the theoretical concepts into measurements was conducted in two parts: the first part describes the fashion blog and magazine consumption and the level of perceived influence by this; the second part looks at motives for this consumption and demographical data.

As the survey was designed to be answered online, an interesting, yet informative introduction was crucial to catch the respondents' attention. Furthermore simple, clear instructions and short explanatory bridging texts were incorporated to ensure an easy understanding, handling and in order to keep the dropout rate low (Matthews & Ross, 2010).

3.6.1 Consumption and perception of influence

Fashion blog and magazine consumption

The introduction to the topic started on a general level with a question about how important fashion is for the participant. As Schiermer (2010) and Anderson (2011) stated, fashion in the contemporary society is a manifestation of both individualization and identification, therefore this variable of 'fashion importance in life' was supposed to measure the status quo. The scale ranged from 1 (very unimportant) to 5 (very important).

Beginning with the topic of consumption of fashion blogs, the amount of time since the respondent read fashion blogs was measured, followed by the frequency of reading. Another question brought the respondent closer to the issue of blog consumption by asking about the amount of different blogs he/ she reads per week. The answer choices were displayed on a five-point scale from 'less than 1 fashion blog' to 'more than 13 different fashion blogs'. All three variables were based on the concept that the power of fashion blogs is established by their popularity and visibility, i.e. how often people access them (Cammaerts, 2008).

The next question was giving the respondents the chance to name their five favorite blogs in an open way: it was placed as an introduction to the different types of blogs rather than measure the most popular fashion blogs. The outcomes of this question were afterwards collected, summarized and ranked to a Top 15 of favorite fashion blogs, using the Top of Mind Awareness (ToMA) approach for weighting the data (van Reijmersdal et al., 2010). This process was performed in the following way: first of all the 15 most frequently mentioned blogs were extracted. Then every answer was manually controlled for these blogs and if present, the blog on the first position the respondent named was given five points of weight, the second named blog four point, the third blog three points and so on. Afterwards the points for each blog were added up and the blogs ranked.

The next couple of questions stayed on this matter of different blogs by introducing the different types of fashion blogs: Professionals, Fashiondustrias, Street style and Narcissus as suggested by Engholm and Hansen-Hansen (2013).

This was followed by questions on reading fashion magazines, strategically placed to enable a comparison to blog consumption. This comparison was based on the controversial views of whether the two media types are competitors (Scattergood, 2013) or not (Rocamora, 2011; Engholm & Hansen-Hansen, 2013; Sedeke & Arora, 2012).

Perceived influence via fashion blogs

The second part of the first set of questions was aimed to give insights in the readers' perception of influence of the blogs. Several influence factors have been distinguished in respect to the discussed theoretical concepts: (1) talking about fashion blogs and sharing content, (2) an increased awareness towards fashion (including attention and importance) and (3) purchasing behavior.

The first question opened with the frequency of talking about blog content, measured on a scale from 1 (never) to 7 (daily), followed by a question on whether the respondent has ever shared a fashion blog with a friend, family member, colleague or others.

The next question provided a set of statements about the importance of fashion linked to fashion blog consumption, which could be answered according to their level of agreement, using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). These statements were designed based on the concept of fashion bloggers being opinion leader based on their credibility as a tastemaker in fashion (McQuarrie, Miller & Phillips, 2013; Mendoza; 2010; Halvorsen et al., 2013; Kretz and De Valck, 2010; Johnson & Kaye, 2004).

Thereupon three questions formulated purchase-inspiration, i.e. purchases that readers comprehended to be inspired by fashion blogs. Halvorsen et al. (2013) found that blogs can have an impact on buying behavior of the readership because of the strong, personal relationship the reader perceives to have with the blogger. It was established that fashion blogs are perceived to be a credible source of information in the eyes of their readers (ibid. 2010; Johnson & Kaye, 2004). This influence was researched using the questions on whether the respondent has ever purchased a fashion item based on a fashion blog, the amount of such purchase and ultimately – if such a purchase was never made – the consideration of a blog-influenced purchase.

3.6.2 The audience and its motives for consuming fashion blogs

Motivations for reading blogs related to motives for magazine consumption

The second part of questions consisted of the motives for blog and magazine consumption as well as demographics. The set opened with three questions containing statements of motives for consuming blogs and magazines, for which the respondent could state his/ her level of agreement. These motivations were extracted from the categories adopted from prior research by Kaye (2010b) and Ytre-Arne (2011).

The findings of both studies set the primary basis for the theoretical framework of motivations behind consuming fashion blogs. From Kaye's study (2010b) six out of the nine categories were applicable for fashion blogs: (1) convenient information seeking, (2) (antitraditional) media sentiment, (3) guidance/ opinion seeking, (4) blog ambiance, (5) personal fulfillment, (6) personal expression. Kaye (2010b) argued, that blogs are defined by what they are *not* – which explains the categories of motivations in differentiation to fashion magazines. For blogs the categories center on significant aspects of new media: 24/ 7 availability, easy access, speed, transparency.

On the other side the categories for magazines focus on traditional media values such as quality in content and design, traditional sentiment, professionalism and routine. Additionally to motivations proposed by Kaye (2010b) (7) entertainment was added as category of motivations for reading blogs and magazines, based on the study of Kretz and de Valck (2010). The motivational framework was adjusted to the research purposes of this study with the outcome of 7 motivation categories with 28 motivations in total (Table 1).

Table 1: Motivations of fashion blog consumption, categorized

Motivation category	Motivation	
(1) Information seeking	(1)	To get information quickly (V30)
	(2)	To get fashion information for free (V31)
	(3)	Because blogs provide the most up-to-date information (V32)
	(4)	To access information at any time (V33)
(2) New media sentiment	(5)	Because the content is always available (V34)
	(6)	Because it's easy to access information (anytime & any place) (V35)
	(7)	For information I can't get from traditional media (V36)
	(8)	Because I don't trust traditional media (V37)
(3) Guidance/ opinion seeking	(9)	To better understand the fashion world (V38)
	(10)	To get fashion guidance (V39)
	(11)	To form an opinion on fashion (V40)
	(12)	To keep up with issues and trends (V41)
(4) Blog ambiance (atmosphere)	(13)	Because I like the blogger (V42)
	(14)	Because I like the atmosphere on the blog (V43)
	(15)	Because I am interested in the life of the blogger (V44)
	(16)	Because of the photographs (V45)
(5) Personal fulfillment	(17)	To get inspired (V46)
	(18)	For personal fulfillment (V47)
	(19)	Because I'm addicted (V48)
	(20)	Because it makes me feel good (V49)
(6) Personal Expression	(21)	For information for my own blog (V50)
	(22)	To express my opinions (V51)
	(23)	Because I can comment on it (V52)
	(24)	Because I feel that my opinion counts (V53)
(7) Entertainment	(25)	Because it relaxes me (V54)

(26)	Because it relieves me of boredom (V55)
(27)	Because it entertains me (V56)
(28)	Because it is amusing (V57)

To be able to compare the motivations for reading magazines with the ones of blogs, the same framework was utilized after a modification to print magazines according to the study on motivations for reading magazines by Ytre-Arne (2011) (Table 2). Both sets of motivations were displayed randomly in the survey to receive natural, unbiased responses and to avoid forcing the respondents into a static direction. The agreement could be stated on a five point Likert scale as it gives the respondents the opportunity to express how strongly they feel about the proposed statements (Matthews & Ross, 2010). The uneven number of scale choices was based on the large number of listed items, meaning that respondents could pick the neutral middle 'neither agree nor disagree' whenever a motivational item was not applicable.

Table 2: Motivations of fashion magazine consumption, categorized

Motivation category		Motivation	
1) Information seeking	(1)	To get information on fashion (V63)	
	(2)	Because magazines provide high quality information (V64)	
	(3)	Because they offer objective journalism (V65)	
	(4)	For tips (instead of links) to more information sources (V66)	
2) Traditional media sentiment	(5)	Because it is my part of a routine (weekly/ monthly) (V67)	
	(6)	Because I like to own a print copy of the magazine (V68)	
	(7)	Because the content is professional (V69)	
	(8)	Because I don't trust new media (V70)	
3) Guidance/ opinion seeking	(9)	Because I can trust the writers (V71)	
	(10)	To better understand the fashion world (V72)	
	(11)	To get fashion guidance (V73)	
	(12)	To keep up with issues and trends (V74)	
4) Magazine ambiance	(13)	Because I like the editors (V75)	
	(14)	Because I like the atmosphere of the magazine (V76)	
	(15)	Because I am interested in the personal view of the editors (V77)	
	(16)	Because of the photographs/ editorials (V78)	
5) Personal fulfillment	(17)	To get inspired (V79)	
	(18)	For personal fulfillment (V80)	
	(19)	Because I'm addicted (V81)	
	(20)	Because it makes me feel good (V82)	
6) Personal expression	(21)	For information for my own blog (V83)	
	(22)	Because I don't need to interact with the fashion magazine (V84)	
	(23)	Because I can form my own opinion in private (V85)	
	(24)	Because it is not all about sharing (V86)	
7) Entertainment	(25)	Because it relaxes me (V87)	
	(26)	Because it relieves me of boredom (V88)	

Demographics

The second part of the survey closed with demographical questions in order to define the audience of fashion blogs. Respondents were asked to specify gender, age, nationality and education. Ultimately an open question was giving respondents the possibility to state their opinion on the survey or add something on the topic that has not been covered. This was included because research has shown that respondents feel more satisfied completing a survey with such an concluding questions about their opinion (Matthews & Ross, 2010).

3.7 Data and data analysis

The online survey was design in the online survey software *Qualtrics*. The data (*N*= 175) was exported from Qualtrics into SPSS 22.0 for Windows and analyzed there. All together 307 persons have started the survey, but not all completed it fully: the dropout rate, as calculated by Qualtrics, was determined to 57%.

Before the actual analysis the survey data was screened for errors and cleaned after having downloaded the coded data set from the software into SPSS format. First of all the introductory and bridging explanations between the questions were deleted from the variable view, as they did not contain any data. Second of all, the variables were re-named, so that they started with V1 and ended with V96. After this, uncompleted responses were deleted from the data set, since the downloaded document contained all 307 responses, however only 175 of them were complete. Subsequently for every variable the scales were defined, followed by executing frequency tables for each of them to spot errors easily.

The data analysis was conducted in two steps. In a first step, the descriptive analysis, the sample was described and summarized to reveal patterns within. At this point different subgroups were determined, such as blog readers who also read magazine, as well as diverse demographic influences like age, gender, education and nationality. Furthermore respondents were distinguished in respect to the degree of importance they give to fashion their life and to which extent they feel influenced by blogs. Another part of the descriptive analysis was to examine the consumption behavior, relate it to the different subgroups within the sample and contrast it to magazine consumption.

In a second step the inferential analysis was carried out to allow generalizations beyond the sample. The motivations behind blog and magazine consumption were analyzed using principal component analysis, clustered according to the U&G theory and ultimately compared using a t-test. Perceived influence was measured and brought into relation with both the factors of consumption behavior and demographic data using cross tabulations, correlations and multiple regression.

4. Results

In this chapter the results of the analysis are described. It is structured in four parts along the lines of the research question and the sub-questions. The process of answering these questions starts with the last part of the survey by explaining who the readers of fashion blogs are (SQ1). The second part establishes how this audience consumes fashion blogs and compares it to the consumption of magazines (*SQ2*). This comparative analysis continues in the third part with respect to the motives for reading blogs and magazines (*SQ3*). The chapter ends by offering data to answer the research question about the perceived impact of fashion blogs by the readers in an interplay with the aforementioned influence factors.

4.1 Who reads Fashion Blogs?

Answering the first sub-question about the fashion blog audience, this section is outlining demographics of the sample (*N*= 175).

4.1.1 Age and gender of fashion blog readers

The sample as a whole was relatively young: the average age of fashion blog readers was 23.84 years (*N*= 173; *SD* = 4.511). The youngest respondent was 14 years old, the oldest one 45. The histogram illustrating the age of the respondents is not normally distributed, but shows a positive skew to the left and a rather strong peak at the age 23-25 (Graph 1). The largest amount of fashion blog readers falls into the age group of 24-28 years (40%), directly followed by the second biggest category of 19-23 year old readers with 33% and the youngest group of 14-18 year olds (14%). After the peak of 23-25 years, the curve starts to fall rapidly, showing only 9% of the 29-33 year olds and 2% of the 34-39 year olds reading fashion blogs.
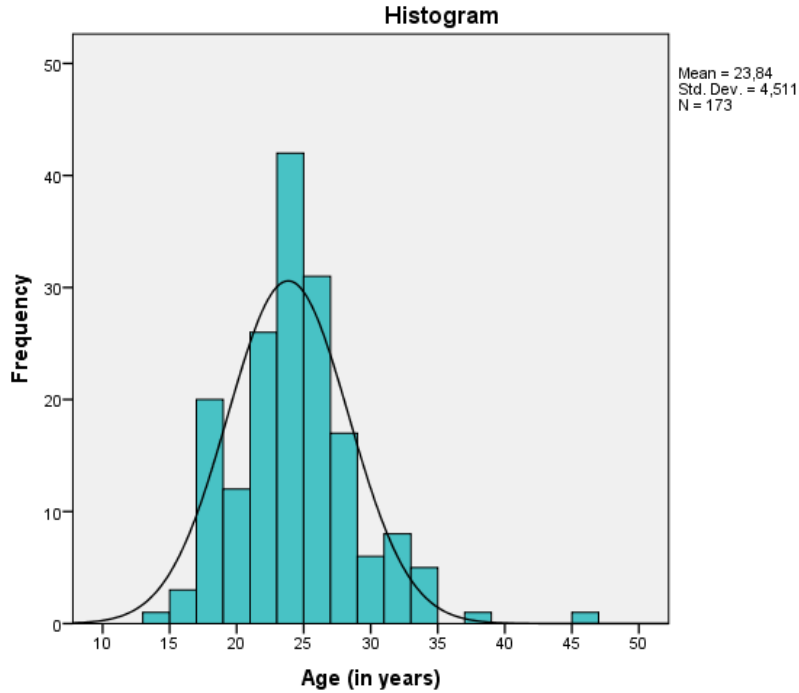
Graph 1: Distribution of age of fashion blog readers

The histogram of the age distribution suggested a classification in five year periods based on the large data sets between the ages of 17 to 35 (Table 1).

Table 1: age classified into five year categories

Age categories

Age group	Frequency	Percent in %
14 - 18 years old	24	13.9
19 - 23 years old	58	33.5
24 - 28 years old	70	40.5
29 - 33 years old	16	9.2
34 - 38 years old	4	2.3
44 - 48 years old	1	0.6
Total	173	100

Because the categories above the age of 33 offered very little data ($N < 5$), a new variable was created, excluding the age groups from 34 to 45, i.e. containing only the first four age categories, with meaningful data based on the larger sample.

The distribution of gender (*N* = 175) within the sample was not normal as well: with an absolute majority of 88.1% females dominate the sample as opposed to 10.9% of male blog readers (Table 2). Since fashion blogs are more frequently directed towards a female audience and often written by females (Nowson & Oberlander, 2006), the distribution seems representative of the population of fashion blog audiences.

Table 2: Distribution of gender of fashion blog readers

	Gender	
	Frequency	Percent in %
Male	19	10,9
Female	156	89,1
Total	175	100

4.1.2   Education and nationality of fashion blog readers

The most frequent stated level of education (*N*= 172) was a higher education: most of the respondents (53.9%) obtained a Bachelor's degree, 28.1% a Master's degree and 18.8% stated to have a secondary education, i.e. finished High School. The fashion blog readers of the sample are consequently well educated.

Overall 43 different nationalities were represented in the sample (*N*= 171). The most often named countries of origin were (1) Germany (21.1%), (2) the United States (8.6%), (3) Greece (5.7%), (4) the Netherlands (5.1%) and with the same amount of frequency: (5) United Kingdom (4.6%), Philippines (4.6%) and Italy (4.6%).

To assess a more compact overview, a classification of countries according to geographical macro areas was conducted, including some exceptions based on cultural factors, e.g. Russia builds its own category, due to the size of the country, the cultural variety within the nation and its differentiation both from Eastern Europe and Asia. The classification revealed 17 meaningful categories in the sample (Graph 2), with (1) Central Europe being the strongest region (35.1%). The category was followed by (2) Southern Europe (13.5%), (3) Eastern Europe (10.5%), (4) United States (8.8%) and (5) South East Asia (5.8%).
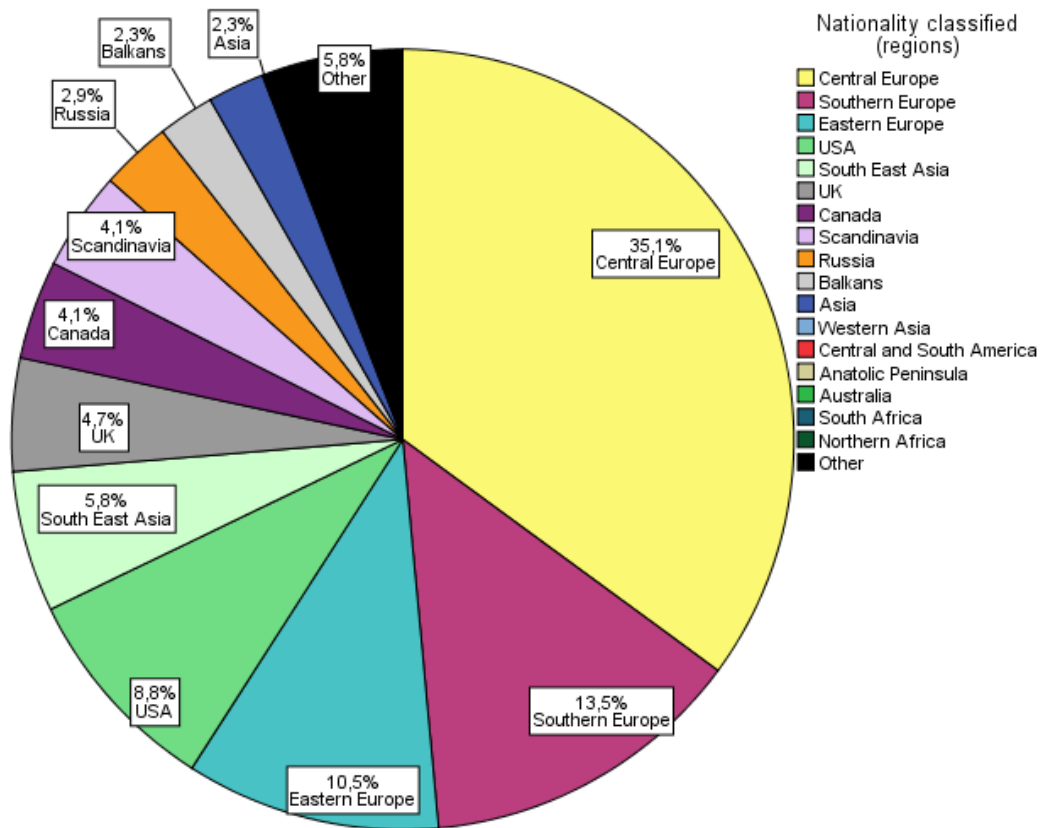
Graph 2: Nationality of fashion blog readers classified according to region
Note: The category *Other* contains regions represented with less than 2% in the sample

4.2 Consumption behavior of fashion blogs

The findings in the next section answer the sub question about how the aforementioned audience is consuming fashion blogs.
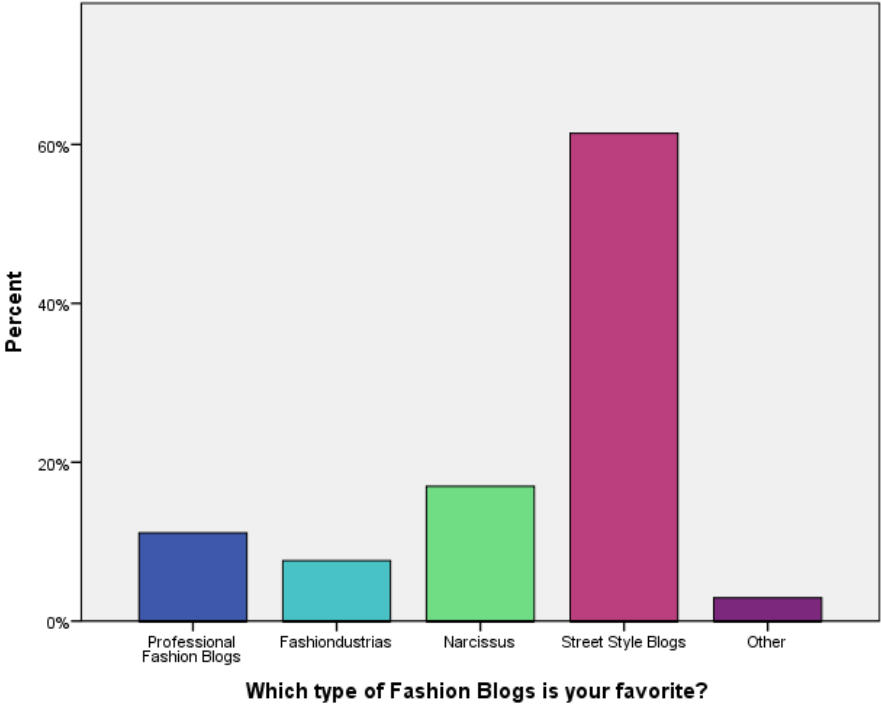
4.2.1   Types of fashion blogs

Three variables measured the diversity of fashion blog types, hence the outcomes are manifold. Starting with the diversity of consumed fashion blogs (multiple choice), 74.3% respondents' stated to read Narcissus blogs, about half of the sample (49.7%) reads Street Style blogs, followed by Professionals (41.7%) and Fashiondustrias (35.4%) (Table 3).

Table 3: Fashion blog consumption classified according to type of blog (ranked according to popularity)

Different types of fashion blogs (multiple choice)

	N	Percent in %
Narcissus	130	74.3
Street Style Blogs	87	49.7
Professionals	73	41.7
Fashiondustrias	62	35.4
Others	20	11.4

The question about the favorite type of blog (*N* = 171) was answered with an absolute majority of 61.4% naming the Street Style blog. As opposed to the results in the question before only 17% stated the blog type Narcissus to be their favorite (Graph 3).

Graph 3: Favorite types of fashion blogs

The third variable measuring the different types of blogs was based on the open question 'Please name your five favorite blogs' (*V5*). As this allowed for any individual answer, a rich variety of blogs was mentioned. In total 402 different blogs were given by the respondents. For the analysis it was decided to reduce this amount to the 15 most popular blogs. The criterion used was that the blog had to be mentioned more than five times and a five point

ToMA (van Reijmersdal et al., 2010). The latter was constructed as follows: from the five blogs a respondent mentioned, the first one received five points, the second blog four points and the last named one point. The values were coded so that five points meant a "very high" ToMA count, because the blog was mentioned first and therefore is most present in the mind of the respondent. The second named blog with four points was coded "high", the third "medium", the fourth "low" and the fifth "very low". Then the variables were re-coded so that the average of each blog (M) shows the level of ToMA and thereby constitutes a different ranking of popularity within the Top 15 (Table 4).

Table 4: The 15 most popular fashion blogs

Top 15 fashion blogs

		N	M	ToMa	Type	URL	Blogger	Origin
(1)	The Blonde Salad	26	3.54	medium-high	Narcissus	http://www.theblondesalad.com/	Chiara Ferragni	Italy/ California
(2)	Fashion Toast	13	2.77	medium	Narcissus	http://www.fashiontoast.com/	Rumi Neely	California
(3)	Kayture	13	3.23	medium	Narcissus	http://www.kayture.com/	Kristina Bazan	Switzerland
(4)	Gary Pepper Girl	11	3.45	medium-high	Narcissus	http://garypeppergirl.com/	Nicole Warner	Australia
(5)	Le Happy	9	3.78	high	Narcissus	http://www.le-happy.com/	Luanna Perez-Garreaud	Peru/ New York
(6)	Style Scrapbook	9	3.44	medium-high	Narcissus	http://stylescrapbook.com	Andy Torres	Mexico/ The Netherlands
(7)	Garance Doré	8	3.88	high	Narcissus	http://www.garancedore.fr/en/	Garance Doré	France/ New York
(8)	Kenza	7	3.86	high	Narcissus	http://kenzas.se/	Kenza Zouiten	Sweden
(9)	Love Aesthetics	7	3.57	medium-high	Narcissus	http://love-aesthetics.nl/	Ivania Carpio	The Netherlands
(10)	Sincerely Jules	7	4.00	high	Narcissus	http://sincerelyjules.com/	Julie Sarinana	California
(11)	Song of Style	7	3.14	medium	Narcissus	http://www.songofstyle.com/	Aimee Song	California
(12)	The Man Repeller	7	2.71	medium	Narcissus	http://www.manrepeller.com/	Leandra Medine	New York
(13)	Angelica	6	3.83	high	Narcissus	http://angelicablick.se/	Angelica	Sweden

Blick						Blick	
(14) Le Blog de Betty	6	3.00	medium	Narcissus	http://www.leblogdebetty.com/	Betty Autier	France
(15) Sartorialust	5	4.4	high-very high	Narcissus	http://sartorialust.net/	Jeline Catt	Philippines

The table shows how the total number of mention (*N*) differs from the weighted ToMA value: the last blog of the list (according to *N*) obtained the highest ToMA (4.4), whereas the Top-3 of the ranking only received medium ToMA values (2.77- 3.54).

It must be pointed out that the blog #15, *Sartorialust* is not a very popular one: it only reaches 1.629 unique visitors per month[19] as opposed to the successful blogs which make the rest of the list (approximately 50.000-600.000 unique monthly visitors). The rank of the blog goes back to the fact that the blogger is one of those who were personally approached for the purpose of this research and who supported it by sharing the survey with the readers on her blog. A larger amount of her readers therefore participated in the survey and frequently even named her blog as first in the list.

4.2.2   Consumption: fashion blogs vs. fashion magazines
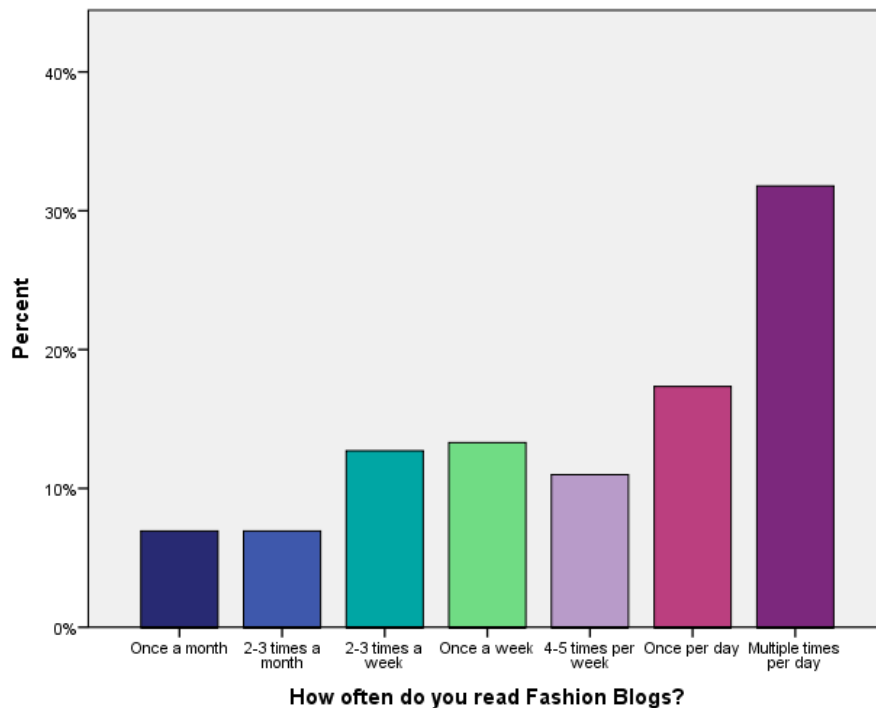
Consumption of fashion blogs

The period of time since when respondents read fashion blogs (*N*= 170) was on an average three years (*M*= 4.12; *SD*= 1.503), with the most respondents reading blogs since more than 4 years (25.7%) (Table 5).

Table 5: Time since respondents read fashion blogs

How long have you been reading fashion blogs?

	Frequency	Percent in %
Since less than 1 year	8	4.7
Since 1 year	15	8.8
Since 2 years	44	25.9
Since 3 years	30	17.6
Since 4 years	28	16.5
Since more than 4 years	45	26.5
Total	170	100

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[19] Number as stated by the Blogger Jeline Catt herself in personal email contact.

The frequency of reading blogs (*N*= 173) overall was approximately 4-5 times per week (*M*= 4.94; *SD*= 1.959). A strong majority (31.4%) stated to read blog multiple times per day, followed by 17.1% consuming them at least on a daily basis (Graph 4).

Graph 4: Frequency of fashion blog consumption

The amount of consuming blogs (*N*= 172) was on an average 5-8 different blogs per week (*M*= 2.97; *SD*= 1.057). The majority of the respondents claimed to read about 1-4 different blogs weekly (42.4%), followed by 5-8 different blogs (21.7%) (Table 6).

Table 6: Amount of different fashion blogs (weekly)

How many different fashion blogs per week do you read?

	Frequency	Percent in %
Less than 1 fashion blog	20	11.6
1-4 different fashion blogs	73	41.7
5-8 different fashion blogs	38	21.7
9-13 different fashion blogs	15	8.6
More than 15 different fashion blogs	26	14.9
Total	172	100

Difference between the consumption of blogs and magazines

In order to understand the media consumption for different media types, blogs were compared to magazines in that respect. Beginning with whether the fashion blog reader also reads magazines, 70.9% of the respondents claimed to read fashion magazines, showing that in the sample an interest for fashion blogs goes hand in hand with an interest for magazines. The frequency of magazine consumption (N= 126) per month was on an average 2-3 times (M= 2.08; SD= 1.389), with a majority (32.6%) reading magazines only once a month (Graph 5).

When compared to the level of blog consumption (Graph 4), which is skewed to the right, meaning that the amount of consumption is high/ frequent, the bar chart illustrating the distribution of magazine consumption is inversed and skewed to the left, showing that the amount of consumption is low/ less frequent.
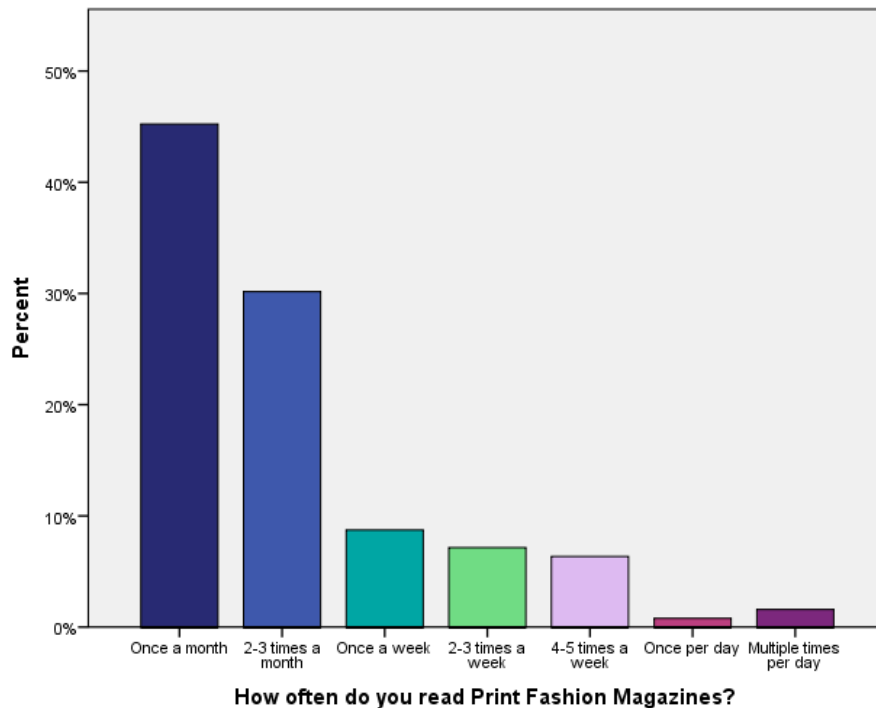
Graph 5: Frequency of fashion magazine consumption

4.3 Motivations of consumption

The sub-question why the so far illustrated fashion blog audience is actually accessing blogs and reading them on a frequent basis is addressed in this section. Furthermore it is compared to their motives for reading fashion magazines.

4.3.1   Reading fashion blogs

Exploratory factor analysis was used to establish whether the statements in the questionnaire were indeed measuring the underlying motivations they were supposed to measure. The 28 statements about motivations of blog consumption were explored in a principle component analysis (PCA; oblimin rotation), which suggested a five factor solution under the criterion of an Eigenvalue above 1, describing 53% of the variance. The decision for a five factor solution was based on the Scree Plot, which showed a clear break in its curve after the fifth component. The Kaiser-Meyer-Olkin measurement for sample adequacy was above .6 (KMO= .849) and the value of Bartlett's Test of sphericity showed a significance of .000, therefore the data was found suitable for reduction. The five-component extraction revealed patterns of motivations based on (1) entertainment, (2) interaction, (3) information seeking, (4) inspiration and (5) interest in the blogger.

In the initial step of the PCA there was a double-loading of one item ('to relieve boredom') and a triple-loading of another one ('to get fashion guidance'). Both items have been removed from the analysis. Without them in the PCA, there were three different items loading twice on different components ('because it entertains me', 'to get fashion information for free' and 'because I like the atmosphere on the blog'), however they all had definitely stronger values for one category than the other one, which is why they were added to the appropriate category based on theoretical concepts and ignored in the other one.

The five components were interpreted along the uses and gratification concept (U&G) and clustered into five different categories of fashion blog motivations. These outcomes provide new information as they were not in line with the motivations for blog consumption as proposed by Kaye (2010b). The reason for this might be based on the sample: Kaye (2010b) addressed readers of social and political blogs. Furthermore she only included the audience of very popular blogs with a large coverage. As proposed by Kaye (2010b) this study targeted a narrow blog audience (fashion blogs) and reduced the amount of motivational items per category as well as the number of categories overall in order to increase interpretability and strength to get more robust results.

The scales were checked for reliability using Cronbach's alpha coefficient and proved all to be reliable: Entertainment α= .775; Interaction α= .765; Information seeking α= .790; Inspiration α= .715; Interest in blogger α= .68 (Table 7). In a next step the scales were used to create five new variables for additional steps of the analysis.

1   Entertainment: respondents read fashion blogs for fun and because they enjoy it (five items)
2   Interaction: respondents read fashion because they can interact with them (six items)
3   Information seeking: respondents read fashion blogs to get informed about fashion (six items)
4   Inspiration: respondents read fashion blogs for inspiration (five items)
5   Interest in the blogger: respondents read fashion blogs because they have an interest in the blogger (four items)

Table 7: Motives for reading fashion blogs

Motivations for reading fashion blogs

Items	Entertainment	Interaction	Information seeking	Inspiration	Interest in blogger
I read fashion because...					
... it relaxes me	.722				
... it makes me feel good	.667				
... it's amusing	.600				
... it entertains me	.541				.357
...for personal fulfillment	.454				
... to express my opinion(s)		.802			
... I can comment on it		.778			
... I feel that my opinion counts		.682			
... for information for my own blog		.669			
... I don't trust traditional media		.481			
... I'm addicted		.392			
... to get information quickly			.702		
... the content is always available			.661		
... to access information at any time			.631		
... blogs provide the most up-to-date information			.597		
... it's easy to access information (anytime and anyplace)			.590		
... for information I can't get from traditional media			.491		
... to better understand the fashion world				.650	
...to keep up with issues and trends				.645	
... to form an opinion on fashion				.584	
... to get fashion information for free			.350	.551	
... to get inspired				.526	
... I like the Blogger					.819
... I am interested in the life of the blogger					.711
... I like the atmosphere on the blog	.345				.505
... of the photographs					.426
Cronbach's alpha	.775	.765	.790	. 715	.68
r (p < .01)					
Eigenvalue	7.26	2.15	1.85	1.33	1.16

4.3.2 Reading fashion magazines

The motivations for reading fashion magazines were analyzed using PCA as well. The Eigenvalue for the items was set > 1. Both the sample adequacy (*KMO*= .866) and sphericity value (*p*= .000) were significant.

A four-factor solution was appropriate as indicated by the Scree Plot, explaining 52% of the variance. Motivational factors were extracted along the categories (1) professionalism, (2) fixed, non-interactive design (3) entertainment and (4) information seeking.

The item 'because of the photographs' loaded on two different components, therefore it was eliminated from the analysis. After this exclusion the pattern matrix revealed four different items loading doubled, yet the values were clear to interpret: e.g. the item 'because I can trust the writers' loaded both for the component Professionalism and Fixed, non-interactive design – but the value for the first component was much higher (.568) than for the second one (.327), plus it thematically could be classified into the first category.

The outcomes of the PCA differ from the motivation categories for reading magazines as proposed in the theoretical concepts of Kaye (2010b) and Ytre-Arne (2011), illustrating that the precise audience of fashion blogs and magazines had a rather large agreement on their motivations for reading magazines. As stated before, the smaller number of categories and motivational items resulted in stronger results overall.

In a first step the resulting scales for the four categories of motivations were check for reliability using Cronbach's alpha measurement. All four scales were found to be reliable: Professionalism $\alpha= .849$; Fixed, non-interactive design $\alpha= .784$; Entertainment $\alpha= .790$; Information seeking $\alpha= .797$ (Table 8). These four scales were utilized to construct four variables to enable further analysis, e.g. for comparing the motivation between magazine and blog consumption.

1. Professionalism: respondents read magazines, because they value the professional content and design (seven items)
2. Fixed, non-interactive design: respondents read magazines, due to the fact they are not interactive and no participation is required (six items)
3. Entertainment: respondents read magazines, because it is fun and they enjoy it. (six items)
4. Information seeking: respondents read magazines to get informed about fashion. (seven items)

Table 8: Motives for reading fashion magazines

Motivations for reading fashion magazines

Items	Professionalism	Fixed, non-interactive design	Entertainment	Information seeking
I read fashion magazines because…				
… the content is professional	.827			
… magazines provide a high quality information	.687			
… magazines offer objective journalism	.622			
… I can trust the writers	.568	.327		
… I like the writers/ editors	.546	.362		
… I am interested in the personal views of the editors	.484			
… I like to own a print copy of the magazine	.470			
… I don't trust new media		.802		
… I don't need to interact with the fashion magazine		.744		
… I'm addicted		.594		
… for personal fulfillment		.456		.386
… magazines are not all about sharing		.437		
… I can form my opinion in private		.427		
… it is my part of a routine (weekly/ monthly)		.328		
… magazines entertain me			.717	
… it relaxes me			.707	
… it amuses me			.701	
… it makes me feel good			.600	
… it relieves me of boredom			.550	
… I like the atmosphere of the magazine			.495	
… to get fashion information				.812
… to keep up with issues and trends				.726
… for tips to more information sources				.646
… to get fashion guidance				.620
… to get inspired			.366	.615
… to better understand the fashion world				.582
… for information for my own blog			-.330	.466
Cronbach's alpha	.849	.784	.790	.797
r (p < .01)				
Eigenvalue	8.70	2.30	1.77	1.33

4.3.3   How do the motives for reading blogs and magazines differ?

Three of the motive clusters for blog and magazine consumption were congruent and match respectively: entertainment, information seeking and interaction (for blogs)/ fixed, non-interactive design (for magazines). But how strong are these motives actually when compared for each medium?

To analyze the differences between the mean scores and thereby reveal which motivations are stronger for which medium, a paired-samples t-test was conducted. There was no statistically significant difference between the two mean scores of the motive entertainment for blogs (M= 3.76, SD= .770) and magazines (M= 3.97, SD= .617), t (188)= -2.964, p>.0005 (two tailed). The mean difference was -.218 with a 95% confidence interval ranging from -.364 to -.072.

Furthermore there was no significant difference between the mean scores of the motives interaction (for blogs) (M= 2.81, SD= -890) and fixed, non-interactive design (for magazines)

(*M*= 2.94, *SD*= .802), *t*= -1.380, *p*>.0005 with a 95% confidence interval ranging from -.312 to .056. The same was true (*p*>.0005) for information seeking, but with identical mean scores for blogs (*M*= 3.88, *SD*= .681) and magazines (*M*= 3.88, *SD*= .700) with a 95 per cent confidence interval from -.168 to .151 (Table 9).

Consequently fashion blog readers do not differ significantly from magazine readers in respect to their motives for consuming them – whether reader are motivated by reasons of entertainment, information seeking or want to interact/ not-interact.

Table 9: Difference between motives entertainment, interaction/ non-interaction and information seeking

Paired-samples t-test for motives of blog and magazine consumption

		Mean	SD	T	df
Entertainment	Blog	3.76	.770		
	Magazine	3.97	.617		
	Mean difference	-.218**	.804	-2.964	118
Interaction/ fixed, non-interactive design	Blog	2.81	.890		
	Magazine	2.94	.802		
	Mean difference	-.128	1.005	-1.380	116
Information seeking	Blog	3.88	.681		
	Magazine	3.88	.700		
	Mean difference	-.008	.884	-.103	119

Significance: ** p<.01 (2-tailed)

4.3.4. Motivations and blog-familiarity, gender and age

The findings of blog reading motives were utilized for further analysis to examine to which extent additional factors play a role in the media choice.

First of all it was analyzed if the time since a reader is consuming blogs stands in some kind of relation to his/ her motivations for consuming them. A chi-square test was conducted to examine the difference between the familiarity of blogs (*V2*) and motivations for blog consumption. However no statistical significance was found between any of the motives and the familiarity, showing that it does not depend on how long a reader is consuming blogs whether he/ she is accessing them for motives of entertainment, information seeking, interaction, inspiration or interest in the blogger (Table 10).

Table 10: Difference between the familiarity with blogs and motivations

Familiarity with blogs and motivations

	Chi-square	df	p
Entertainment	12.506	20	0.898
Interaction	16.876	20	0.655
Information seeking	24.340	15	0.060
Inspiration	21.723	15	0.115
Interest in the blogger	11.883	15	0.688

The same test was executed with the factors age and gender: both factors had no significant influence on the type of motivation for reading blogs (Table 11). It can be concluded that neither age nor gender has an impact on the blog consumption motives.

Table 11: Difference between age and gender and motivations

Age/ gender and motivations

	Chi-square	df	p
Age			
Entertainment	13.446	12	0.338
Interaction	11.816	12	0.461
Information seeking	4.116	9	0.904
Inspiration	10.329	9	0.325
Interest in the blogger	15.844	9	0.070
Gender			
Entertainment	2.982	4	0.561
Interaction	4.299	4	0.367
Information seeking	1.286	3	0.733
Inspiration	5.102	3	0.164
Interest in the blogger	1.645	3	0.649

4.3.5. Show me your favorite fashion blog and I will show you your motives

Additionally it was of interest whether the motive for consuming fashion blogs might depend on which type of blog is the favorite of the reader. To outline the difference between favorite types of blogs and the readers' motivations for reading them, a one-way ANOVA was performed. It showed no statistically significant difference between the motives *entertainment*, *information seeking* and *interaction* and the favorite type of blog. For the

motives *inspiration* and *interest in the blogger* on the other hand, the findings were significant. Levene's test for homogeneity of variance showed no violation of the assumption of homogeneity of variance.

Inspiration

For the motive inspiration (F(4, 164)= 3.312, p=.012) the calculated effect size was eta squared = 0.07, illustrating a medium effect (Pallant, 2011). The post-hoc Turkey test showed that none of the blog types did significantly differ from one another, i.e. whether a reader consumes fashion blogs for reasons of inspiration is indifferent for his/ her favorite type of blog (Table 12).

Interest in the blogger

In term of the motivation interest in the blogger (F(4, 163)= 7.950, p= .000) the effect size was eta squared = 0.16, meaning that this motivation had a large effect on whichever fashion blog is the favorite type of the reader (Table 11). The post-hoc comparison with the Turkey test show demonstrated that the blog type Street style (M=4.25; SD= .617), Narcissus (M= 3.93; SD= .616) and Professionals (M= 3.33; SD= .907) were significantly different from one another at the p<.05 level. The blog type Fashiondustrias (M= 3.92; SD= .760) did not significantly differ from either fashion blog type.

Table 12: Blog motivations *Inspiration* and *Interest in the blogger* in relation to fashion blog types

Different blog types and motivations

		Mean	*SD*
Inspiration			
	Professionals	3.74	0.653
	Fashiondustrias	3.75	0.622
	Narcissus	4.04	0.508
	Street Style	4.13	0.666
	P	0.012	
	Eta squared	0.07	
Interest in the blogger			
	Professionals	3.33	0.907
	Fashiondustrias	3.92	0.760
	Narcissus	3.93	0.616

Street Style	4.25	0.617
p	0.000	
Eta squared	0.16	

4.4 Perceived influence of fashion blogs

The following section shows findings of the study answering the research question: To what extent do fashion blog readers perceive to be influenced by fashion blogs?

4.4.1 Descriptive analysis

The descriptive analysis of the perceived influence of blog consumption showed that the audience of blogs feels influenced in various ways. Out of the three measured directions of influence (importance of fashion, communication, purchasing) an increased importance regarding fashion in general was noted throughout the sample (N= 175): 42.9% of the respondents agreed with the statements that reading fashion blogs has made them to give fashion an increased level of importance in their lives; 27.4% of the sample stated to agree strongly (Table 13).

Table 13: Increased importance of fashion

Fashion blogs make me give more importance to fashion

	Frequency	Percent in %
Strongly disagree	2	1.1
Disagree	18	10.3
Neither agree nor disagree	31	17.7
Agree	75	42.9
Strongly Agree	48	27.4
Total	175	100

A second category of perceived influence factors was the sharing of and inspiration through fashion blogs (N= 142). 81% of the respondents said to have shared blog content with peers, family and colleagues. Also the average of the respondents (N= 169) stated to talk rather often about blog content (N= 169; M= 3.65; SD= 1.484): about 2-3 times per month. 21.1%

stated to talk about fashion blogs on a daily basis and 20% at least 2-3 times per week (Table 14).

Table 14: Amount of talking about fashion blogs

How often do you talk about blog content?

	Frequency	Percent in %
Never	10	5.7
Less than once a month	28	16
Once a month	10	5.7
2-3 times a month	32	18.3
Once a week	17	9.7
2-3 times a week	35	20
Daily	37	21.1
Total	169	96.6

Ultimately the impact on purchasing behavior was of interest. The amount of those respondents, who have bought a fashion item inspired by a fashion blog (*N*= 127) was asked how many of their purchases overall were based on such a blog-inspiration. The average response (*M*= 1.26; *SD*= .458) was that some of their fashion purchases were inspired by a fashion blog (Table 15).

Table 15: Amount of fashion blog inspired purchases

How many of the items you have bought were influenced by a fashion blog?

	Frequency	Percent in %
Some of them	95	54.3
Many of them	31	17.7
All of them	1	0.6
I don't know	6	3.4
Total	127	

Nonetheless, not only actual purchases, also more subliminal factors like the consideration of a purchase can illustrate the impact of fashion blogs. Therefore respondents were questioned, whether they have ever considered buying an item after having seen it on a blog (Table 16). Here the results were very explicit: 82.9% claimed to have at least considered buying a fashion item because they have seen it on a blog.

Table 16: Purchase consideration after fashion blog consumption

Consideration of purchase inspired by a fashion blog

	Frequency	Percent in %
No	21	12.0
Yes	145	82.9
I don't know	9	5.1
Total	175	100

After having outlined the different areas of perceived influence, a next step was to bring in the aspect of fashion magazines by testing the association between the variables with the chi-square. The issue of interest here was whether respondents who read both blogs *and* magazines (N =124; 70.9%) had a different level of perceived influence via fashion blogs. The comparison was conducted with the three described areas of impact: importance, communicating, purchasing. However it was found that there was no significant association between being a magazine reader and having a higher/ lower perception of influence through the consumption of fashion blogs in these areas.

The only exception was the factor of purchase consideration (Table 17): fashion magazine readers consider more often buying an item they have seen on a fashion blog (91.5%) than non-magazine readers (77.3%) (N= 162). The value of the chi-square was x^2= 6.016 (p= 0.014), the continuity correction showed x^2_{yates}= 4.771 (p= 0.029), i.e. there is a significant association between the consideration of a purchases inspired by a blog and being a magazine-reader or not. The strength of significance was measured using Cramer's V (V= 0.193), which pointed at a small association between both factors.

Table 17: Purchasing consideration in relation to reading magazines

Fashion magazine readers and non-readers in comparison: consideration of purchasing a fashion item inspired by a fashion blog

		Non-magazine readers	Magazine readers	Total
Never having considered to buy an item	Frequency	10	10	20
	Percent in %	22.7	8.5	12.3
Having considered to buy an item	Frequency	34	108	142
	Percent in %	77.3	91.5	87.7
Total	Frequency	44	118	162
	Percent in %	27.2	74.9	100

Due to a more frequent amount of engagement with fashion, it could be argued that those readers who also consume fashion magazines, on bring *per se* a higher level of importance to fashion in their lives than people who only read blogs. Therefore it would be reasonable that this part of the audience considers fashion purchases *overall* more often. To control this assumption, the level of importance of magazine readers and non-readers was compared (*N*= 168). The result of the comparison showed that the average of non-magazine readers find fashion "important" in their lives (*M*= 1.96, *SD*= 1.053), and while magazine readers claimed it to be "important" for them as well, the average value was slightly less (*M*= 1.85, *SD*= 1.217). Consequently it is not the case that people who read both fashion magazines and blogs find fashion overall more important in their lives (Table 18).

Table 18: Average level of importance for magazine/ non-magazine readers

Importance of fashion, categorized by reading magazines or not

	Mean	Frequency
Non-magazine readers	1.96	46
Magazine readers	1.85	122
Total	1.88	168

4.4.2 Inferential analysis

In a next step it was analyzed whether the purchasing behavior is dependent on gender or age. The outcomes of the first cross tabulation showed that male fashion blog readers buy slightly more often (81.3%) items inspired by a blog than females (80.5%). To test the relationship between the two variables, a chi-square test was conducted, including Yates continuity correction. It indicated a significant difference between gender and purchasing behavior inspired by a fashion blog, however the effect size was minor x^2 = (1, N=165) =.05, p= .000, phi= -.005 (Table 19).

Table 19: Purchasing behavior and gender

Perceived influence: purchasing behavior and gender

	Male	Female
Buying fashion items inspired by fashion blogs	81.3%	80.5%
Never having bought fashion items inspired by fashion blogs	18.8%	19.5%

|		
Total	9.7%	90.3%
Chi-square	.005**	
Continuity correction	.000**	
Phi	-.005	

Notes: ** = significant (p< .05)

The second cross tabulation (Table 20) showed that the age groups of 19-23 year old fashion blog readers (89.3%) and those of 29-33 years (85.7%) are the most frequent buyers when it comes to fashion items inspired by blogs (Table 16). The chi-square test however was found not significant (x^2 = 5.279, p= .152).

Table 20: Purchasing behavior and age

Perceived influence: purchasing behavior and age

	14-18 years	19-23 years	24-28 years	29-33 years
Buying fashion items inspired by fashion blogs	73.9%	89.3%	74.2%	85.7%
Never having bought fashion items inspired by fashion blogs	26.1%	10.7%	25.8%	14.3%
Total	14.5%	35.2%	41.5%	8.8%
Chi-square	5.279			

After having examined how blog readers feel influence by blogs, the relationship between blog consumption and the level of this influence was analyzed. The aim was to understand whether the amount of consumption has an impact on how influenced the reader feels.

The perceived influence was measure in a first step via the factor talking about blog content, i.e. the consumption of blogs in relation to the amount of talking about them was of interest. A bar chart of both variables was created as preliminary visual illustration to understanding these factors (Graph 6).
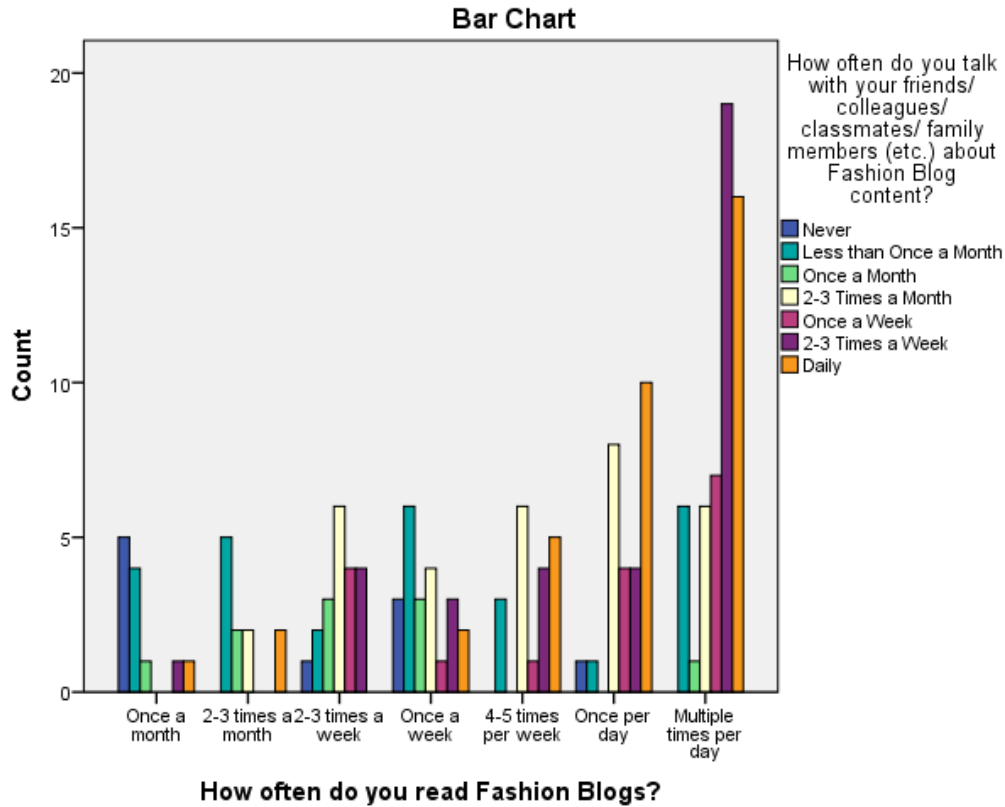
Graph 6: Relationship between the frequency of reading fashion blogs and the frequency of communicating blog content

In a next step, a correlation was conducted to examine the relationship between talking about blogs and reading them. No violations of the assumptions of normality and linearity were found. The analysis showed a medium, positive correlation between the two variables, $r= .475$, $n= 167$, $p < .000$, with a high frequency of blog consumption associated with a high frequency of communicating blog content towards another person or group.

The next step in measuring the level of influence was to look at the overall attention a blog reader pays to fashion in daily life and relate it to his/ her consumption of blogs. Also at this point a bar chart was utilized for an illustration of the factors (Graph 7), followed by a correlation, which revealed a positive association between each other, $r= .287$, $n= 172$, $p < .000$, illustrating a small association of reading fashion blogs and paying more attention to fashion in daily life.
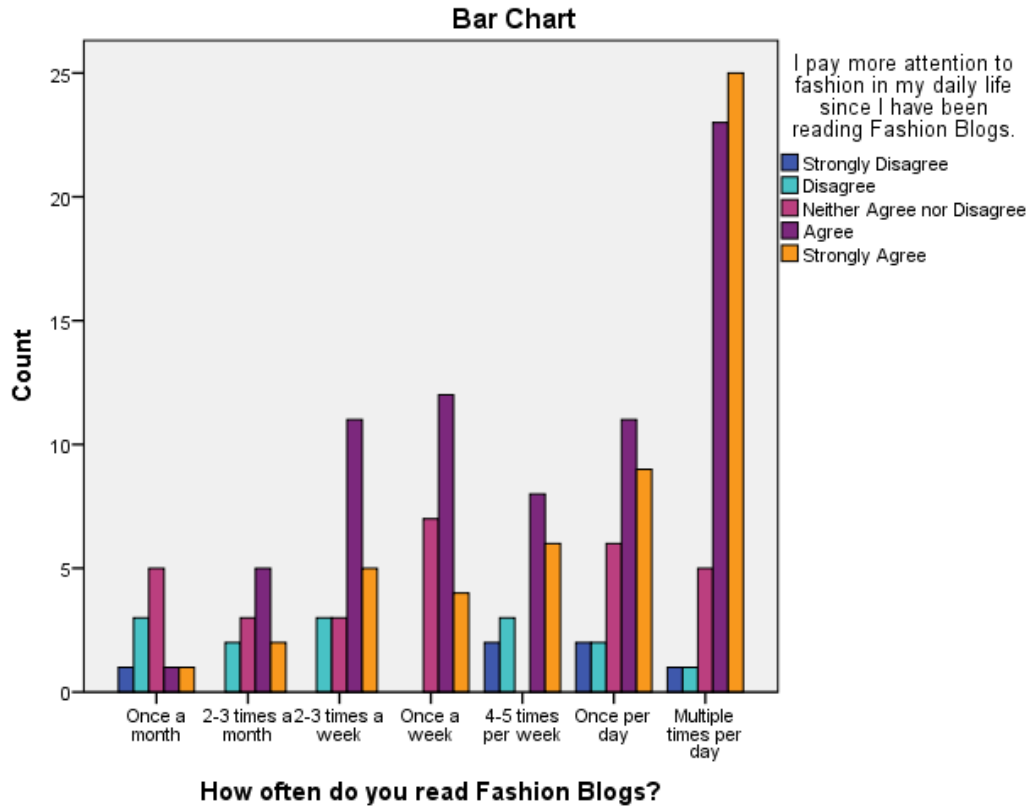
Graph 7: Relationship between the frequency of reading fashion blogs and the attention of fashion in daily life

Based on the results of the correlation, a multiple regression analysis was conducted to assess to what extent the frequency of talking about blog content and the raised attention of fashion in daily life predict the frequency of reading fashion blogs. The execution of a number of preliminary tests showed no violation of the assumptions of normality, linearity, multicollinearity and homoscedastictiy. The model was significant, $F(2, 166)= 28.227$, $p<.000$ and therefore can predict the frequency of fashion blog consumption. However, only 24.7 per cent of the differences in reading frequency can be predicted by a raised awareness of fashion in daily life and a raised communication of blog content ($R2\ adj^{20}=\ .247$). Also just one of the two measures was statistically significant: raised attention to fashion in daily life was found not significant ($b^*=.181$, $p=.010$), while talking about fashion blog content showed a high beta value and was significant $b^*=.43$, $t=.430$, $p=0.000$, 95% CI [.294, .569] (Table 21). Talking about blogs is therefore a predictor of blog consumption, meaning that if a person reads fashion blogs frequently, he/ she is talking rather frequently about these blogs as well. Vice versa does little blog consumption predict few communications about that matter.

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[20] Because of the small sample size the adjusted R[2] value was more suitable for the outcomes of the regression (Pallant, 2011).

Table 21: Regression analysis of the frequency of reading fashion blogs

Regression model for predicting the frequency of fashion blog reading (*N* = 175)

	Frequency of reading blogs
	b*
Raised attention	.181
Talking frequency	.430**
R2	.247
F	28.227

Note: ** p< .0001

The findings of this research illustrate that the audiences' perception of fashion blog consumption does exist and that it touches upon different areas, such as purchasing behavior, increased awareness towards fashion, inspiration and communication manner. How these influences are perceived by the individual reader depends on his/ her gender, age and consumption behavior and other factors.

5. Conclusion and Discussion

If you reconsider the incipient science fictional idea of a print magazine offering all the features a blog can provide, the head is spinning – it is even impossible to imagine. Magazines do not have a fluid design, they are neither interactive, nor free, nor very up-to-date and they certainly do not require input of their audience.

Traditional media is starting to realize increasingly that this is not even necessary. After initially having tried to imitate new media features, magazines now begin to market the value of traditional media. For the readership a magazine is a nice thing to flip through, read on the couch and collect issues. For the motives of consuming magazines, editors now focus more than ever on high quality content and design, for instance through the reduction of issues to eight or four per year that are created more in-depth.

Blogs are completely different when it comes to how the audience can enjoy them – as the examination of the motivations for fashion blogs have illustrated nicely. The level of participation and interactive possibilities will increase within the following years even more and technology will grow with the demand of the new media audience.

The findings of this study add value to the understanding of new media audiences by illustrating the perception of fashion blog influences. This is important due to the shift in the media sphere away from traditional, passively consumable media towards new, participative media which interacts with the user, works based on the input of the audience and therefore gives a high value to the audience overall. Included in this shift is the convergence of production and consumption: both activities are equally important and closely connected as the individual can do both producing and consuming in the case of new media, sometimes even at the very same moment – for instance being a blogger and reader of other blogs.

5.1   Conclusion

Overall it was found that readers of fashion blogs perceive to be influenced by them in respect to how often they communicate blog content, how they purchase fashion items and in regard to how important they feel fashion to be in their lives overall (*RQ*). The level of this influence depends on the amount of consumption and other factors, e.g. whether they also read fashion magazines. Furthermore it relates to gender, age and education. Interestingly enough it has been found that after the consumption of fashion blogs, men comprehend to be slightly more inspired to buy a fashion item than women.

First of all blog readers feel that they pay more attention and give more importance to fashion overall since they started reading fashion blogs (70.3%). This result supports prior research on fashion bloggers being perceived as tastemakers based on their credibility (McQuarrie, Miller & Phillips, 2013; Mendoza; 2010; Halvorsen et al. 2013; Kretz and De Valck, 2010): the consumption of blogs leads to a state of increased fashion awareness in the eyes of the audience. This goes hand in hand with the outcome that a high amount of respondents feel like they communicate a lot of fashion blog content (81%) towards peers or family members. This behavior illustrates an increased level of awareness of fashion, which can lead to purchases inspired by a blog. Prior research has shown that blogs can have an impact on actual purchasing behavior of their audience (Halsvorsen et. al. 2013). This outcome was supported by this study as it has illustrated that the audience comprehends this impact: 76% of the sample has purchased a fashion item which they described as inspired by a fashion blog, slightly more male than female blog readers. An even bigger part of the sample stated to have at least considered purchasing something after having seen it on a blog (82.9%). The likelihood of this consideration is even higher when blog readers also read magazines, i.e. when they consume overall more fashion media.

The underlying concept of this study was the self-perception of the audience in regard to media choices, motivations and awareness of both. Concerning media choices and motivations, readers were assumed to be able to self-report this behavior as found by the U&G concept (Ruggerio, 2000). The perception of fashion blog influence is based on the ability of the audience to be aware of whatsoever impact the blog consumption might have on them.

Consequently fashion blogs have an effect on their audience to the extent that blogs are seen as an inspiration regarding fashion understanding, personal style and identification. This inspiration could stem from the trustful relationship the reader comprehends to have with the blogger, which arises out of the frequency of reading the blog, its personalized content that seem to address every single reader individually and the opportunities of interacting with the blog, which make it appear as a credible source of information/ inspiration in the eyes of their readers (Halsvorsen et. al, 2013; Johnson & Kaye, 2004).

A second finding showed that the audience of fashion blogs consists predominantly of young (M= 23.84), well-educated (82% Bachelor/ Master) girls (88.1%) from western societies (*SQ 1*). This result seems congruent with the identity of the majority of fashion bloggers: when examining the 15 favorite fashion blog (Table 3) most of these bloggers are approximately 24 years old, generally attend a College or University, are female and live in a western society. Thus fashion blogs might attract an audience that is able to identify itself with the blogger, which means a young audience of high developed countries. It is assumed

that the topic of fashion plays a significant role in age, nationality and gender – results could look very differently for blogs issuing other topics.

Thirdly fashion blogs are consumed since approximately three to four years, respectively dependent on the age of the reader. The audience accesses blogs predominantly multiple times per day and on an average from five to eight blogs per week (*SQ 2*). This finding supports prior research on the fact that the power of blogs is based on their visibility and popularity, two factors very dependent on each other (Cammaerts, 2008). In relation to the consumption of magazines, it has been found that fashion blogs are read more frequently than magazines. Per design blogs are updated on a daily or even semi-daily basis, therefore blogs are interesting to access once per day or more often. Fashion blogs can be a daily companion, part of a routine, for instance they can be looked at every morning while having breakfast. Fashion magazines on the other hand are a more long-term product that is published at a certain point on a monthly or weekly basis and can be read like a book, from the first to the last page, therefore they are consumed much less frequent (overall 2-3 times per month).

Fourth the findings of this study did not support that new media challenge tradition (print) media due to participative possibilities blogs have to offer (Scattergood, 2013), meaning that a large amount of the fashion blog reader stated to read print magazines (70.9%). This outcome points towards the understanding that new media is not a direct competitor of traditional media as print and digital fashion media exists next to each other and both get attention by the fashion interested audience. It can be concluded that, ten years after the creation of fashion blogs, they have become an integrated part of fashion media.

And ultimately the findings showed that fashion blog reading is motivated by five sets of motivations: entertainment, interaction, inspiration, information seeking and interest in the blogger (*SQ 3*). The latter three mentioned motives relate to the credibility of a blogger, meaning that a person has to trust the blogger, if he/ she access the blog for motives of inspiration, information seeking or pure interest in the person of the blogger. Thereby it can be concluded that credibility is a significant factor for a blog in order to be successful, as the success depends on the amount of readers. It relates further to the perception of bloggers as tastemaker, meaning that they display their taste of fashion publicly and thereby inspire their audience in various way (McQuarrie, Miller & Philips, 2013; Mendoza, 2010; Johnson & Kaye; 2004). The motivations for consuming blogs of this study rely overall on significant aspects of new media: 24/ 7 availability, easy access, speed, transparency. These outcomes differ from the study by Kaye (2010b) in respect to the underlying motivational items for some categories, meaning that the respondents classified a number of motivations into different categories, i.e. grasping the relationship between them in a dissimilar way. Due to the

inclusion of narrow motivational categories and items, the results were clearer in this research. This also goes back to the fact that the blog audience was targeted at fashion blogs as opposed to include a broader amount of blogs (Kaye 2010b).

The motives for reading magazines (professionalism, non-interaction, information seeking and entertainment) can be clearly distinguished from the motivations for blogs, as the prior ones related to rather typical aspects of traditional media, such as high quality content, professional journalism and passives consumption. The adaption of the blog motives was successful, which can be seen on the four strong motivational categories. This might be however very different for people who exclusively read fashion magazines. As this research has addressed fashion blog readers and asked them whether they additionally consume magazines, the results for the motives are biased. It could be the case that new media users are per se young and the fashion enthusiasts of older age prefer the consumption of traditional print magazines.

Considering the part of the audience in new media designs, one can conclude that fashion media today is closer to the individual than ever: blogs in particular enable precise insights into the interpretation and compilation of fashion all over the world. Fashion interested people now have unlimited access to (new) fashion journalism on an international level. The interactive features of blogs make their readers feel to be a part of the fashion experience and the hypertextuality of both blogs and the Web 2.0 in general offers possibility to purchase almost everything visible on a blog via one mouse click. One could very well argue that the inspiration rate of a fashion blog is high and this research has shown that the audience is very aware of this influence.

5.2   Discussion

It is striking that a large percentage of fashion blog readers also reads magazines (70.9%), especially considering the common public opinion of the slow death of print magazines based on new media. Also in regard to the young age of the sample, this amount of magazine readers is surprising, as it was assumed that traditional media is mostly preferred by older generations who did not grow up with the possibilities the Web 2.0 has to offer.

Fashion blogs readers are no passive consumers in the strict understanding of an audience. They are rather part of the fluid design of the blog and intertwined in both the function and the reason of the blog. On the one hand blogs cannot reach success without having a large coverage and a "fan base" of readers who access the blog on a regular basis. On the other hand fashion blogs grow around the demands of their readers: including topics

the audience asks for, enabling comments and addressing them as personalized as possible on multiple channels. The audience is consuming fashion blogs based on a number of motives, among which the interaction plays a significant role. It has been shown however that a large amount of fashion blog readers also consume magazines and here they enjoy not having to interact with the medium, but can passively read them. Other reasons like information seeking, inspiration and entertainment are equally strong for both media types, which is surprisingly as a large amount of research has shown how magazines are pushed aside from new media. The consumption of blogs does not happen in a black box, the audience is well aware of the influence the fashion blogs can have. The reason for this might lie in the current age of constant new media developments and the Web 2.0: after initial excitement over new technological possibilities for media consumers, an overall caution has spread in regard to SNSs, sharing content online and self-disclosure. Therefore it could be case that Web 2.0 users are per se cautious during the consumption and are able to look through the possible influence it might have on them.

5.3   Limitations

The distribution of the survey entailed the major problem that achieving a sample from a web population can be problematic, because there is no central registration for Internet users like there is for telephone numbers and home addresses (Selm & Jankowski, 2006) – the only thing the fashion blog audience has in common are they blogs they read. Therefore the fashion blog, better yet, the bloggers were the starting point of the data collection process: it was crucial to get their support in targeting their readers via their blog. By addressing bloggers in a very open, inviting way it has been tried to solve this issue. Overall it was more common that bloggers supported the research by participating in the survey themselves, than that they communicated the survey to their audience. The way of approach blog readers via bloggers might have caused a distortion of the target group: the sample entails now many blog readers who are bloggers themselves, which gives them a double-perspective upon the issue. However, it is rather impossible to distinguish clearly between blogger and blog reader due to the convergence of producing and consuming of the new media age. Additionally the user-friendly software supported amateurs in becoming producers, which caused a huge amount of fashion blog readers to imitate their style idols by creating their own blog – as the amount of *tumblr* blogs has indicated. Nevertheless being a blogger does not exclude one from the blog audience – quite the contrary are bloggers always blog readers too.

   Another critical factor regarding the sampling frame was language: those readers who were approached, but did not understand English, fell out of the sample, as they were

contacted in English and the survey was designed in English. It is thus not possible to achieve a global overview of fashion blog readers using only the English language, which favors western countries. Due to the perspective of the research this aspect was acceptable, as the main amount of fashion blogs stem from the United States, Australia and Europe. Of course the wave of the fashion blog trend has reached Asia and other continents too, but the fashion blogs from China or Japan for instance address a rather national audience as opposed to internationally successful blogs that are consumed from all over the world – these are generally located in the United States or Europe. Some fashion blogs have even put maps on their blog, illustrating with tiny points where all their readers live and share it with their audience

After conducting the survey, it was found that the categorizing model of fashion blog types by Engholm and Hansen-Hansen (2013) should be reconsidered. It can be assumed that it was too complicated for the respondents to classify blogs, which was visible on the contradictory outcomes of questions entailing this model. The most frequently consumed blog type was named the Narcissus (*V6*), while a much stronger majority stated that Street style blogs are their favorite type of blog (*V7*), yet in the ranking of the 15 most popular blogs there was not a single street style blog present, instead it consisted completely of Narcissus blogs (Table 3). The reason for this might be that respondents are ashamed to state that Narcissus blogs are their favorite, as the term has a negative overtone. First and foremost it might be the case, that the categories of blogs were too complicated for the respondents, i.e. they were not able to classify their favorite blogs appropriately, despite the description of the categories including examples and pictures. It is complex to classify blogs in general as there are so many different types, thus no commonly known classification of fashion blog exists. As the boarders between classical production and consumption become more and more blurry, it is questionable whether a proper classification of new media types like blog is actually possible.

5.4   Suggestions for future research

Future research in fashion blogs should consider the following structural adjustments in the research design: first of all blog readers should be asked whether they work in fashion and whether they have their own blog. Secondly an open question about how they consider themselves influenced could offer extra insights that have not been research yet.

After conducting the survey, it further became clear that in order to understand motivations for commenting, i.e. interacting with fashion blogs, open questions would have been the better choice of question type, because they would have let the reader freely state

his individual motivation(s) and thereby offer more insights than closed questions. As opposed to the valuable findings for fashion blog and magazine consumption, the issue of commenting as a form of interaction still lacks a theoretical background to enable closed question format. In regard to the consumption, it was found ideal to utilize closed questions, because they offer the possibility to include a large amount of motivational items that can be answered fast and easily and thereby allow to detect patterns of motives.

Future research should consider this aspect even more so when going into the direction of analyzing the participative features of blogs and interaction possibilities for their readers.

The outcomes of this study suggest for future research in (fashion) blog audiences to consider three directions: one direction could go into analyzing the relationship between credibility/ trust towards a blog and the readership, as it is the source of success for a blog and the influence it has on its audience. The concept of fashion bloggers as tastemakers is a part of this concept and will become more significant as the Web 2.0 turns into a more and more interactive medium.

Secondly this development of the Web 2.0 towards *Web squared* and further (O'Reilly & Battelle, 2009) requires a close monitoring of the relationship between fashion blogs and print magazines and their consumers. Print magazines might turn out to be obsolete as some point after all, depending on what blog technologies will have to offer. Going into this field of researching fashion blogs, it should further be focused on understanding to what extent blogs and magazines are consciously accessed to find inspiration for purchases – this was not stressed enough in the motives of this study. Ultimately when researching the differences in consumption behavior between blogs and magazines further, it would add value to examine how long readers consume each one of the media types: is the magazine consumption, even though less often, occurring more in depth than a blog, which is consumed on a frequent basis, but perhaps only superficially.

A third direction of future research on (fashion) blog audiences could entail the more economical perspective on how the readers are influenced by actual advertisement of blogs. This plays an important role as blogs are increasingly sponsored or contain smart advertisement. Furthermore more and more middle ranged blogs establish their role in fashion media sphere and serve as cooperative, flexible instrument for PR and marketing purposes of companies as opposed to very popular bloggers who are already a brand on their own.

Research about the audience of fashion blogs needs to understand blog readers and bloggers in an interlinked way, as they are often not clearly to distinguish. The perception of

influence however is clear to the audience and will grow with technological possibilities of blogs and new media overall.

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Index of Abbreviations

Methodology

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Appendix A: **Survey**

Hi, thank you for participating in my survey!

I am a Media Master Student at Erasmus University Rotterdam. This survey is part of my Master Thesis about Fashion Blogs. By participating in this survey, you support the research on media effects and new media influences.

Estimated time for your answers: just 10-12 minutes

Your filled out survey is completely anonymous and will be treated strictly confidential. Thank you very much for making this study possible.
If you have further questions or want to know more, please write me a note via email:*385155vp@eur.nl*

Before starting the survey, you will see the terms & conditions, the so-called "consent request for participating in research". Please read it carefully as you need to agree with it in order to participate in the survey. When you are done reading and agree, tick the box and the survey will start.

☐

CONSENT REQUEST FOR PARTICIPATING IN RESEARCH

DESCRIPTION
You are invited to participate in a research about fashion blogs, in particular the audience of fashion blogs. The purpose of the study is to understand how and why people read fashion blogs and to what extent they are influenced by them.

By continuing and starting the survey you accept to participate in the survey on fashion blogs.
You are always free not to answer any particular question, and/or stop participating at any point.

RISKS AND BENEFITS
There are no risks associated with participating in this research. Your participation is completely anonymous, excluding any kind of identifying information.
I will use the material from the survey exclusively for academic work, such as further research, academic meetings and publications.

TIME INVOLVEMENT
Your participation in this study will take around 10 minutes. You may interrupt your participation at any time.

PAYMENTS
There will be no monetary compensation for your participation. However, one lucky winner will receive the price of the sweepstake: at the end of the survey-phase (middle of May) one respondents will be chosen randomly and will win a 50€ ASOS gift card.

PARTICIPANTS' RIGHTS
If you have decided to accept to participate in this project, please understand your participation is voluntary and you have the right to withdraw your consent or discontinue participation at any time without penalty. You have the right to refuse to answer particular questions. Your individual privacy will be maintained in all published and written data resulting from the study.

CONTACTS AND QUESTIONS
If you have questions about your rights as a study participant, or are dissatisfied at any time with any aspect of this study, you may contact first,
Verena Prechsl: *385155vp@eur.nl* next you may contact *Prof. Dr. Jansz*: *Jansz@eshcc.eur.nl* (anonymously if you like).

ACCEPTING THE CONSENT FORM
If you agree with this consent form, please tick the box to notify that you understood its content and the survey will start.

○ I agree with the terms and conditions as stated in the consent form.

○ I do not agree with the term and conditions as stated in the consent form and want to exit this survey.

↱ If **I do not agree with the ter...** Is **Selected**, Then Skip To **End of Survey**   [Skip] [Logic]

This study is about **Fashion Blogs**.
Starting around ten years ago in the style of fashion diaries, Fashion Blogs and Blogger have developed into strong voices on fashion, taste and trends.
Popular Fashion Bloggers are nowadays opinion leaders in the public fashion discourse and have a strong impact on the fashion industry and on their – up to millions – of readers.

This survey focuses on *you*, the Fashion Blog reader and is interested in how you read fashion blogs, the impact you perceive from this consumption and your motivations for reading and interacting with them. In addition these characteristics are compared to Print Fashion Magazines.

Let's start with some general questions on **Fashion Blogs**.

Q1: How important is fashion to you?

Very Unimportant	Unimportant	Neither Important nor Unimportant	Important	Very Important	✕ I don't know
○	○	○	○	○	○

Q2: How long have you been reading Fashion Blogs?

Since less than 1 year	Since 1 year	Since 2 years	Since 3 years	Since 4 years	Since more than 4 years	✕ I don't know
○	○	○	○	○	○	○

Q3: How often do you read Fashion Blogs?

Once a month	2-3 times a month	2-3 times a week	Once a week	4-5 times per week	Once per day	Multiple times per day	✕ I don't know
○	○	○	○	○	○	○	○

Q4: How often do you leave a comment on a post of a Fashion Blog?

Never	Rarely	Sometimes	Often	Always	✕ I don't know
○	○	○	○	○	○

Q5: Please name your five favorite Fashion Blogs. (No specific order required)

In the next few questions this survey will ask about **how familiar you are with fashion blogs.**
It will start with a few questions about *what* you read, and then there will follow questions on what you *like* the most.
Try to distinguish clearly between what you read the most and what your preferences are – unless there are no differences.

Q6: What kind of Fashion Blogs do you read? (multiple answers possible)

☐ **Professional Fashion Blogs**
(an online appearance from a Fashion Magazine, e.g. Vogue online , Harpers Bazaar online, Cosmopolitan online, Glamour online , Elle online, The Cut - NY Magazine etc.)

☐ **Fashiondustrias**
(published by a single person working also in the fashion industry, e.g. Elin Kling - The Wall, Garance Doré, Hanneli, The Coveteur etc.)

☐ **Street Style Blogs**
(published by a (professional) photographer to show what people in 'fashion cities' wear in their everyday life or for certain fashion related contexts/ events. e.g. The Sartorialist, Jak & Jil, Caroline's Mode etc.)

☐ **Narcissus**
(published by a single non-professional person, that mainly shows pictures of him-/herself and gives his/ her personal opinion on certain styles/ trends e.g. The Blonde Salad, The Fashion Toast, BryanBoy, Susie Bubble, The Man Repeller, Cupcakes & Cashmere, Stylescrapbook etc.)

☐ Other

☐ ✕ I don't know

Q7: Which type of Fashion Blogs is your favorite?

○ **Professional Fashion Blogs**

(from a Fashion Magazine, e.g. Vogue online, Harpers Bazaar online, Cosmopolitan online, Glamour online, Elle online, The Cut - NY Magazine etc.)

○ **Fashiondustrias**

(published by a single person working also in the fashion industry, e.g. Elin Kling - The Wall, Garance Doré, Hanneli, The Coverteur etc.)

○ **Street Style Blogs**

(published by a (professional) photographer to show what people in 'fashion cities' wear in their everyday life or for certain fashion related contexts/ events. e.g. The Sartorialist, Jak & Jil, Caroline's Mode etc.)

JAK & JIL

○ **Narcissus**
(published by a single non-professional person, that mainly shows pictures of him-/herself and gives his/her personal opinion on certain styles/ trends. e.g. The Blonde Salad, The Fashion Toast, BryanBoy, Susie Bubble, The Man Repeller, Cupcakes & Cashmere, Stylescrapbook etc.*)*

○ Other

○ ✕ I don't know

Q8: How many different Fashion Blogs per week do you read?

Less than 1 Fashion Blog	1-4 different Fashion Blogs	5-8 different Fashion Blogs	9-13 different Fashion Blogs	More than 13 different Fashion Blogs	✗ I don't know
○	○	○	○	○	○

Let's move on to **the topic of Fashion Magazines.**

When talking about those, it will be always referred to Print Fashion Magazines, i.e. please exclude digital versions like Online Magazines.

Q9: Do you read Print Fashion Magazines? (please think only of the paper copy of a Fashion Magazine, i.e. anything not-digital)

Yes	No	✗ I don't know
○	○	○

If **No** Is **Selected**, Then Skip To **How often do you talk with your frien...**

Skip
Logic

Display This Question:
If Do you read Print Fashion Magazines? (please think only of the paper copy of a Fashion Magazine, i.e. anything not-digital) **No** Is **Not Selected** Edit

Q10: How often do you read Print Fashion Magazines?

Once a month	2-3 times a month	Once a week	2-3 times a week	4-5 times a week	Once per day	Multiple times per day	✗ I don't know
○	○	○	○	○	○	○	○

Display This Question:
If Do you read Print Fashion Magazines? (please think only of the paper copy of a Fashion Magazine, i.e. anything not-digital) **No** Is **Not Selected** Edit

In the following questions we are interested in your Print **Magazine purchasing behavior**.

Please keep in mind to think seperately of the magazines you *buy* randomly and those that you receive weekly/ monthly/ quarterly etc. as *subscription(s)*!

Q11: Do you currently have a subscription for one or multiple Print Fashion Magazine(s)?

Yes	No	✕ I don't know
○	○	○

Q12: How many subscriptions for Print Fashion Magazines do you currently have?

[   ]

Q13: How often do you buy Print Fashion Magazines?
(In case you have any subscriptions for one or multiple magazines, please exclude them here)

Less than 4 per year	4 per year	1 every other month	1-2 per month	1-2 per week	3-4 per week	More than 4 per week	✕ I don't know
○	○	○	○	○	○	○	○

This is the end of the questions regarding how you read Print Fashion Magazines.

Let's return to the subject of **Fashion Blogs**.

Q14: How often do you talk with your friends/ colleagues/ classmates/ family members (etc.) about Fashion Blog content?

Never	Less than Once a Month	Once a Month	2-3 Times a Month	Once a Week	2-3 Times a Week	Daily	× I don't know
○	○	○	○	○	○	○	○

Q15: Have you ever shared Fashion Blogs with your friends/ colleagues/ classmates/ family member (etc.)?
(e.g. forwarding a link/ pictures etc. from the blog or showing the actual website on the screen...)

Yes	No	× I don't know
○	○	○

Q16: Please state your agreement/ disagreement on the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	× I don't know
I pay more attention to fashion in my daily life since I have been reading Fashion Blogs.	○	○	○	○	○	○
Fashion Blogs make me give more importance to fashion.	○	○	○	○	○	○
I talk more about fashion than friends/ colleagues/ classmates/ family member who don't read Fashion Blogs.	○	○	○	○	○	○

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	✕ I don't know
Overall I think the Bloggers behind my favorite Fashion Blogs have a good taste of fashion.	○	○	○	○	○	○

Q17: Did you ever buy a fashion item because you have seen it on a Fashion Blog you like?

Yes	No	✕ I don't know
○	○	○

If **No** Is **Selected**, Then Skip To **Did you ever consider to buy a fashio...** Skip Logic

Display This Question:
If Did you ever buy a fashion item because you have seen it on a Fashion Blog you like? **Yes** Is **Selected** Edit

Q18: How many of the fashion items you bought were influenced by a Fashion Blog?

Some of them	Many of them	All of them	✕ I don't know
○	○	○	○

Q19: Did you ever <u>consider</u> to buy a fashion item because you have seen it on a Fashion Blog you like?

Yes	No	✕ I don't know
○	○	○

Q20: How do you feel about a Blogger being endorsed or sponsored by a shop/ a brand/ etc. if the blogger <u>openly states</u> this cooperation/ this sponsorship deal?
(e.g. by mentioning under a post "in cooperation with…"/ "thanks to …")

Very Uncomfortable	Uncomfortable	Somewhat Uncomfortable	Neutral	Somewhat Comfortable	Comfortable	Very Comfortable	✕ I don't know
○	○	○	○	○	○	○	○

Q21: How do you feel about a Blogger being endorsed or sponsored by a shop/ a brand/ etc. if the blogger does not openly state this cooperation/ this sponsorship deal?

(e.g. by not mentioning under a post "in cooperation with…"/ "thanks to …")

Very Uncomfortable	Somewhat Uncomfortable	Uncomfortable	Neutral	Somewhat Comfortable	Comfortable	Very Comfortable	✕ I don't know
○	○	○	○	○	○	○	○

The next two/ three questions focus on why you read blogs (and magazines).

Let's start with **Fashion Blogs**.

Q22: Why do you read Fashion Blogs?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	✕ I don't know
To get information quickly	○	○	○	○	○	○
To get fashion information for free	○	○	○	○	○	○
Because blogs provide the most up-to-date information	○	○	○	○	○	○
To access information at any time	○	○	○	○	○	○
Because the content is always available	○	○	○	○	○	○
Because its easy to access information (anytime and any place)	○	○	○	○	○	○
For information I can't get from traditional media	○	○	○	○	○	○

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	✕ I don't know
Because I don't trust traditional media	○	○	○	○	○	○
To better understand the fashion world	○	○	○	○	○	○
To get fashion guidance	○	○	○	○	○	○
To form an opinion on fashion	○	○	○	○	○	○
To keep up with issues and trends	○	○	○	○	○	○
Because I like the blogger	○	○	○	○	○	○
Because I like the atmosphere on the blog	○	○	○	○	○	○

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	✕ I don't know
	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	✕ I don't know
Because I am interested in the life of the blogger	○	○	○	○	○	○
Because of the photographs	○	○	○	○	○	○
To get inspired	○	○	○	○	○	○
For personal fulfillment	○	○	○	○	○	○
Because I'm addicted	○	○	○	○	○	○
Because it makes me feel good	○	○	○	○	○	○
For information for my own blog	○	○	○	○	○	○
	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	✕ I don't know
To express my opinion(s)	○	○	○	○	○	○
Because I can comment on it	○	○	○	○	○	○
Because I feel that my opinion counts	○	○	○	○	○	○
Because it relaxes me	○	○	○	○	○	○
Because it relieves me of boredom	○	○	○	○	○	○
Because it entertains me	○	○	○	○	○	○
Because its amusing	○	○	○	○	○	○

Display This Question:

If How often do you leave a comment on a post of a Fashion Blog? **Never** Is **Not Selected** Edit

Q23: Why do you write comments on Fashion Blogs?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	✕ I don't know
Because the Blogger explicitly asks for it	○	○	○	○	○	○
Because I want to share my opinion	○	○	○	○	○	○
Because it makes me feel included	○	○	○	○	○	○
Because I can bring in an additional perspective	○	○	○	○	○	○
Because I have experience with the shown product, e.g. own the same item	○	○	○	○	○	○

Display This Question:
If Do you read Print Fashion Magazines? (please think only of the paper copy of a Fashion Magazine, i.e. anything not-digital) **No** Is **Not Selected** Edit

And ultimately let's have a look at **Print Fashion Magazines**.

Display This Question:
If Do you read Print Fashion Magazines? (please think only of the paper copy of a Fashion Magazine, i.e. anything not-digital) **No** Is **Not Selected** Edit

Q24: Why do you read Print Fashion Magazines?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	✕ I don't know
To get fashion information	○	○	○	○	○	○
Because Magazines provide a high quality information	○	○	○	○	○	○
Because Magazines offer	○	○	○	○	○	○

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	× I don't know
objective journalism						
For tips to more information sources	○	○	○	○	○	○
Because it is my part of a routine (weekly/ monthly)	○	○	○	○	○	○
Because I like to own a print copy of the magazine	○	○	○	○	○	○
Because the content is professional	○	○	○	○	○	○
	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	× I don't know
Because I don't trust new media	○	○	○	○	○	○
Because I can trust the writers	○	○	○	○	○	○
To better understand the fashion world	○	○	○	○	○	○
To get fashion guidance	○	○	○	○	○	○
To keep up with issues and trends	○	○	○	○	○	○
Because I like the writers/ editors	○	○	○	○	○	○
Because I like the atmosphere of the	○	○	○	○	○	○

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	✗ I don't know

magazine

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	✗ I don't know
Because I am interested in the personal views of the editors	○	○	○	○	○	○
Because of the photographs/ editorials	○	○	○	○	○	○
To get inspired	○	○	○	○	○	○
For personal fulfillment	○	○	○	○	○	○
Because I'm addicted	○	○	○	○	○	○
Because it makes me feel good	○	○	○	○	○	○
For information for my own blog	○	○	○	○	○	○

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	✗ I don't know
Because I don't need to interact with the Fashion Magazine	○	○	○	○	○	○
Because I can form my opinion in private	○	○	○	○	○	○
Because Magazines are not all about sharing	○	○	○	○	○	○
Because it	○	○	○	○	○	○

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	× I don't know
relaxes me						
Because it relieves me of boredom	○	○	○	○	○	○
Because Magazines entertain me	○	○	○	○	○	○
Because it amuses me	○	○	○	○	○	○

GREAT!

You are almost done. Now there are only a couple of questions concerning your personal background.

Q25: When were you born? Please choose the year of your birth.

Year of birth [▼]

Q26: What is your gender?

Male ○   Female ○

Q27: What is your nationality?

[ ]

Q28: In which language do you read fashion blogs? In case a blog is multi-lingual please name the language you are reading it in and interacting on it.

[ ]

Q29: What is your highest level of education?

Secondary Education (i.e. high school, middle school…)	Higher Education (BA) Bachelor Degree	Higher Education (MA) Master Degree	Ph.D./ M.D.	Others	× I don't know
○	○	○	○	○	○

Q30: Would you like to comment this survey or to add something on this topic that has not been covered?

[text box]

Thank you very much for participating in this study.

If you would like to win the 50€ ASOS gift card,
please enter your email address below. It is not being used for other purposes or forwarded to a third party. The email addresses are not linked with the filled out survey.

Thank you again & Have a great day!

Appendix B: **Distribution**

<u>Facebook groups for Fashion Blogs</u>

- o World Fashion Bloggers
  URL: https://www.facebook.com/groups/worldfashionbloggers/
- o Style Blogger
  URL: https://www.facebook.com/groups/116832961765857/
- o Fashion Blog Me
  URL: https://www.facebook.com/groups/155640501307543/
- o BBloggers & FBloggers worldwide
  URL: https://www.facebook.com/groups/322797354427002/
- o Fashion & Beauty Bloggers
  URL: https://www.facebook.com/groups/180684415288723/
- o Global Fashion Blogger Hub
  URL: https://www.facebook.com/groups/196635573775824/
- o Fashion Blogger of the world
  URL: https://www.facebook.com/groups/rocioreyesewest/
- o Fashion Blogger – we love to post
  URL: https://www.facebook.com/groups/454979704580592/
- o Fashion Blogger
  URL: https://www.facebook.com/groups/207821895976056/
- o International Fashion Blogs
  URL: https://www.facebook.com/groups/209306379251614/
- o Fashion Lovers. Fashion Bloggers
  URL: https://www.facebook.com/groups/fashionlovers.fashionbloggers/
- o The Blogsphere – let's talk about fashion
  URL: https://www.facebook.com/groups/136410403195441/

<u>Direct messages to Bloggers via Lookbook</u>

1. Ebba, Sweden: http://www.ebbazingmark.devote.se
2. Viktoriya, Turkey: http://www.tiebow-tie.com
3. Flavia, Brazil: http://fashioncoolture.com.br/
4. Anouska, Ireland: http://www.anouskaproettabrandon.com
5. Jessica, California: http://www.hapatime.com
6. Bobby, Canada: http://www.bobbyraffin.com
7. QMike, UK: http://www.quyenmike.com
8. Rachel-Marie, New York: http://www.jaglever.com
9. Chloe, Australia: http://www.chloeting.com
10. Vu, Vietnam: http://vuthien.tumblr.com
11. Kaylah, UK: http://kaylahadlington.blogspot.com/
12. Mayo, Hong Kong: http://www.mellowmayo.com

13. Kristine, The Phillipines: http://heteroheroine.tumblr.com/
14. Mary Ellen, North Carolina: http://maryellenskye.com
15. Lisa, New York: http://just-another.me
16. Oksana, Estonia: http://fashionsecrets-oksana.blogspot.com/
17. Tessa, Germany: http://tessadiamondly.blogspot.com
18. Jamie&Silvy, The Netherlands: http://www.thegirlsbehindthecamera.com
19. Jessica, Switzerland: http://jessicachristphotography.blogspot.ch/
20. Katarina, Poland: http://katiquettestyle.blogspot.com/
21. Juliette, Poland: http://madamejulietta.blogspot.com/
22. Barbora, Czech Republic: http://www.voguehaus.com
23. Sonja, The Netherlands: http://www.redsonjafashion.com/
24. Nicoleta, United Arab Emirates: http://www.nicoleta.me/
25. Petra, Sweden: http://petrakarlsson.se
26. Anita, Belarus: http://anitakurkach.blogspot.com
27. Alana, Brazil: http://www.alanaruas.com/
28. Priscilla, Spain: http://www.myshowroomblog.es/
29. Dajana, Australia: http://www.leflassh.com/
30. Liviana, Australia: http://loversinvain.blogspot.nl/
31. Eugénie, LA: http://feralcreature.com
32. Sirma, Bulgaria: http://sirmamarkova.blogspot.com/
33. Elle-May, Australia: http://www.stylishells.blogspot.com
34. Katerina, Turkey: http://www.myneonrock.com
35. Vini, Brazil: http://www.viniuehara.com.br
36. Tini, Russia: http://tini-tani.blogspot.com/
37. Nanda, Germany: http://srevolrof.blogspot.com/
38. Amy, UK: http://www.amyvalentine.co.uk/
39. Tina, Ukraine: http://tina-sblog.blogspot.com/
40. Sietske, The Netherlands: http://connectedtofashion.creatorsofdesire.com/
41. Tess, Malaysia: http://tess-lively.blogspot.com
42. Jennifer, California: http://thenativefox.blogspot.com/
43. Beatrice, Moldova: http://thefashioncuisine.com/
44. Kiana, Santa Barbara: http://www.finchandfawn.com
45. Virgit, The Netherlands: http://preppyfashionist.com/
46. Pam, Poland: http://disturbed-style.blogspot.com/
47. Nesairah, Poland: http://nesairah-nesstyle.blogspot.com/
48. Dominique, Germany: http://goldschnee.com
49. Agata, UK: http://laughing-in-the-purple-rain.blogspot.com/
50. Aneta, Poland: http://anetaaneta.blogspot.com
51. Kayleigh, UK: http://oneinamillionx-kayleighb.blogspot.com
52. Adam, New York: http://www.iamgalla.com/
53. Aileen, Philippines: http://aileenclarisse.blogspot.com
54. Phen, Vietnam: http://phenholy.blogspot.com/
55. Lidia, Russia: http://www.gvozdishe.com/
56. Nory, Hungary: http://mesmemosphotoblog.com
57. Marcel, New York: http://www.onedapperstreet.com
58. Glena, Brazil: http://mynameisglenn.wordpress.com
59. Matthias, France: http://stylnoxe.com/
60. Alanna, Canada: http://www.xandervintage.com/

61. Thelma, Finland: http://thelmanblogi.blogspot.com/
62. Ariadna, Poland: http://helpihavenothingtowear.blogspot.com/
63. Jennifer, New York: http://www.artinourblood.com
64. Ian, China: http://www.ianchan.me/
65. Adirana, Mexico: http://www.fake-leather.com
66. Maja, Germany: http://www.majawyh.com
67. Steffy, Florida: http://www.steffysprosandcons.blogspot.com
68. Diana, Germany: http://cruel-kid.blogspot.com
69. Claire, Canada: http://www.vonvogue.com/
70. Trang, Florida: http://www.BehindSeams.com
71. Irina, Norway: http://aportablepackage.blogspot.com/
72. Olga, Korea: http://www.myblondegal.com
73. Tricia, Philippines: http://blog.triciagosingtian.com/
74. Sef, Philippines: http://www.fashionandbacon.tumblr.com
75. Daniella, Florida: http://www.nanysklozet.com
76. Diana, Korea: http://differentcands.blogspot.com
77. Camilla, Brazil: http://bloguetanamoda.blogspot.com.br/
78. Lua, New York: http://www.le-happy.com
79. Sofia, Portugal: http://mexiquer.blogspot.com
80. Smilla: http://www.smillegolightly.com/
81. Wioletta, Poland: http://mary-katefashion.blogspot.com/
82. Leneor, Portugal: http://thesparklinglemon.com
83. Faissal, France: http://www.faissalyartaa.blogspot.com
84. Maria, Italy: http://blog.paradoxsite.it/
85. Juule, Austria: http://aprettypass.blogspot.com/
86. Meri, Poland: http://meriwild.blogspot.com
87. Mickeylene, California: http://athousandchapt3rs.blogspot.com/
88. Magdalena, Poland: http://ams-la-la-land.blogspot.com
89. Hannah, UK: http://www.hannahlouisef.com
90. Se7en, China: http://k7777777.blog.163.com/
91. Toshiko, California: http://www.itsnotheritsme.com
92. Tonya, Oregon: http://www.themoptop.com
93. Adrian, Poland: http://modefriends.pl
94. Leonie, Germany: http://la-leonella.de/
95. Katarzyna, Poland: http://ayvinn.blogspot.com/
96. Kryz, Philippines: http://kryzuy.com
97. Tim, California: http://stayclassicblog.com
98. Sammi, UK: http://sammi-jackson.com/
99. Monica, Poland: http://jesuismonika.blogspot.com
100.   Malin, Sweden: http://thatsillygirl.blogspot.com
101.   Zuzana, Czech Republic: http://brunettelights.blogspot.com/
102.   Jowita, Poland: http://jzborowska.blogspot.com//
103.   Ayoub, Belgium: http://www.ayoub-ouardi.blogspot.com
104.   Justyna, Poland: http://justynapolska.blogspot.com
105.   Danica, Canada: http://bydanica.blogspot.com
106.   Emilija, Lithuania: http://www.fashionwhit.blogspot.com
107.   Madara, Latvia: http://www.callmemaddie.com
108.   Anaivilo, Romania: http://thewonderfashion.blogspot.com

109. Justine, France: http://1991-today.blogspot.com
110. Camilla, Poland: http://www.cammy.com.pl/
111. Cristina, Spain: http://www.guiadeestilo.com
112. Lili, Poland: http://lilissss.blogspot.com/
113. Martina, Finland: http://littleblacksalmiak.blogspot.com
114. Paula, Spain: http://www.pauladeiros.com
115. Vanessa, Portugal: http://pure-lovers.blogspot.com/
116. Matti, Belgium: http://art-fashion-blog.blogspot.com/
117. Mikkel, Denmark: http://www.mikkelweiss.com/
118. Kacie, Oregon: http://www.shygirlloudvoice.com/
119. Ali, France: http://alisabih.blogspot.com/
120. Genesis, Mexico: http://www.brunettebraid.com/
121. Katarina, Finland: http://thenextepisode-katarina.blogspot.fi/
122. Sagit, Israel: http://thefsaga.blogspot.com/
123.   Jasmin, UK: http://www.whatdefinesus.com
124. Amy, California: http://afashion-nerd.blogspot.com
125. Alexa, Poland: http://khatstyle.blogspot.com/
126. Gian Maria, Italy: http://www.gianmariasainato.com/
127. Rowanne, UK: http://www.stylesamples.blogspot.co.uk/
128. Andrea, Germany: http://www.andysparkles.de
129. Alexandra, California: http://allybascom.blogspot.com
130. Hital, Canada: http://www.urban-guilt.com
131. Jindi, Netherlands: http://jindidays.com
132. Julia, Russia: http://juliawigandt.blogspot.ru/
133. Claudia, UK: http://splendorbyclaudia.blogspot.com/
134. Danielle, New York: http://hardtshapedbox.blogspot.com
135. Kira, UK: http://aniforstyle.com
136. Sofya, France: http://lacouleurdumoment.com
137. Mateusz, Poland: http://mateuszpasciak.blogspot.com/
138. QJin & QWon,California: http://www.q2hans.blogspot.com/
139. Ivana, Italy: http://www.fashionquite.com/
140. Nadine, Germany: http://www.whengreengrasswasyellowonpictures.com/
141. Ezgi, Turkey: http://www.esgilim.com/
142. Tony, USA: http://www.beautiebulletin.com/
143. Rowan, The Netherlands: http://rebelliousyetromantic.com
144. Love, UK: http://thegirlnamedlove.blogspot.com/
145. Kefilwe, South Africa: http://www.kefivoguestyles.com
146. Liz, Texas: http://fracturedfashionx.com/
147. Sophia, Netherlands: http://taoofsophia.com
148. Jamajka, UK: http://floweryblog.blogspot.com/
149. Marco, Italy: http://www.pauletstyle.it
150. Kang, Korea: http://kkjjww90.blogspot.com/
151. Elena, Ukraine: http://www.chloeparr.tumblr.com
152. Kendall, California: http://kendallca.blogspot.com/
153. Chloe, Australia: http://www.chloeting.com
154. Paris & London, Belgium: http://www.themadtwins.blogspot.com
155. Masha, Germany: http://www.masha-sedgwick.net
156. Hina, Pakistan: http://beautydrugs.blogspot.com/

157.   Kari Jane, California: http://www.karijane.com
158.   Marcia, Florida: http://www.MarciaDeePrints.com/blog
159.   Ana, Brazil: http://anadimarqui.blogspot.com
160.   Laidee, Japan: http://Laideetam.com
161.   Kamilla, Poland: http://http://koktajlkoktajl.blogspot.com/
162.   Vivian, New York: http://ineffable.im/
163.   Irina, Ukraine: http://www.beautybenefits.com.ua
164.   Tye, Texas: http://www.therunwayrebel.com
165.   Michelle, California: http://michellemargarite.blogspot.com
166.   Nachos, Spain: http://mynameisnacho.com
167.   Sarah Louise, UK: http://topnotchfoxy.blogspot.com
168.   Lydia, Wisconsin: http://www.iamthefashionmentor.com
169.   Gabriella, Brazil: http://www.espacegirl.com
170.   Leon, Germany: http://round-metal.com
171.   Levi, Netherlands: http://www.tlnique.com/
172.   Sarah, UK: http://framboisefashion.com
173.   Anastasia, Indonesia: http://www.brownplatform.com/
174.   Tamara, Poland: http://www.MacademianGirl.com
175.   Toni, UK: http://www.fashionyourseatbelts.net
176.   Alessandra, Germany: http://alessandrakamaile.blogspot.de/
177.   Maria, Portugal: http://Thefashioncrack.blogspot.com
178.   No Name, Poland: http://www.daisyline.pl/
179.   Karina, Russia: http://karinamalinana.blogspot.ru/
180.   Brittany, California: http://thriftsandthreads.com
181.   Ashleigh, Maryland: http://www.thedaileigh.com
182.   Typhaine, France: http://cuillere-a-absinthe.fr
183.   Iris, Netherlands: http://www.adashoffash.com
184.   Anna, Sweden: http://annawii.blogg.se/
185.   Killy, UK: http://moon-magik.blogspot.com/
186.   Haru, Japan: http://wonderlandharu.blogspot.com/
187.   Emmi, Sweden: http://fashiontwisted.com/
188.   Tiffany, California: http://www.tuolomee.com/
189.   Adenorah, France: http://www.adenorah.com
190.   Marinela, Spain: http://www.marilynsclosetblog.com
191.   Lena Magda, Poland: http://lenamagdaspot.blogspot.com
192.   Mika, Finland: http://www.mikakailes.com
193.   Valeska, Brazil: http://www.valeskamitrano.blogspot.com
194.   Zuza, Poland: http://www.furioussquirrel.blogspot.com/http://
195.   Kaorianne, Belgium: http://www.karinablog.com
196.   Roger, France: http://insidemyheadparis.com
197.   Sabrina, UK: http://theyoungeccentric.blogspot.co.uk/
198.   Lorenzo, Italy: http://www.yourmirrorstyle.com/
199.   Ahmed, Morocco: http://ahmedcherguy.blogspot.com/
200.   Priscia, Hong Kong: http://mochaccinoland.blogspot.com
201.   Clara, Spain: http://comonroe.blogspot.com/
202.   Alyssa, Canada: http://www.ordinarypeople.ca
203.   Alesya, Russia: http://alesyaisaeva.com/
204.   Josefin, Sweden: http://www.jjosefin.devote.se

205.	Melissa, Canada: http://melissa-araujo.blogspot.com
206.	Alice, UK: http://alicepoint.com
207.	Kris, New York: http://www.loveyouduh.com
208.	Amy, California: http://afashion-nerd.blogspot.com
209.	Damy, France: http://gamine-de-paris.blogspot.fr/
210.	Anna, Poland: http://www.apieceofanna.com/
211.	Anna, Austria: http://allborrowed.blogspot.com
212.	Sirma, Bulgaria: http://sirmamarkova.blogspot.com/
213.	Dora, Hungary: http://doradlove.blogspot.hu/
214.	Nadja, South Africa: http://www.nadjaseale.com
215.	Nigel, Canada: http://thehonestromantic.blogspot.com
216.	Lucja, Poland: http://www.miss-redhead.blogspot.com
217.	Joana, Germany: http://odernichtoderdoch.blogspot.com
218.	Bianca, Canada: http://blog.kastorandpollux.com
219.	Steph, Canada: http://curios-doll.blogspot.ca
220.	Shawn, California: http://www.thescexperience.com/
221.	Isabel, Australia: http://metallicpaws.com
222.	Breanne, Canada: http://www.flattery.ca
223.	Talitah, Brazil: http://nuasecruasblog.wordpress.com/
224.	Charlotte, Sweden: http://chaloth.se
225.	Donia, Netherlands/ UK: http://www.doniaz.nl
226.	Kirsty, UK: http://www.kirstydoll.co.uk
227.	Rachel, Netherlands: http://rachelecclestone.blogspot.no/
228.	Cissy, Australia: http://www.idreamofbunnies.com
229.	Ksenyia, Turkey: http://agoniiya.blogspot.com/
230.	Waters, USA: http://streetfem.blogspot.com/
231.	Milexx, UK: http://milexblog.blogspot.com/
232.	Darya, Russia: http://daryaya.blogspot.ru/
233.	Elsa & Tienlyn, California: http://www.sayhellomax.com
234.	Ricarda, Germany: http://wie-hund-und-katze.com
235.	Rima, USA: http://www.fireonthehead.com
236.	Amelia, UK: http://heartshapedrose.blogspot.co.uk/
237.	Maria, Spain: http://www.crimenesdelamoda.com
238.	Pierluigi, Italy: http://www.papillonp.com
239.	Bonnie, New York: http://flashesofstyle.blogspot.com
240.	Paulitta, Poland: http://japanesefly.blogspot.com
241.	Amy, South Africa: http://www.fancypantstheblog.com
242.	Christina, Russia: http://www.lunesque.com/
243.	Nabil, Morocco: http://nabil-asserghine.blogspot.com/
244.	Michaela, Switzerland: http://www.michaelablog.com
245.	Rebecca, Canada: http://lacymakeup.com
246.	Dorota, Russia: http://WWW.JDFASHIONFREAK.COM
247.	Yatri, UK: http://the-goldenmonkey.blogspot.co.uk/
248.	Neslisah, Switzerland: http://neslisahcetin.com
249.	Sanya, UK: http://sanyagrohar.blogspot.com/
250.	Christine, Nebraska: http://kkarmalove.com
251.	Patty, Poland: http://patiness.blogspot.com/
252.	Kristina, Ukraine/ Japan: http://magdalinskaya.blogspot.com/

253.   Anastasia, Russia: http://comifashion.blogspot.com/
254.   Casi, California: http://tipandtink.com
255.   Cassie, Tennessee: http://www.casstronaut.blogspot.com
256.   Eva, Lituania: http://spaventaremoda.com
257.   Borjana, Austria: http://beeswonderland.com/
258.   Audrey, Singapore: http://www.forgetgrowingup.blogspot.com
259.   Kinga, Poland: http://www.style-on.pl/
260.   Rose, USA: http://newgirloldways.com
261.   Chloe, California: http://www.chloeparr.com
262.   Audrey, France: http://big-or-not-to-big.com
263.   Catarina, Sweden: http://creatingtoinspire.blogg.se
264.   Ginger, Peru: http://www.hopesneverdie.blogspot.com
265.   Georgie, UK: http://georgiesloves.blogspot.com/
266.   Juliette, Poland: http://juliettecapuleti.blogspot.com/
267.   Caroline, France: http://daneloar.blogspot.fr
268.   Emily, California: http://loveormoneyblog.com
269.   Kamila, Poland: http://fashion-camille.blogspot.com
270.   Ewa, Poland: http://allabouteve1.blogspot.com/
271.   Natasha, New York: http://narrina.blogspot.com
272.   Jessica, Indonesia: http://lookbook.nu/jessicasentosa
273.   Evilish, Bulgaria: http://beautyininsanity.blogspot.com/
274.   Rozalia, Poland: http://rozaliafashion.blogspot.com/
275.   Jessie, Australia: http://fashionandsounds.com/
276.   Dominika, Poland: http://nie--ma.blogspot.com/
277.   Diane, UK: http://dudewheresmyshoe.blogspot.co.uk
278.   Lotta, Finland: http://lottaeleonora.blogspot.com
279.   Amelia, Spain: http://stylelovely.com/siguensiendodiosas/
280.   Sasha, Russia: http://mrswhiskerscloset.blogspot.com/
281.   Tamara, UK: http://www.theglamandglitter.com
282.   Mari, Brazil: http://marilimao.com
283.   Anna, Russia: https://www.apple-city.blogspot.com/
284.   Catarina, Portugal: http://rossettoblog.blogspot.pt/
285.   Barbara, Poland: http://www.basmilia.com/
286.   Wyatt, Germay: http://www.darkwhite.net
287.   Vanessa, Illinois: ttp://whatwouldvwear.net
288.   Mary, Romania: http://fashionbyladym.blogspot.com
289.   Julia, Brazil: http://www.tudoorna.com
290.   Ilirida, Denmark: http://www.iliridak.wordpress.com
291.   Blake, California: http://www.anythingandeverythingla.com
292.   Yin, Denmark: http://pangcakes.com
293.   JJ, Spain: http://www.elprincipegitano.com/
294.   Samieze, Germany: http://www.samieze.com
295.   Mizuho, Japan: http://xoxohilamee.blogspot.jp/
296.   Mai, New Jersey: http://littlemaisunshine.com
297.   Farah, Netherlands: http://www.formulafarah.com
298.   B.Alauoi, Egypt: http://khalilelalaoui.blogspot.com/
299.   Justine, France: http://1991-today.blogspot.com
300.   Rebecka, Sweden: http://lillavitsippa.devote.se/

301. Rosa, France: http://rosapelsblog.com/
302. Elien, Belgium: http://junefiftysix.blogspot.be/
303. Bailey,Montana: http://trendsettersattheu.com
304. Sumi, Spain: http://sumibunny.kittendollsofficial.com/
305. Jessica, France: http://leblogdejessica.com
306. Saxon, New York: http://www.es-cape.co
307. Cynthia, France: http://shewears.fr
308. Sedef, Turkey: http://wantthefashion.blogspot.com/
309. Ebba, Sweden: http://ebbarooth.se
310. Camila, Poland: http://www.cammy.com.pl/
311. Mika, Kasachstan/ China: http://meruertberikova.blogspot.com
312. Esmirna, California: http://platformsforbreakfast.com/
313. Luisa & Luca, Switzerland: http://lcxal.blogspot.ch/
314. Aika, Japan/ Oregon: http://aikaslovecloset.blogspot.com
315. Daniela, Romania: http://www.tendinteinmoda.com
316. Sini, Finland: http://pret-a-porter-sini.blogspot.fi/
317. Katarina, Russia: http://labriosa.blogspot.ru/
318. Marie, Norway: http://www.mariewolla.femelle.no
319. Celina, California: http://gemofthesea.wordpress.com/
320. Estera, Slovenia: http://esterinaomara.blogspot.com/
321. Kajsa, Norway: http://kajsaboyum.blogg.no/
322. Lena, Canada: http://qualityrivets.blogspot.ca/
323. Monika, Poland: http://fashionbymonika.blogspot.com/
324. Anila, Germany: http://lookbook.nu/anilat
325. Ekatarina, Belarus: http://normalnaya.blogspot.com
326. Heliely, California: http://helielyb.blogspot.com/
327. Imogen, UK: http://unemaisondelamode.blogspot.com
328. Meda, Romania: http://www.thousandwishes.net/
329. Minh, Netherlands: http://www.freshminhtea.com
330. Tony, France: http://tonystoneinblack.blogspot.com/
331. Emma, Hungary: http://iemmafashion.com/
332. Denny, New York: http://lookrichshopcheap.com/
333. JeL, California / Latvia: http://www.morefashion4u.com/
334. Luke, Poland: http://myanatomyoffashion.blogspot.com/
335. Daniil, Ukraine/ UK: http://followmyeyes.tumblr.com/
336. Elsa, California/ China: http://wanderuptown.com/
337. Viktoria, Ukraine: http://viktoriatemnova.tumblr.com/
338. Rosa, Finland: http://ladycubexo.blogspot.fi/
339. Linda, California: http://www.LindaLind.com/blog
340. Christina, Greece: http://toyboxbychristina.wordpress.com/
341. Chelsea, California: http://www.chelseaden.com/
342. Lucija, Croatia: http://shippedfromvenus.com
343. Flexy, Poland: http://flexyfashion.blogspot.com/
344. Federica, Italy: http://vanilla-syndrome.blogspot.com/
345. Jared, California: http://www.kingandclutch.com
346. Sydney, Canada: http://www.treatsandtreasures.ca
347. Essy, California: http://essynoir.com
348. Nour, Egypt: http://lovebyn.com/

349. Kasia, Poland: http://www.jestemkasia.com
350. Kiko, Japan/ Phillippines: http://kikolearnstoblog.tumblr.com
351. Priscila, Brazil: http://www.lookatmebr.com
352. Uli, Singapore: http://ulimali.blogspot.com
353. Patricia, Philippines: http://itsparadigma.com/
354. Silvia, UK: http://rockandroses.ro/
355. Connie, Australia: http://www.kisforkani.com
356. Katherine, Belarus: http://kathberry.blogspot.com/
357. Julia, Germany: http://xthecoldfrontx.tumblr.com/
358. Blair, USA: http://www.loveblair.com
359. Beatrice, Moldova: http://thefashioncuisine.com/
360. Sindy, UK: http://www.article21.co.uk
361. Polly, Italy: http://pollyalba.blogspot.it/
362. Joel, UK: http://Thehallowedground.co.uk
363. Elizabeth, Illinois: http://missstrangename.blogspot.com
364. Samii & Hannah, USA: http://www.whatshewore.net
365. Yuyu, France: http://www.yuyufashionbook.com
366. Ciara, Ireland: http://ciaraodoherty.com
367. Stefania, Romania: http://printempsbreeze.blogspot.com
368. Lucy, UK: http://itslilylocket.blogspot.com
369. Lexi, Atlanta: http://exploreamor.wordpress.com/
370. Sybille, France: http://thenewnewgirl.blogspot.fr/
371. Borka, Florida: http://chicfashionworld.com/
372. Magdalena, Poland: http://rasz-rush.blogspot.com/
373. Andrew, Spain: http://andrewjim.blogspot.com/
374. Alessandra, Peru: http://www.fashionindahat.com
375. Isabela, Guatemala: http://lookbook.nu/isabelavasquez
376. Vanessa, Brazil: http://www.decoresaltoalto.com/
377. Lavinia, Russia: http://lavinigremylife.blogspot.ru/
378. Sam, Germany: http:///www.d-o-o-w-a-n-u.blogspot.de/
379. Estelle, UK: http://www.serendipity2307.co.uk
380. Kara, Australia: http://www.sydneystyleedit.com
381. Natalia, Colombia: http://lookbook.nu/user/3407013-Natalia-Andrea-T
382. Ema, Romania: http://emaroxanne.net46.net/
383. Aminta, Spain: http://www.amintaonline.com
384. Ismail, Egypt: http://lookbook.nu/som3a
385. Astrid-Helen, Norway: http://www.astridhelen.femelle.no
386. Christine, Netherlands: http://fash-n-chips.com
387. Violet, San Marino: http://www.violet-ell.com
388. Cosette, Sweden/ UK: http://crackcosette.com/
389. No Name, Australia: http://www.friendinfashion.com.au
390. Doina, Russia: http://thegoldendiamonds.com/
391. Nün, Thailand: https://www.nunbangkok.com
392. Choineczka, Poland: http://www.cho-i-ne-czka.blogspot.com
393. Inês, Portugal: http://room-91.com/
394. Daggi, Poland: http://daggisway.blogspot.com/
395. Kate, New York: http://www.TheHagBlog.com
396. Willabelle, Australia: http://www.paledivision.com/

397. Dena, UK: http://stylelimelight.blogandthecity.net/
398. Helena, Spain: http://www.miaventuraconlamoda.com
399. H., Switzerland: http://infasHionity.com
400. Estella, Israel: http://stellista.wordpress.com
401. Christina, New York: http://troprouge.blogspot.com/
402. Emma, South Africa: http://mylifeinpink.co.za
403. Wendy, UK: http://www.thankfifi.com
404. Moti, New York: http://www.themetro-man.com
405. Stacey, Pennsylvania: http://devorelebeaumonstre.com/
406. Jan, Canada: http://janjvr.tumblr.com/
407. Hallie, California: http://www.halliedaily.com
408. Lucita, Spain: http://www.lucitisima.com
409. Jocelyn, Canada: http://www.thefoxandfern.com
410. Visa, California: http://1finedai.blogspot.com/
411. Keiko, New York: http://www.keikolynn.blogspot.com
412. Dustin, Germany: http://www.shiggersonstreet.com/
413. Alexander, Canada: http://www.alexanderliang.com/
414. Philip, Germany: http://philipantony.blogspot.com/
415. Leanne, UK: http://leannelimwalker.blogspot.co.uk/
416. Elene, Germany: http://uncreative-art.tumblr.com/
417. Marta, Spain: http://www.leatherandicecream.com
418. Leticia, Germany: http://www.leticianeidl.de
419. Judy, California: http://www.voguevillain.com
420. Elaine, California: http://romanticfawn.blogspot.com
421. Amanda, South Africa: http://www.loubousandlattes.blogspot.com
422. Jullianne, California: http://jullianne.com
423. Andre, Philippines: http://avantgardien.tumblr.com
424. Katu, Russia: http://katherinesway.com
425. Simone, Italy: http://www.SimoneMunari.com
426. Ruxandra, Romania: http://www.goldandsilversparkles.com/
427. Dosta, Macedonia: http://imloveaddict.blogspot.com
428. Amber, UK: http://feelingvague.blogspot.com/
429. Miriam, France/ Spain: http://mirianasworld.blogspot.com/
430. Alena, Russia: http://alena-mak.blogspot.com/
431. Tatiana, USA: http://tatianasalia.wordpress.com/
432. Jen, USA: http://photojenicblog.blogspot.com/
433. Anne-So, Luxembourg: http://www.moodofastylist.com
434. Marc, Canada: http://www.thebuenofashionisto.com
435. Rue, Spain: http://www.hellorue.com
436. Ruxandra, Belgium/ Romania: http://from-brussels-with-love.blogspot.com/
437. Hannah, UK: http://babylemonadestyle.blogspot.co.uk
438. Chiara, Italy: http://www.chiaweb.it/
439. Jenny, California: http://www.margoandme.com
440. Ruby, California: http://therubyelement.com
441. Ann, Russia: http://anngrigorieva.blogspot.com/
442. Hope, Texas: http://simplyhopestyle.blogspot.com
443. Tobias, Sweden: http://kingmagazine.se/bloggar/tobiassikstrom
444. Jeans, Spain: http://jeansrotoss.blogspot.com.es/

445. Marianela, Spain: http://www.marilynsclosetblog.com
446. Lesley, California: http://www.lesley-kim.com
447. Nancy, California: http://coatcatandmocha.com
448. Tugba, Turkey: http://www.tugbasatelier.com
449. Sef, Philippines: http://www.fashionandbacon.com
450. Glency, Domenican Republic: http://glency.com
451. Plovy, Thailand: http://styleonfifth.blogspot.com/
452. Chelsea, UK: http://www.throughchelseaseyes.com
453. Erika, Ireland: http://retro-flame.com
454. Coco, Turkey: http://styleglaze.blogspot.com
455. Yana, Russia: http://girlsareonfire.tumblr.com/
456. Klara, Poland: http://drusillaborgia.blogspot.com/
457. Mehtap, Germany: http://www.exotiquetv.com
458. Larrend, Australia: http://www.ninthsheep.com
459. Adrià, Spain: http://bearyourfashion.com/
460. Simona, Romania: http://simonaroxanahuidiu.blogspot.ro/
461. Katarzyna, Poland: http://catewalk.blogspot.com/
462. Kaja, Belgium: http://www.podiumbykajaanna.blogspot.be
463. Dajana, Bosnia and Herzegovina: http://dsmithereens.blogspot.com/
464. No Name, Spain: http://www.driftingnomad.com
465. Samantha, Taiwan/ California: http://livehardiota.com/
466. Emerja, Spain: http://www.emerjadesign.com
467. Paulie, Illinois: http://pollybland.com
468. No Name, Kentucky: http://www.thekentuckygent.com
469. Mariana, Spain: http://www.naiivetblog.blogspot.com
470. Ewelina, Poland: http://www.pajpeczka.blogspot.com
471. Dominika, Poland: http://keepheadhigh.blogspot.com
472. Nikki, South Africa: http://www.fashionable-passion.blogspot.com
473. Muny, UK/ Portugal: http://munyfashionfanatique.blogspot.co.uk/
474. Brittany, California: http://thriftsandthreads.com
475. Ola, Poland: http://szafaaleksandry.blogspot.com/
476. Tomi, Korea/ California: http://www.tomimito.com
477. Malo, Russia: http://malohatbb.blogspot.com/
478. Rachael, California: http://www.everythinghauler.com
479. Ericke, California: http://surprisinglykitsch.com/
480. Paul Conrad, Canada: http://www.aperpetualstate.com
481. Kimberley, Baltimore: http://sensiblestylista.blogspot.com/
482. Sylwia, Poland: http://bambiboho.blogspot.com
483. Ravyn, USA: http://vividprism.blogspot.com
484. Anna, Poland: http://ofierzynka.blogspot.com/
485. Jasmin, Germany: http://www.my-berlin-fashion.com
486. Carina, Sweden: http://carinakl.blogg.se/
487. Medheta, Bosnia and Herzegovina: http://ysophisticates.blogspot.com/
488. Maria, California: http://miamiamine.blogspot.com/
489. Mia, Italy: http://becomingtrendy.com
490. Branislava, Serbia: http://vogueordie.blogspot.com/
491. Charlotte, Australia: http://www.winstonandwillow.com
492. Donavan, Michigan: http://wherestheinspirationinlife.tumblr.com/

493.   Matilda, Finland: http://matildamoreliuss.blogspot.fi
494.   Monique, New York: http://www.tipatipa.net
495.   Flower, UK: http://flourshur.com
496.   Kelly, Taiwan: http://honeyflowerr.blogspot.com
497.   Thao, Germany: http://www.daphale.com/
498.   Urszula, New York: http://fashfab.blogspot.com
499.   Izabela, Poland: http://www.isabeldrafts.blogspot.com/
500.   Laurence, New York: http://atomshell.blogspot.ca/

Direct message to blogs via Facebook groups and links of successful blogs

1. Noor, Netherlands: http://queenofjetlags.com/
2. http://hisloveoffashion.com
3. Inetha, http://dimensionoffashion.blogspot.com
4. Virginia, Italy: http://www.uglytruthofv.com/
5. Anma, UK: http://afashionfever.blogspot.co.uk/
6. Harris: http://fashionattendant.com/
7. Jasmine: http://www.thewardrobediary.com/
8. Savina, Greece: http://theblossomgirls.blogspot.gr/
9. Debora, The Netherlands: http://deborasblog.nl/
10. Elisa, Italy: http://beamasterpieceblog.blogspot.it/
11. Laura: http://www.lauralexo.com/
12. Jun-Ying: http://lanomche.blogspot.com
13. Jenny & Rainie, Australia: http://myviciousdarling.blogspot.com.au/
14. Anny, US: http://monkeyshines-monkeyshines.blogspot.com
15. Jeline, Philippines: http://sartorialust.net/
16. Sonia, Poland: http://jeansplease.blogspot.pl
17. Caroline, Czech Republic: http://franchemeetsfashion.blogspot.cz/
18. Joy, Switzerland: http://www.fashiongamble.net/
19. No Name, Netherlands: http://www.rougeuse.com/
20. Natalia, UK: http://www.fashionedbylove.co.uk/
21. Sasa, New York: http://www.shallwesasa.com/
22. Wilmke, Netherlands: http://winwonderland.wordpress.com/
23. Signe, Denmark: http://signemorkebergsjostrom.dk/
24. Ella: http://www.ellaetcetera.com/
25. Irene, Italy: http://www.ontomywardrobe.com/
26. Jeanne, France: http://fashionmusingsdiary.blogspot.fr/
27. Émile, Candada: http://emiliechevrier.com/
28. Eva, Netherlands: http://www.creativityandchocolate.com/
29. Cátia, Portugal: http://walktoclick.wordpress.com/
30. Martina, Bulgaria: http://www.martasfashiondiary.com/
31. Amanda, Spain: http://www.sweet-freckles.com/
32. Sophie, Poland: http://fashionable-sophie.blogspot.pl
33. Lizzy, UK: http://www.shotfromthestreet.blogspot.nl/
34. Paulina, Mexico: http://thepaarblog.com/
35. Ola, South Africa: http://www.olastory.com/
36. Desiree, Africa: www.thefashionprincessblog.blogspot.it

37. Sandra, Italy: www.smilingischic.com
38. Jon, Belgium: www.johnthegold.com
39. Jenny, No Country: http://www.tsangtastic.com/
40. Fabio, Italy: http://theblack-hairedboy.blogspot.it/
41. Diana http://www.theneonfactor.com/
42. Marion, France: www.theladyjersey.com
43. No Name, Belgium: http://unepetitebruxelloise.wordpress.com/
44. Lisa Lou, France: http://www.urbanfroufrou.com/
45. Natalie, Canada: http://natalieast.com
46. Kiri, Australia: http://www.fashionblender.com.au/
47. Aislynn, California: http://1979to5.com/
48. Angelina, California: http://www.cablecarchic.com/
49. Stephanie, Netherlands: http://www.stephaniegille.blogspot.nl/
50. Karen, Colombia: www.hablemosfashion.blogspot.com
51. Julia, Germany: http://www.followthefashionrookie.blogspot.de/
52. Maria, Germany: http://vanillajungle.wordpress.com/
53. Claudia, Spain: http://trendenciesblog.wordpress.com/
54. Lina, No Country: http://landing-in-fashion.blogspot.com
55. Nathalie, Indonesia: http://livelifeamour.blogspot.com
56. No Name, No Country: http://www.stylonym.blogspot.com
57. Helen, California: http://www.sweethelengrace.com/
58. Grace, Minnesota: http://sometimesgracefully.com/
59. Mariska, France/ Netherlands: http://www.fashion-hooked.blogspot.nl/
60. Karina, UK: http://chaosanddreams.blogspot.co.uk/
61. Anastasia, No Country: http://fashionpeekaboo.com/
62. Anne, France: http://thetrendologie.com/
63. Victoria, France: http://itsonwithvictoria.blogspot.fr/
64. McKenzie, New Zealand: http://www.currentlylovingblog.com/
65. Brittany, USA: http://accordingtobrittanyblake.blogspot.com
66. Julia, California: http://exploresmore.com/
67. Jessi, USA: mywhiteT.com
68. Lauren, Tennessee: http://www.atouchofsoutherngrace.com/
69. Alecia, No Country: http://aleciamariana.com/
70. L A Chhay, North Carolina: http://ravishing-ruby.blogspot.nl/
71. No Name, No Country: http://www.eyelikefashion.com
72. Andreea, No Country: http://littleaesthete.com
73. Coleen, Florida: http://www.blushandbeyond.net/
74. Veronica, Italy: http://veryfp.blogspot.com
75. Federica, Italy: http://www.vanillaandsoap.com/
76. Mlle, France: http://mllechanaelle.blogspot.fr/
77. Julia, Italy: http://www.julialovesart.com/
78. Diana, Romania: http://diana.doubleweb.ro/
79. Sabrina, Italy: http://www.patchworkporter.com/
80. Vayia, Greece: http://pinkcloudland.com/
81. Claudia, Denmark: http://silverblonde.dk/
82. Irene & Demetra, Greece: http://fashion-framed.blogspot.gr/
83. Caroline, Denmark: http://rainbowdash.dk/
84. Melissa, Denmark: http://feedmyego.net/

85. Maiken, Denmark: http://nouvelle.dk/
86. Melanie, Australia: http://thetiafox.com/
87. No Name, Australia: http://youhadmeatvogue.com/
88. Sandy, South Africa: http://www.sandynene.com/
89. Daphnia, Greece: http://daphniaslife.blogspot.gr/
90. Danielle, No Country: http://simplybeautifulelegant.blogspot.com
91. Carolyn, No Country: http://heyprettything.com/
92. Sophie, New York: http://www.thewears.net/
93. Carola, Italy: http://www.pursesinthekitchen.com/
94. Nadya, France: http://nadya-carol.blogspot.fr/
95. Joy, Germany: http://i-got-the-joy.blogspot.com
96. Rowan, USA: http://www.redreidinghood.com/
97. Kacie, California: http://www.shygirlloudvoice.com/
98. Kristi, California: http://currentlycrushing.com/
99. No Name, No country: http://sheisnotaprincess.com/
100.   Adele, UK: http://www.intotheblonde.com/

Direct message to the big, successful blogs (with < 10.000 unique clicks per month)

1. This is Jane Wayne, Germany
2. The Wall – Elin Kling, New York
3. Fashion Toast, New York
4. The Blonde Salad, LA/ Italy
5. The Man Repeller, New York
6. A Pair & A Spare, Australia
7. The StyleScrapbook, The Netherlands
8. We the People, UK
9. JouJou Villeroy, Italy
10. After DRK, Netherlands
11. Rasberry Rouge, Netherlands
12. Fashion Squad, New York
13. Cupcakes & Cashmere, California
14. Harper & Harley, Australia
15. Gary Pepper, Australia
16. Zanita Zanita, Australia
17. Shine by Three, Australia
18. Tuula, Australia
19. Oracle Fox, Australia
20. Wendys Lookbook, California
21. Anywho.dk, Denmark
22. Peace Love Shea, California
23. Love Aesthetics, Netherlands
24. The Sartorialist, New York
25. Garance Doré, New York
26. Song of Style, California
27. Kate Loves Me, UK/ Spain

28. Jak&Jill, Canada
29. Susie Style Bubble, UK
30. Bryan Boy, New York
31. Facehunter, UK
32. LesMads, Germany
33. Journelles, Germany
34. The Cherry Blossom Girl, France
35. Le Blog de Betty, France

Appendix C: **Codebook**

Variable	SPSS variable name	Coding instructions
V1	How important is fashion for you?	1 = Very Important 2 = Important 3 = Neither Important nor Unimportant 4 = Unimportant 5 = Very Unimportant 6 = I don't know
V2	How long have you been reading Fashion Blogs?	1 = Since less than 1 year 2 = Since 1 year 3 = Since 2 years 4 = Since 3 years 5 = Since 4 years 6 = Since more than 4 years 7 = I don't know
V3	How often do you read Fashion Blogs?	1 = Once a month 2 = 2-3 times a month 3 = 2-3 times a week 4 = Once a week 5 = 4-5 times per week 6 = Once per day 7 = Multiple times per day 8 = I don't know
V4	How often do you leave a comment on a post of a Fashion Blog?	1 = Always 2 = Often 3 = Sometimes 4 = Rarely 5 = Never 6 = I don't know
V5	Please name your five favorite Fashion Blogs (open)	→new variables created with Top 15 based on ToMA (V5a-V5o)
V5a_BlogA	V5 recoded - Blog A, The Blonde Salad	1 = very low ToMA 2 = low ToMA 3 = medium ToMA 4= high ToMA 5 = very high ToMA
V5b_BlogB	V5 recoded - Blog B, Fashion Toast	1 = very = very low ToMA 2 = low ToMA 3 = medium ToMA 4= high ToMA 5 = very high ToMA
V5c_BlogC	V5 recoded - Blog C, Kayture	1 = very low ToMA 2 = low ToMA 3 = medium ToMA

4= high ToMA
5 = very high ToMA

Variable	SPSS variable name	Coding instructions
V5d_BlogD	V5 recoded - Blog D, Gary Pepper Girl	1 = very low ToMA 2 = low ToMA 3 = medium ToMA 4= high ToMA 5 = very high ToMA
V5e_BlogE	V5 recoded - Blog E, Le Happy	1 = very low ToMA 2 = low ToMA 3 = medium ToMA 4= high ToMA 5 = very high ToMA
V5f_BlogF	V5 recoded - Blog F, Style Scrapbook	1 = very low ToMA 2 = low ToMA 3 = medium ToMA 4= high ToMA 5 = very high ToMA
V5g_BlogG	V5 recoded - Blog G, Garance Doré	1 = very low ToMA 2 = low ToMA 3 = medium ToMA 4= high ToMA 5 = very high ToMA
V5h_BlogH	V5 recoded - Blog H, Kenza	1 = very low ToMA 2 = low ToMA 3 = medium ToMA 4= high ToMA 5 = very high ToMA
V5i_BlogI	V5 recoded - Blog I, Love Aesthetics	1 = very low ToMA 2 = low ToMA 3 = medium ToMA 4= high ToMA 5 = very high ToMA
V5j_BlogJ	V5 recoded - Blog J, Sincerely Jules	1 = very low ToMA 2 = low ToMA 3 = medium ToMA 4= high ToMA 5 = very high ToMA
V5k_BlogK	V5 recoded - Blog K, Song of Style	1 = very low ToMA 2 = low ToMA 3 = medium ToMA 4= high ToMA 5 = very high ToMA
V5L_BlogL	V5 recoded - Blog L, The Man Repeller	1 = very low ToMA 2 = low ToMA 3 = medium ToMA 4= high ToMA 5 = very high ToMA
V5M_BlogM	V5 recoded - Blog M, Angelica	1 = very low ToMA

		Blick	2 = low ToMA
			3 = medium ToMA
			4= high ToMA
			5 = very high ToMA

Variable	SPSS variable name	Coding instructions
V5N_BlogN	V5 recoded - Blog N, Le Blog de Betty	1 = very low ToMA 2 = low ToMA 3 = medium ToMA 4= high ToMA 5 = very high ToMA
V5o_BlogO	V5 recoded - Blog O, Sartorialust	1 = very low ToMA 2 = low ToMA 3 = medium ToMA 4= high ToMA 5 = very high ToMA
V6	What kind of Fashion Blogs do you read? Professional Fashion Blogs	1 = Professional Fashion Blogs
V6a	V6 recoded - Fashion Blog Type - Professionals	1 = Professional Fashion Blogs 0 = Missing
V7	What kind of Fashion Blogs do you read? Fashiondustrias	1 = Fashiondustrias
V7a	V7 recoded - Fashion Blog Type - Fashiondustrias	1 = Fashiondustrias 0 = Missing
V8	What kind of Fashion Blogs do you read? Street Style Blogs	1 = Street Style Blogs
V8a	V8 recoded - Fashion Blog Type – Street style Blogs	1 = Street Style Blogs 0 = Missing
V9	What kind of Fashion Blogs do you read? Narcissus	1 = Narcissus
V9a	V9 recoded - Fashion Blog Type - Narcissus	1 = Narcissus 0 = Missing
V10	What kind of Fashion Blogs do you read? I don't know	1 = I don't know (missing)
V11	What kind of Fashion Blogs do you read? Other	1 = Other
V11a	V11 recoded - Fashion Blog Type - Other	1 = Other 0 = Missing
V12	Which type of Fashion Blogs is your favorite?	1 = Professional Fashion Blogs 2 = Fashiondustrias 3 = Narcissus 4 = Street Style Blogs 5 = Other 6 = I don't know
V13	How many different Fashion Blogs per week do you read?	1 = Less than 1 Fashion Blog 2 = 1-4 different Fashion Blogs 3 = 5-8 different Fashion Blogs

4 = 9-13 different Fashion Blogs
5 = More than 13 different Fashion Blogs
6 = I don't know

Variable	SPSS variable name	Coding instructions
V14	Do you read Print Fashion Magazines?	1 = yes 2 = no 3 = I don't know
V15	How often do you read Print Fashion Magazines?	1 = Once a month 2 = 2-3 times a month 3 = 2-3 times a week 4 = Once a week 5 = 4-5 times per week 6 = Once per day 7 = Multiple times per day 8 = I don't know
V16	Do you currently have a subscription for one or multiple Print Fashion Magazine(s)?	1 = Yes 2 = No 3 = I don't know
V17	How many subscriptions for Print Fashion Magazines do you currently have?	1 = one subscription 2 = two subscriptions 3= three subscriptions 4= four subscriptions 5 = five subscriptions 6 = six subscriptions 7 = seven subscriptions
V18	How often do you buy Print Fashion Magazines?	1 = Less than 4 per year 2 = 3-4 per week 3 = 1-2 per week 4 = 1-2 per month 5 = 1 every other month 6 = 4 per year 7 = More than 4 per week 8 = I don't know
V19 Influence #1: Talking about fashion blogs	How often do you talk with your friends/ colleagues/ classmates/ family members (etc.) about Fashion Blog content?	1 = Never 2 = Less than Once a Month 3 = Once a Month 4 = 2-3 Times a Month 5 = Once a Week 6 = 2-3 Times a Week 7 = Daily 8 = I don't know
V20 Influence #2: Sharing Fashion Blog(s)	Have you ever shared Fashion Blogs with your friends/ colleagues/ classmates/ family member (etc.)?	1 = Yes 2 = No 3 = I don't know
V21 Influence #3: Importance of	I pay more attention to fashion in my daily life since I have been reading Fashion Blogs.	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree

		4 = Agree
		5 = Strongly Agree
fashion in relationship to fashion blogs – More attention		6 = I don't know

Variable	SPSS variable name	Coding instructions
V22 Influence #3: Importance of fashion in relationship to fashion blogs – More importance	Fashion Blogs make me give more importance to fashion.	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V23 Influence #3: Importance of fashion in relationship to fashion blogs – Talking more	I talk more about fashion than friends/ colleagues/ classmates/ family member who don't read Fashion Blogs.	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V24 Influence #4: good taste of fashion bloggers (tastemakers)	Overall I think the Bloggers behind my favorite Fashion Blogs have a good taste of fashion.	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V25 Influence #5: Purchase(s) influenced by fashion blogs	Did you ever buy a fashion item because you have seen it on a Fashion Blog you like?	1 = Yes 2 = No 3 = I don't know
V26 Influence #5: Amount of purchase(s) influenced by fashion blogs	How many of the fashion items you bought were influenced by a Fashion Blog?	1 = Some of them 2 = Many of them 3 = All of them 4 = I don't know
V27 Influence #5: Consideration of purchasing influenced by fashion blogs	Did you ever consider to buy a fashion item because you have seen it on a Fashion Blog you like?	1 = Yes 2 = No 3 = I don't know
V28	How do you feel about a Blogger being endorsed or sponsored by a shop/ a brand/ etc. if the Blogger openly states this cooperation/ this sponsorship deal?	1 = Very Uncomfortable 2 = Uncomfortable 3 = Somewhat Uncomfortable 4 = Neutral 5 = Somewhat Comfortable 6 = Comfortable 7 = Very Comfortable 8 = I don't know
V29	How do you feel about a Blogger being endorsed or sponsored by a shop/ a brand/ etc. if the Blogger does not openly state this cooperation/ this sponsorship	1 = Very Uncomfortable 2 = Uncomfortable 3 = Somewhat Uncomfortable 4 = Neutral 5 = Somewhat Comfortable 6 = Comfortable

Variable	SPSS variable name	Coding instructions
V30 Motivations Fashion Blog	Why do you read Fashion Blogs? – To get information quickly	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V31 Motivations Fashion Blog	Why do you read Fashion Blogs? – To get fashion information for free	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V32 Motivations Fashion Blog	Why do you read Fashion Blogs? – Because blogs provide the most up-to-date information	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V33 Motivations Fashion Blog	Why do you read Fashion Blogs? – To access information at any time	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V34 Motivations Fashion Blog	Why do you read Fashion Blogs? – Because the content is always available	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V35 Motivations Fashion Blog	Why do you read Fashion Blogs? – Because it's easy to access information (anytime and anyplace)	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V36 Motivations Fashion Blog	Why do you read Fashion Blogs? – For information I can't get from traditional media	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V37 Motivations Fashion Blog	Why do you read Fashion Blogs? – Because I don't trust traditional media	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree

5 = Strongly Agree

6 = I don't know

Variable	SPSS variable name	Coding instructions
V38 Motivations Fashion Blog	Why do you read Fashion Blogs? – To better understand the fashion world	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V39 Motivations Fashion Blog	Why do you read Fashion Blogs? – To get fashion guidance	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V40 Motivations Fashion Blog	Why do you read Fashion Blogs? – To form an opinion on fashion	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V41 Motivations Fashion Blog	Why do you read Fashion Blogs? – To keep up with issues and trends	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V42 Motivations Fashion Blog	Why do you read Fashion Blogs? – Because I like the Blogger	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V43 Motivations Fashion Blog	Why do you read Fashion Blogs? – Because I like the atmosphere on the blog	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V44 Motivations Fashion Blog	Why do you read Fashion Blogs? – Because I am interested in the life of the blogger	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V45 Motivations Fashion Blog	Why do you read Fashion Blogs? – Because of the photographs	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree

5 = Strongly Agree
6 = I don't know

Variable	SPSS variable name	Coding instructions
V46 Motivations Fashion Blog	Why do you read Fashion Blogs? – To get inspired	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V47 Motivations Fashion Blog	Why do you read Fashion Blogs? – For personal fulfillment	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V48 Motivations Fashion Blog	Why do you read Fashion Blogs? – Because I'm addicted	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V49 Motivations Fashion Blog	Why do you read Fashion Blogs? – Because it makes me feel good	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V50 Motivations Fashion Blog	Why do you read Fashion Blogs? – For information for my own blog	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V51 Motivations Fashion Blog	Why do you read Fashion Blogs? – To express my opinion(s)	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V52 Motivations Fashion Blog	Why do you read Fashion Blogs? – Because I can comment on it	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V53 Motivations Fashion Blog	Why do you read Fashion Blogs? – Because I feel that my opinion counts	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree

Variable	SPSS variable name	Coding instructions
V54 Motivations Fashion Blog	Why do you read Fashion Blogs? – Because it relaxes me	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V55 Motivations Fashion Blog	Why do you read Fashion Blogs? – Because it relieves me of boredom	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V56 Motivations Fashion Blog	Why do you read Fashion Blogs? – Because it entertains me	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V57 Motivations Fashion Blog	Why do you read Fashion Blogs? – Because it's amusing	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V58 Motivations commenting on Fashion Blogs	Why do you write comments on Fashion Blogs? – Because the Blogger explicitly asks for it	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V59 Motivations commenting on Fashion Blogs	Why do you write comments on Fashion Blogs? – Because I want to share my opinion	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V60 Motivations commenting on Fashion Blogs	Why do you write comments on Fashion Blogs? – Because it makes me feel included	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V61 Motivations commenting on Fashion Blogs	Why do you write comments on Fashion Blogs? – Because I can bring in an additional perspective	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree

Variable	SPSS variable name	Coding instructions
V62 Motivations commenting on Fashion Blogs	Why do you write comments on Fashion Blogs? – Because I have experience with the shown product, e.g. own the same item	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V63 Motivations Fashion Magazine	Why do you read Print Fashion Magazines? – To get fashion information	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V64 Motivations Fashion Magazine	Why do you read Print Fashion Magazines? – Because Magazines provide a high quality information	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V65 Motivations Fashion Magazine	Why do you read Print Fashion Magazines? – Because Magazines offer objective journalism	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V66 Motivations Fashion Magazine	Why do you read Print Fashion Magazines? – For tips to more information sources	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V67 Motivations Fashion Magazine	Why do you read Print Fashion Magazines? – Because it is my part of a routine (weekly/ monthly)	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V68 Motivations Fashion Magazine	Why do you read Print Fashion Magazines? – Because I like to own a print copy of the magazine	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V69 Motivations Fashion Magazine	Why do you read Print Fashion Magazines? – Because the content is professional	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree

4 = Agree
5 = Strongly Agree
6 = I don't know

Variable	SPSS variable name	Coding instructions
V70 Motivations Fashion Magazine	Why do you read Print Fashion Magazines? – Because I don't trust new media	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V71 Motivations Fashion Magazine	Why do you read Print Fashion Magazines? – Because I can trust the writers	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V72 Motivations Fashion Magazine	Why do you read Print Fashion Magazines? – To better understand the fashion world	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V73 Motivations Fashion Magazine	Why do you read Print Fashion Magazines? – To get fashion guidance	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V74 Motivations Fashion Magazine	Why do you read Print Fashion Magazines? – To keep up with issues and trends	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V75 Motivations Fashion Magazine	Why do you read Print Fashion Magazines? – Because I like the writers/ editors	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V76 Motivations Fashion Magazine	Why do you read Print Fashion Magazines? – Because I like the atmosphere of the magazine	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V77 Motivations Fashion Magazine	Why do you read Print Fashion Magazines? – Because I am interested in the personal	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree

		4 = Agree
		5 = Strongly Agree
		6 = I don't know

Variable	SPSS variable name	Coding instructions
V78 Motivations Fashion Magazine	Why do you read Print Fashion Magazines? – Because of the photographs/ editorials	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V79 Motivations Fashion Magazine	Why do you read Print Fashion Magazines? – To get inspired	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V80 Motivations Fashion Magazine	Why do you read Print Fashion Magazines? – For personal fulfillment	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V81 Motivations Fashion Magazine	Why do you read Print Fashion Magazines? – Because I'm addicted	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V82 Motivations Fashion Magazine	Why do you read Print Fashion Magazines? – Because it makes me feel good	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V83 Motivations Fashion Magazine	Why do you read Print Fashion Magazines? – For information for my own blog	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V84 Motivations Fashion Magazine	Why do you read Print Fashion Magazines? – Because I don't need to interact with the Fashion Magazine	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V85 Motivations Fashion Magazine	Why do you read Print Fashion Magazines? – Because I can form my opinion in private	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree

		4 = Agree
		5 = Strongly Agree
		6 = I don't know

Variable	SPSS variable name	Coding instructions
V86 Motivations Fashion Magazine	Why do you read Print Fashion Magazines? – Because Magazines are not all about sharing	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V87 Motivations Fashion Magazine	Why do you read Print Fashion Magazines? – Because it relaxes me	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V88 Motivations Fashion Magazine	Why do you read Print Fashion Magazines? – Because it relieves me of boredom	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V89 Motivations Fashion Magazine	Why do you read Print Fashion Magazines? – Because Magazines entertain me	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V90 Motivations Fashion Magazine	Why do you read Print Fashion Magazines? – Because it amuses me	1 = Strongly Disagree 2 = Disagree 3 = Neither Agree nor Disagree 4 = Agree 5 = Strongly Agree 6 = I don't know
V91	When were you born? Please choose the year of your birth.	1 = 2006 2 = 2005 ... 83 = 1924
V92	What is your gender?	1 = Male 2 = Female
V93	What is your nationality? (open)	Albanian American Australian Austrian Belgian British Bulgarian Canadian Colombian

Croatian
Cypriot
Czech
Danish
Dutch
Filipino
Finish
French
German
Greek
Hungarian
Israeli
Italian
Japanese
Lithuanian
Macedonian
Mexican
Moroccan
New Zealand
Norwegian
Polish
Portuguese
Romanian
Russian
Slovenian
South African
Spanish
Swedish
Swiss
Taiwanese
Thai
Turkish
Ukrainian
Vietnamese

Variable	SPSS variable name	Coding instructions
V94	In which language do you read fashion blogs (primarily)? (open)	Chinese Croatian Dutch English French German Greek Hungarian Italian Polish Portuguese Slovenian Spanish Swedish
V95	What is your highest level of education?	1 = Secondary Education (i.e. high school, middle school…) 2 = Higher Education: Bachelor

3 = Higher Education: Master
4 = Ph.D./ M.D.
5 = Others
6 = I don't know

Variable	SPSS variable name	Coding instructions
X1	Response ID	Individual generated IP-address
Z_age_classified	age classified in 5 years categories	1 = 14 – 18 years old 2 = 19 – 23 years old 3 = 24 – 28 years old 4 = 29 – 33 years old 5 = 34 – 38 years old 6 = 39 – 43 years old 7 = 44 – 48 years old
Z_age_classified2	Z_age_classified2 recoded - age classified, containing only meaningful age groups	1 = 14-18 years 2 = 19-23 years 3 = 24-28 years 4 = 29 – 33 years 5 – 9 = Missing
Z_age	V91 recoded into age in years	(7) 2000 = 14 (8) 1999 = 15 (9) 1998 = 16 (10) 1997 = 17 (11) 1996 = 18 (13) 1994 = 20 (12) 1995 = 19 (14) 1993 = 21 (15) 1992 = 22 (16) 1991 = 23 (17) 1990 = 24 (18) 1989 = 25 (19) 1988 = 26 (20) 1987 = 27 (21) 1986 = 28 (22) 1985 = 29 (23) 1984 = 30 (24) 1983 = 31 (25) 1982 = 32 (26) 1981 = 33 (27) 1980 = 34 (28) 1979 = 35 (29) 1978 = 36 (30) 1977 = 37 (31) 1976 = 38 (32) 1975 = 39 (33) 1974 = 40 (34) 1973 = 41 (35) 1972 = 42 (36) 1971 = 43 (37) 1970 = 44 (38) 1969 = 45
Z_DO_MotivFB	Display Order: Why do you	(Display order of randomized

	read Fashion Blogs?	motivations V30-V57)
Z_DO_MotivFMags	Display Order: Why do you read Print Fashion / Magazines?	(Display order of randomized motivations V30-V57)

Variable	SPSS variable name	Coding instructions
Z_Email	Email contact of respondent	
Z_Importance_fashion_reversed	V1 recoded - Importance of fashion reversed	1 = Very Unimportant 2 = Unimportant 3 = Neither Important nor Unimportant 4 = Important 5 = Very Important 6 = I don't know
Z_language	V94 recoded - primary language reading fashion blogs (from open)	1 = Chinese 2 = Croatian 3 = Dutch 4 = English 5 = French 6 = German 7 = Greek 8 = Hungarian 9 = Italian 10 = Polish 11 = Portuguese 12 = Slovenian 13 = Spanish 14 = Swedish
Z_nationality	V95 recoded - nationality coded (from open)	1 = Albanian 2 = American 3 = Australian 4 = Austrian 5 = Belgian 6 = British 7 = Bulgarian 8 = Canadian 9 = Colombian 10 = Croatian 11 = Cypriot 12 = Czech 13 = Danish 14 = Dutch 15 = Filipino 16 = Finish 17 = French 18 = German 19 = Greek 20 = Hungarian 21 = Israeli 22 = Italian 23 = Japanese 24 = Lithuanian

25 = Macedonian
26 = Mexican
27 = Moroccan
28 = New Zealand
29 = Norwegian
30 = Polish
31 = Portuguese
32 = Romanian
33 = Russian
34 = Slovenian
35 = South African
36 = Spanish
37 = Swedish
38 = Swiss
39 = Taiwanese
40 = Thai
41 = Turkish
42 = Ukrainian
43 = Vietnamese
99 = Missing

Variable	SPSS variable name	Coding instructions
Z_nationality_classified	Z_nationality_coded recoded - nationality classified according to region	1 = Asia 2 = Australia 3 = Anatolian Peninsula 4 = Canada 5 = Central Europe 6 = Central and South America 7 = Eastern Europe 8 = Balkans 9 = Middle East 10 = North Africa 11 = Russia 12 = Scandinavia 13 = South Africa 14 = South East Asia 15 = Southern Europe 16 = UK 17 = USA 99 = Missing
Z_LevelInterest	V6 - V11 recoded into interest - amount of different types of Fashion Blogs consumption	1 = low interest 2 = medium interest 3 = high interest 4 = very high interest 5 = very high interest + other
Z_Language_Dummy	language_coded recoded - English-Dummy: In which language do you read (usually) fashion blogs?	1 = English 2 = Other
Z_Influence1_importance	V21 - V23 recoded - raised importance towards fashion in life since reading fashion blogs	1 = Strongly Disagree 2 = Disagree 3 = Neither Disagree nor Agree 4 = Agree

		5 = Strongly Agree

Z_Influence2_sharing	V19 + V20 (only those who do share blogs) - sharing of blog content	1 = Rarely 2 = Sometimes 3 = Regularly 4 = Often 5 = Very Often

Variable	SPSS variable name	Coding instructions
Z_DummyAmountPurch	Dummy of V26 - Amount of purchases	1 = Little Amount 2 = Large Amount
Z_Influence3_purchasing	V25, V27 + Z_DummyAmountPurch recoded - purchasing behavior inspired by blogs	1 = Minor Influence 2 = Medium Influence 3 = Big Influence
Z_commenting_reversed	V4 recoded - commenting frequency reversed	1 = Never 2 = Rarely 3 = Sometimes 4 = Often 5 = Always 6 = I don't know
Z_MotivationsB_Entertain	Outcome of FA BLOG - Motivation category "Entertainment"	1 = Strongly Disagree 2 = Disagree 3 = Neither Disagree nor Agree 4 = Agree 5 = Strongly Agree
Z_MotivationsB_Interact	Outcome of FA BLOG - Motivation category "Interaction"	1 = Strongly Disagree 2 = Disagree 3 = Neither Disagree nor Agree 4 = Agree 5 = Strongly Agree
Z_MotivationsB_Info	Outcome of FA BLOG - Motivation category "Information seeking"	1 = Strongly Disagree 2 = Disagree 3 = Neither Disagree nor Agree 4 = Agree 5 = Strongly Agree
Z_MotivationsB_Inspo	Outcome of FA BLOG - Motivation category "Inspiration"	1 = Strongly Disagree 2 = Disagree 3 = Neither Disagree nor Agree 4 = Agree 5 = Strongly Agree
Z_MotivationsB_InterestB	Outcome of FA BLOG - Motivation category "Interest in Blogger"	1 = Strongly Disagree 2 = Disagree 3 = Neither Disagree nor Agree 4 = Agree 5 = Strongly Agree
Z_MotivationsM_Prof	Outcome of FA MAG - Motivation category "Professionalism"	1 = Strongly Disagree 2 = Disagree 3 = Neither Disagree nor Agree 4 = Agree 5 = Strongly Agree

Z_MotivationsM_NonInter	Outcome of FA MAG - Motivation category "fixed, non-interactive design"	1 = Strongly Disagree 2 = Disagree 3 = Neither Disagree nor Agree 4 = Agree 5 = Strongly Agree
Z_MotivationsM_Entertain	Outcome of FA MAG - Motivation category "Entertainment"	1 = Strongly Disagree 2 = Disagree 3 = Neither Disagree nor Agree 4 = Agree 5 = Strongly Agree
Z_MotivationsM_Info	Outcome of FA MAG - Motivation category "Information seeking"	1 = Strongly Disagree 2 = Disagree 3 = Neither Disagree nor Agree 4 = Agree 5 = Strongly Agree