

CONSUMER TO CONSUMER MARKETING:
UNDERSTANDING THE NATURE OF PRODUCT AND
SERVICE ORIENTED ELECTRONIC WORD OF MOUTH
COMMUNICATION VIA INSTAGRAM

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Abstract

This thesis aims to provide some coverage of the increasingly important marketing area of Electronic Word of Mouth from a different angle to that provided thus far in the marketing literature. The primary aim of this research is to provide an understanding of the nature of product and service oriented Electronic Word of Mouth messages conveyed via the social media platform Instagram. The already noted power of Word of Mouth as a communication form coupled with the unique properties of Instagram as a communication platform provide a highly useful basis for contribution to the marketing domain.

Unlike some previous Word of Mouth oriented studies, this research chose to employ a content analysis methodology in order to examine the Instagram based Word of Mouth communication. This approach enabled the communication itself to be placed as the focus of the research whilst also enabling that communication to be examined in its native and unadulterated state. To implement the content analysis, a total of one thousand Instagram posts featuring the four product and service based categories of Cars, Clothes, Restaurants and Holidays were sampled. The content from these posts was then analysed using a coding scheme comprising of the four content themes of Emotive Content, Company Linking, Commercial Intent Content and Recommendation Content. The variance in these four content themes between the four product and service based categories was then calculated as per the research hypotheses. Additionally, the frequencies for the different content measurement units for each of the content themes was recorded along with the different forms of image used in the posts sampled from each of the four product and service categories.

Ultimately, many of the variance results failed to support the research hypotheses, however the presence of other statistically significant results and in some cases the absence of significant results did provide some useful alternative findings. In the sole case that the research hypothesis was supported, the results indicated that Instagram posts featuring the service categories of Restaurants and Holidays featured a higher level of Recommendation Content than those featuring Cars and Clothing. These results, coupled with the frequency results for both the image types and content measurement units enabled the three broader research themes of the prominence of emotion, relative focus on self and lack of commercialisation to be derived.

The implications of the study in both theoretical and practical terms, along with the limitations of the study and subsequent suggestions for future research are also discussed.

Abbreviations and Key Terms

Word of Mouth (WOM)

In general terms, Word of Mouth can be best conceptualised as the unsolicited, informal communication that occurs between individuals. In the context of Marketing and therefore this study, it is more appropriate to place that unsolicited, informal communication in the context of consumption experiences that involve products or services. This latter definition is reflective of the definition offered by Quester, Pettigrew and Hawkins (2011), which described WOM as “informal communication between consumers about goods and services.” Alternatively, Belch, Belch, Kerr and Powell (2012) define WOM as “social channels of communication such as friends, neighbours, associates, co-workers or family members.”

Electronic Word of Mouth (eWOM)

Electronic Word of Mouth or eWOM, can be best conceptualised as the modern day, electronic evolutionary form of traditional or offline Word of Mouth. Many of the concepts offered in the existing WOM based literature offers concepts that are transferable to the eWOM context and as a result the two terms may be used interchangeably. Hennig-Thurau, Gwinner, Walsh and Gremler (2004), Martin and Lueg, (2013), and Steffes and Burgee (2009) all offer highly useful, albeit slightly varied, definitions of eWOM. Hennig-Thurau et al's (2004) definition is perhaps the most all-encompassing; “Any positive or negative statement made by potential, actual or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet.”

User Generated Content (UGC)

The final abbreviation used throughout this thesis is that of User Generated Content or UGC, which conceptually refers to content created solely by users, which in this context means consumers. A more formal definition of UGC is offered by Belch et al (2012) who describe it as “Consumer-generated media encompassing opinions, experiences, advice and commentary about products, brands, companies and services – usually informed by personal experience – that exists in consumer-created postings on internet discussion boards, forums, usenet newsgroups and blogs.” An alternative and more holistic definition is offered by Daugherty, Eastin and Bright (2008); “Media content created or produced by the general public rather than by paid professionals and primarily distributed on the Internet.”

1 Introduction

1.1 Introduction

The use of Word of Mouth (WOM) as a form of communication has been present in everyday life for a long period of time. As noted by Dellarocas (2003) WOM can be considered “one of the most ancient mechanisms in human society” in regards to its role as a method of communication. While WOM is a communication method that can be appropriately applied in relation to a variety of topics and for a variety of purposes, the area of Commerce and in particular the commercial centric function of Marketing is one of particular applicability. As noted by Lang (2006) WOM is an “area of strong interest” to those involved in the marketing field both in academic and practical terms and has led to both more regular and extensive research, greater emphasis in promotional campaigns and the establishment of new industry bodies and interest groups. Furthermore, in regards to its role in marketing and the decision making of consumers, as far back as sixty years ago WOM was considered by some in the academic field “the most powerful force shaping consumer behaviour” (Whyte, 1954, p. 204). In its earlier stages WOM was primarily conceptualised and carried out in an Oral form (Arndt, 1967), and in the context of its infancy was viewed as a face-to-face activity.

However as time and technology has progressed this face-to-face oriented nature of WOM has evolved, meaning that now WOM communication can be carried out on a multitude of different platforms. These platforms range from email to internet based calling and messaging to video, to the most relevant platform to this study in social media (Lang, 2006). It is this more technology based form of WOM, often referred to as ‘digital WOM’ (Lang, 2006; Bickart & Schindler, 2002; Newman, 1999; Stokes & Lomax, 2002), Electronic Word of Mouth or eWOM) (Lee & Youn, 2009) and Online Word of Mouth (Brown, Broderick & Lee, 2007), that is of particular interest and relevance in the present day. In particular the advent and adoption of social media has enabled WOM to be carried out on a much larger scale, effectively enabling infinite reach of messages, some of which can understandably relate to individuals purchases, use and experiences with brands, products and services. Furthermore, the WOM channel of social media has enabled participants in WOM communication to not only share written or verbal content but visual content as well. Popular channels in the form of Facebook, Twitter and Instagram effectively enable participants to participate in WOM conversations near enough to anywhere at any time.

Additionally, and unlike more conventional push based communication, (Belch, Belch, Kerr & Powell, 2012) WOM, and in particular social media based eWOM, enables people to be selective in their participation and exposure to conversations. Furthermore, in the context of Marketing these channels enable consumers to communicate product, brand or service messages between themselves in an unsolicited fashion. It is this area of unsolicited WOM in the context of social media that has received a relative lack of attention in research literature, and in particular unsolicited WOM via

Instagram. The unique properties of social media as a WOM tool coupled with the mobile based and more image centric nature of Instagram provide a highly useful basis for this research, particularly when housed in a marketing context. As Lamma and Miller (2010) identify “social media is not merely a marketing channel, it facilitates WOM” (p.3) and it is this underlying power of both WOM and social media coupled with the unique way in which social media enables WOM to be packaged that provides the underlying basis for this research. Thus, this research focuses on the nature of Instagram posts shared by non-commercial (Lang & Hyde, 2013) Instagram users that feature selected products and services and the nature of the responses to those posts by other Instagram users.

This chapter will further preview the literature on WOM and eWOM along with introducing the related topic areas of social media marketing and user generated content in the context of marketing. This will be followed by introducing the research aims along with a brief overview of the research methodology. Finally, the chapter will conclude by highlighting the envisioned theoretical and practical implications of this research.

1.2 Background

The underlying aim of this research is to gain an understanding of the nature of unsolicited WOM communication regarding a selection of products and services on the social media platform Instagram. This understanding will ideally go some way towards contributing to the broader understanding of the potential role that unsolicited WOM communication between consumers plays in the context of marketing. Furthermore, this research hopes to highlight in some capacity the potential role that consumers themselves can play in the dissemination of product, brand or service centred content without the intervention or facilitation of the organisations providing said products or services. It is hoped that the understanding of this consumer communication role will go some way towards reconceptualising how to utilise and leverage WOM and social media based communication for marketing purposes.

As mentioned previously, the communication mode of WOM has been longstanding in everyday life, and as Dellarocas (2003) implies has undergone something of a digital transformation in recent times following the increased role that technology now plays in daily life. However, before going into the area of WOM or eWOM in a more detailed manner it is necessary to understand how WOM is defined. In a more overarching or generic sense WOM is described as “communication between a non-commercial communicator and a receiver concerning a brand, a product or a service” (Lang & Hyde, 2013; Anderson, 1998; Dichter, 1966; Westbrook, 1987). In a more specific sense, Hennig-Thurau, Gwinner, Walsh and Gremler (2004) define eWOM as “any positive or negative statement made by potential, actual or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet.”

Similarly, Litvin, Goldsmith and Pan (p461-462, 2008) define electronic word of mouth as “all informal communications directed at consumers through internet based technology... This includes communication between producers and consumers as well as between those consumers themselves.” Both definitions are of particular relevance to this study as they emphasise both the more extensive reach conferred by eWOM, which is applicable in the case of Instagram if the poster is using a public profile, enabling of consumers to communicate between themselves.

Building on these definitions is the highlighting of the importance of WOM in the marketing sphere, both in terms of the financial commitment by organisations towards WOM, as illustrated by Keller Fay Group (2009) and Jansen, Zhang, Sobel and Chowdury (2009) and in terms of research attention as illustrated by Lang and Hyde (2013), Lammas and Miller (2010) and Brown, Barry, Dacin and Gunst (2005) amongst others. In terms of coverage of WOM in existing literature, much of the literature places emphasis on the consumer behaviour related elements of WOM such as those emphasised by Doh and Hwang (2009) and Park, Lee and Han (2007) of the impact of WOM on purchase related decision making. In addition to this there is also a focus on both text only WOM platforms such as Facebook or alternatively online discussion or review websites as highlighted by Dellarocas (2003), with less emphasis on the more image centric platforms such as Instagram, although these are touched on by both Kontu, Nobbs, Montecchi & Duffy (2013) and Bevins (2014).

The consumer controlled element of WOM as a form of marketing based communication, coupled with the enhanced potential for message exposure identified in Hennig-Thurau et al's (2004) definition of eWOM, provides a logical point of association between both social media based marketing and consumer or user generated content. This point is represented to an extent by Faulds and Mangold (2009) through their characterisation of social media, which describes it as a channel that not only facilitates and enables direct communication between companies and their customers, but communication between customers themselves. This point is further emphasised by Palmer and Koenig-Lewis (2009), who describe social media as “online applications, platforms and media which aim to facilitate interactions, collaborations and the sharing of content.” Both of these points effectively highlight the interrelated nature of social media marketing and WOM through conveying the facilitation role that social media channels, of which Instagram is a popular one, play in relation to WOM communication.

This facilitation based view is applied in the context of Instagram, the social media platform at the centre of this study, by Bevins (2014) who expresses the view that ““Instagram has given people the ability to look at life in a new way and communicate using images” (p. 37, 2014). An extension or variant on this facilitation based view is expressed by Edelman (2010) and Crittenden, Hanna and Rohm (2011), who both describe social media and in effect WOM as earned media as opposed to owned media. Social media is “earned” in the sense that it is an outlet for content that primarily

originates from the consumer as opposed to the producer or company. While in both cases the point is made more in relation to social media as a platform for interaction between consumers and organisations, it is still applicable in the context of this research. This is the case as the images of the products or brands or services effectively had to “earn” a place in the posters mind in order to justify being posted.

It is this consumer controlled or “earned” media aspect of social media as a marketing channel that enables it to be intertwined with the third contributory arm to this study in the form of user or in this context consumer generated content. Unsurprisingly social media based tools, and the technology that enables their use, have the potential to provide a sound basis for users to generate their own content. This point is touched on by Kontu et al (2013), who highlight the widespread use of smartphones and tablets as a factor influencing the broadening use of visual based social media channels. These visual based social media tools such as Instagram effectively provide a platform for both the creation and distribution of content that is created wholly by the consumers themselves.

This point is usefully made by Christodoulides and Jevons (2012) who express the view that user generated content “is made available through publically accessible transmission media such as the internet, reflects some degree of creative effort and is created for free outside professional routines and practice.” An additional view that is expressed more in the context of co-created content, an area that is not an area of focus for this study, that builds upon the notions of freedom and creativity associated with user generated content is done so by Aaltonen (2011). Aaltonen (2011) concluded that consumer based content can provide consumers with feelings of independence and freedom of choice along with empowerment, excitement and pleasure. Taking this all into account, the following statement by Palmer & Koenig-Lewis (2009) provides an effective summary of the relationship between the three areas of WOM, social media and user generated content in stating that the “proliferation of social media is driven by user-generated content.”

1.3 Research Aims

In light of the brief discussion presented above the research endeavours to meet the following aims:

- To gain an understanding of the nature of Instagram posts that feature images of products and services and their content in the form of hashtags and captions associated with those posts.
- To determine whether there is any significant variability between selected product and service categories in relation to the content contained in Instagram posts featuring those products and services.
- To gain an understanding of the nature of responses to posts featuring images of products and services and their content in the form of likes and captions.

1.4 Research Methodology

In light of the aims of this research identified above and the focus on Instagram's role as a tool for enabling and carrying out WOM and the content based nature of both Instagram and WOM, a conceptual content analysis has been employed as the methodology. The content analysis relies upon the application of a predetermined coding scheme to a selection of Instagram posts in order to record the frequency of content from predetermined content themes. The coding scheme is applied to a selection of Instagram posts across four different product and service based categories. These content themes encompass Emotive content, Company linking, Commercial Intent and Recommendation content, all of which are measured across both the Instagram posts themselves along with comments made by other Instagram users on those posts. It is therefore intended to measure the frequency of content, along with identifying the source of that content within the posts and comments.

Furthermore, the application of the analysis to both the posts themselves and the comments enables an understanding of the nature of responses to the posts as well as the nature of the posts themselves, effectively highlighting the nature of the WOM communication of both the sender and receiver of that communication.

1.5 Contributions of the Research, both Theoretical and Practical

This research will endeavour to have implications for both theory and practice. In regards to theoretical implication, it is hoped that this research will help to contribute to the areas of both WOM/eWOM and Social Media marketing along with the Consumer Behaviour space in relation to the behaviour of consumers online. In addition, it is hoped that this research will help marketing practitioners through offering an alternative approach to understanding how consumers choose to present their brands and organisations and their wares in an online setting. Furthermore, it is hoped that this research will provide some indication of how to reconceptualise the management and integration of social media communication into the marketing mix.

1.5.1 Theoretical Implications

The research will contribute to the existing marketing literature by examining the areas of WOM/eWOM and Social Media based marketing from a different angle, one that shifts the focus from the consumer to company interaction based view to a consumer to consumer based view. This research will provide some understanding of the nature of product, brand and service based communication between consumers in an unsolicited manner through unobtrusively examining that communication in an uncontrolled and natural setting. It will also provide some understanding, albeit in a narrowly focussed way, of Instagram's role as both a WOM/eWOM tool and a social media marketing tool.

1.5.2 Practical Implications

In regards to the practical implications, it is hoped that this research will provide marketing practitioners with an alternative way of thinking about how social media based marketing can be most effectively carried out and analysed. From the analysis standpoint, this research can help to highlight attributes that could usefully be applied to measurement tools like analytics software in the future. This integration into these analytics tools can then help practitioners to further enhance their understanding of how their products are presented and received by consumers in the social media arena. Furthermore, the understanding of the nature of WOM communication regarding products, brands and services can also help marketing practitioners to best configure their products or services in order to more effectively ensure their exposure via the Instagram social media channel. Ultimately, these avenues of understanding will ideally help practitioners to most effectively maximise the exposure of their products and services through WOM communication. This will be achieved in such a way that their need to directly facilitate and manage that communication is reduced, thereby improving their efficiency in that area and reducing one element of their promotional spending.

1.6 Outline of Thesis

The thesis is comprised of six chapters, with the first chapter providing an introduction to the research topic and highlighting the research gap and both the academic and practical implications of the research. The subsequent chapters and their contents are as follows.

Chapter 2, Literature Review, will cover the concepts and relevant existing literature available in the overarching area of Word of Mouth (WOM) and its digital off-shoot Electronic Word of Mouth (eWOM) thus providing a foundation for identifying the role of this research in that area. In addition to this the existing relevant material relating to both social media's role in marketing and consumer generated content in marketing will be presented and integrated.

Chapter 3, Conceptual Framework and Hypotheses, will highlight the relevant existing theories or concepts that relate to the topic area in order to develop the hypotheses. This section will also highlight the interrelationships between the hypotheses and the research aims.

Chapter 4, Methodology, identifies and explains the approach taken in conducting the research, including outlining and justifying the post and content theme selection, the sampling process and the coding scheme.

Chapter 5, Results, presents the findings of the research and covers the post and poster associated data and relevant statistical analysis, followed by the hypothesis results, the content unit frequencies for each of the chosen content themes and is concluded by the identification of the image types present in each of the four categories and their accompanying frequencies.

Lastly in Chapter 6, Discussion and Concluding Remarks, the key findings and themes of the research will be discussed along with the identification of the limitations, contributions and importantly the implications for both theory and practice. The chapter will also include suggestions for future research.

2 Literature Review

2.1 Introduction

The main purpose of this chapter is to provide a more expansive overview of the concepts presented in the existing literature in the areas related to this research. This section will first cover the key foundation areas of Word of Mouth (WOM) and its digital evolutionary form Electronic Word of Mouth (eWOM). In doing so it will also highlighting the increasing role that technology is playing and is likely to continue to play in the marketing realm. This discussion is then followed by coverage of the existing social media marketing literature and emphasise the focus of the existing literature in this area thus far. It will also identify how the concepts presented in this branch of the literature underpin this research. Finally, the area of user or consumer generated content will be covered in order to outline how that overarching concept can be extended to the idea of consumer to consumer marketing. Given the integrated nature of these three literature areas the chapter will provide the basis for the conceptual framework that is established in Chapter 3.

2.2 Electronic Word of Mouth

The first area that this literature review will endeavour to expand on is that of Word of Mouth (WOM) or more specifically its more modern day technology based extension of Electronic Word of Mouth (eWOM). As touched on in the introduction, WOM is effectively the core concept of this research given the focus of this research on the nature of WOM communication by consumers in a particular context using a particular channel. As eluded to by a number of authors, WOM as a form of communication has been present in everyday life for a substantive period of time (Dellarocas, 2003), and as such its importance both in general and in the context of marketing has been documented over that period of time (Whyte, 1954; Arndt, 1967; Lee, 2009; Lang & Hyde, 2013; Brown, Barry, Dacin & Gunst, 2005). As noted by Lang and Hyde (2013), Keller (2007) and Keller, Fay and Berry (2007) amongst others, WOM still appears to be an activity that is primarily carried out in an offline setting. In this regard, it is estimated that in the vicinity of 90% of all WOM communication occurs in an offline or more conventional face-to-face based setting (Lang and Hyde, 2013; Brown, Broderick and Lee, 2007; Keller, Fay & Berry 2007).

As Godes and Mayzlin (2004) somewhat touch on, this offline form of WOM can pose difficulties from a research perspective due to the fact that it is effectively private communication and therefore difficult to access, measure and analyse. It is on these grounds that the area of eWOM, particularly in its current guise, provides both researchers and practitioners alike with greater potential access to these historically private conversations. As noted by Cheung and Lee (2012), Hung and Li (2007) and Lee, Cheung, Lim and Sia (2006) eWOM makes those previously more private conversations far more publicly accessible, and effectively enables them to be stored or archived for a limitless period

of time (Cheung & Lee, 2012). In both an academic and practical sense, this therefore enables the eWOM communication to be more readily referred to in both its natural state and in a far less obtrusive manner than its primarily oral based offline predecessor. In addition to simply making WOM communication more readily available and accessible for both practitioners and academics alike, Vilpponen, Winter and Sundqvist (2006) present the view that technological advances have “enriched” consumer communication.

This notion of “enrichment” can potentially be linked back to the idea of consumers using the internet as a source of information from which their communication can then be informed, an idea expressed to some extent by Keller Fay Group, 2009; Ratchford, Talukdar and Lee, 2001; Parker and Plank, 2000 and Luo, Feng and Cai, 2004. An interesting way of conceptualising the role that the internet can play for consumers in relation to eWOM is that it can serve the dual purpose of both providing information that consumers can use to inform their own eWOM communication, whilst simultaneously being a potential source of that information. In light of this conceptualisation of eWOM, it would be reasonable to suggest that it is most appropriately positioned in the information search stage in the consumer decision making process outlined by Quester, Pettigrew and Hawkins (2011). It is this position in the decision making process that perhaps highlights the true importance of eWOM in the context of marketing as the ways in which consumers obtain information regarding products, brands and services could quite reasonably be regarded as key planks in the remainder of their decision making process. This importance of WOM communication in relation to the obtaining of information by consumers in an online context has been identified by a number of authors in some capacity, such as Brown, Broderick and Lee, 2007; Schindler and Bickart, 2005; Cheung, Lee and Rabjohn, 2008 and Ratchford, Talukdar and Lee, 2001.

2.2.1 Importance of WOM

In terms of highlighting the underlying importance of WOM and by extension eWOM, Lang’s (2006) paper usefully outlines seven key factors that contribute to WOM attaining the level of prominence and significance that it has thus far. These seven factors are as follow; the fact the WOM is a global phenomenon that is able to transverse borders, WOM’s applicability to a large variety of industries and sectors, WOM’s high proportion of engagement amongst consumers, the high reliance on WOM as a source of information amongst consumers, the speed at which WOM enables information to travel, the ability of WOM to be retransmitted thereby extending its range and finally the ability of WOM to be shared with multiple people (Lang, 2006). While these seven factors are not to be taken as all-encompassing they do provide a highly useful summation of the potential drivers if you will of WOM’s prominence. Of these seven factors presented by Lang (2006), there are two in the form of the high reliance on WOM as a source of information and the ability for WOM to be shared with other people that are of relatively greater importance in relation to this research.

The concept of the high reliance on WOM as a source of information in effect reaffirms the role played by eWOM in the information search phase of the consumer decision making process outlined by Quester et al (2011). In the case of the high reliance on eWOM by consumers in their search for information about a product or service, Cheung and Lee (2012) presented research findings by market research organisation eMarketer (2008) that provide a reasonable indication of this level of reliance. Cheung and Lee (2012) with reference to eMarketer (2008) suggested that 61% of consumers consulted eWOM channels such as online review websites and blogs prior to making a purchase.

Furthermore, Cheung and Lee (2012) also cited findings from market research organisation Infogroup (2009) that found 80% of consumers intended to consult some form of online consumer review prior to their next purchase. In a somewhat similar sense, albeit in quite a different context in the form of Professors, Steffes and Burgee (2009) found that participants, in the form of students, relied on online opinion or review platforms as a genuine source of information as opposed to simply a source of entertainment. This point is also alluded to by Cheung and Thadani (2012), who identify that “91% of respondents mentioned that they consult online reviews, blogs, and other user-generated content before purchasing a new product/service, 46% of which are then influenced in the way they to purchase.” (p. 461).

To some degree, an extension or evolution of this reliance on what would be considered eWOM channels is touched on by Cheong and Morrison (2008) who referred to Time Magazine’s choice of Person of the Year as “You” due to the proliferation of “ordinary people” (p. 38) expressing themselves via online platforms. A paper that somewhat further emphasises this reliance, at least in a United States context, is that by Fulgoni (2007) which indicated that even at that time 63 million people had read at least one blog whilst 24 million people had visited YouTube. These numbers are likely to be much larger today given the extensive user numbers of single platforms, such as Facebook with in excess of 1 billion users (Statista, 2015).

It is also possibly an appropriate view to take that in the present day this reliance on eWOM is reflected in the integration of review functionality on major retail websites such as Amazon (amazon.com, 2015) and social media platforms such as Facebook (Digital Trends, 2013). This consumer review or opinion board based element of eWOM is one that has been touched on in a number of ways by Hennig-Thurau et al (2004); Cheung and Lee (2012); Chen and Xie (2005); Chevalier and Mayzlin (2006); Dellarocas, Zhang and Awad (2007) and Zhu and Zhang (2010) amongst others.

The second factor identified by Lang (2006) as a key contributor to WOM’s prominence, that is also applicable to both eWOM in general and this research, is that of the ease with which WOM messages can be shared between people. This factor is arguably of greater applicability and value in the case of

eWOM messages due to the fact that the internet and by extension eWOM channels enable consumers to both generate and convey messages through a much more diverse array of mediums. In this regard, there is also the fact that these technologies better enable the sharing of the message in its original form. This is particularly applicable in the case of visual based forms of eWOM communication such as YouTube and the communication form at the focus of this research, Instagram. These visual based eWOM platforms effectively enable the same form of communication as traditional or even text based eWOM platforms, with the additional dimension of enabling visual depiction the product or service experience.

The idea of the ease of message sharing in the context of visual based or integrated communication platforms is touched on to some extent by Litvin, Goldsmith and Pan (2008), who express the view that making it easy for consumers, in their case tourists, to share their pictures “encourages eWOM.” An additional point in relation to the ease with which messages can be shared via WOM and by extension eWOM is the effective reach that is conferred by eWOM. As noted by Cheung and Thadani (2012); Dellarocas (2003) and Gupta and Harris (2010), the Internet has enabled information to be both acquired and distributed on a much more substantive scale and with far greater ease. In a similar vein, a number of studies have also identified the ability to defer participation in conversations as somewhat of a benefit of eWOM, and therefore could be considered somewhat of an enabler of sharing messages and information between consumers (Cheung & Thadani, 2012; Steffes & Burgee, 2009).

In light of this discussion regarding the importance of eWOM and the factors identified by Lang (2006) as contributing to its importance, in particular the high reliance on WOM by consumers as a source of information and the ease with which WOM can be shared, it is important to consider the key area of trust in relation to consumer eWOM messages. The level of trust in eWOM messages by consumers arguably underpins eWOMs ability to function as a means of consumer communication and is covered in more detail below.

2.2.2. Trust and Trustworthiness in eWOM

Given the importance of eWOM as a source of information for consumers as highlighted above, it would seem appropriate to consider the concepts of trust and by extension trustworthiness as playing a pivotal role in the ability for eWOM to succeed as a source of consumer information. As Lang and Hyde (2013) indicate in their highly useful and applicable Summary Model of WOM antecedents, consequences and management (p. 2) trust is positioned as one of three key antecedents of WOM communication. This importance of trust as an antecedent of WOM success was further emphasised by Ranaweera and Prabhu, (2003) and de Matos and Rossi (2008), who both found trust to be a pivotal factor in determining both the occurrence of WOM and its success in a broad variety of situations. In terms of conceptualising trust, it is important to differentiate between the consumers

trust in the company about which they are communicating, and the somewhat mutual trust between consumers engaging in eWOM communication. In the context of this research it is the latter case of mutual trust between consumers, or senders and receivers of the eWOM communication that seems more applicable, particularly given the focus of this research on the nature of unsolicited communication.

In the context of trust and trustworthiness at a mutual level between consumers, numerous studies have touched on the role that trust plays in these more consumer to consumer (De Bruyn & Lilien (2008) based eWOM communication. Source trustworthiness is defined by Martin and Lueg (2013), with reference to Pornpitakpan (2004), as “the extent to which an individual's statements are believed to be genuine.” Building on this definition, the studies by Johnson and Kayne (2004), Karakaya and Barnes (2010), Keller (2007), Steffes and Burgee (2009) and Chu and Kim (2011) all either identified or found trust to be a highly important factor in the use of eWOM communication channels by consumers. A further point of note in this regard is that these studies were applied in the context of a number of different eWOM channels, from blogs in the case of Johnson and Kayne (2004), through online review platforms in the case of Steffes and Burgee (2009), to Social Networking Sites or SNS’s in the case of Chu and Kim (2011). If nothing else, this consistency of findings and views in favour of the importance of trust across a variety of eWOM mediums, albeit text based mediums, reaffirms the importance of trust in the context of eWOM communication.

An interesting view that is expressed by Martin and Lueg (2013) is that “Effective WOM usually takes place when the speaker is not concerned with whether the listener engages in a specific behaviour as a result of the communication.” (p. 802). This view effectively highlights the notion of mutual trust between the consumers engaging in the WOM/eWOM conversation and to some extent the importance of the perception of the independence of the person providing the opinion. In a preceding statement, Martin and Lueg (2013), through reference to Bone (1995), highlight the fact that due to the reliance on trust in eWOM communication, marketers are less able to be viewed as credible or appropriate sources or facilitators of eWOM communication. This is put down to the idea that the participation of marketers in eWOM communication has too greater potential to be perceived as somewhat unauthentic and impartial, and likely to contain an underlying motive for profit (Martin and Lueg, 2013; Bone 1995). A further view, although housed in the context of traditional WOM, that reiterates this importance of trust in the WOM communication process is once again put forward by Martin and Lueg (2013), with reference to Dichter (1966) who stated that “listeners are seriously concerned with whether they can trust the speaker's comments” (p. 802).

In terms of understanding this idea of trust in a more theoretical sense, a relatively common approach appears to be the identification of Weiner’s Attribution Theory, which is outlined by Kelly (1973) as dealing with how people make causal explanations and “the information they use in making causal

inferences, and with what they do with this information to answer causal questions.” (p. 107). An additional and more contemporary explanation is offered by the University of Twente (n.d.) who explain Attribution Theory as being “concerned with how individuals interpret events and how this relates to their thinking and behaviour.” Whilst these definitions or explanations of Attribution Theory are derived from a more pure psychological perspective, the statement by the University of Twente (n.d.) in particular can be related to the practice of eWOM communication. This association can be made on the basis that eWOM communication relies upon the interpretation of information by the participants. Following on from this first component is the idea that the eWOM communication influences the consumption behaviour of these participants in some capacity, which has been identified as being the case by studies conducted by Riegner (2007), Park and Kim (2008) and Keller (2007).

Given Attribution theory’s underlying notion of individuals interpreting events and, in effect information, in an eWOM context it would seem highly appropriate to consider trust as a factor that may influence the way in which consumers on the receiving end of eWOM communication interpret that information. Lee and Youn (2009) help to highlight to some extent this relationship between trust and Attribution Theory in an eWOM context by first identifying highlight the role played by stimulus or product related attributes and non-stimulus or non-product related attributes. These non-stimulus attributes are identified as attributes such as the characteristics of the communicator or their circumstances. This is followed by their reasoning that if a consumer who is the recipient of that communication attributes that communication to the actual performance of the product or service, they are more likely to perceive that the communicator is credible or trustworthy and therefore are more likely to trust their communication and be influenced by it.

An additional point to consider in relation to trust in the context of eWOM that can be related to a certain degree to Attribution Theory, is that of the level of trust obtainable for eWOM communication in comparison to that of traditional WOM communication. As already noted, traditional WOM communication typically revolves around private conversations in a face-to-face setting (Cheung & Lee, 2012; Keller, 2007; Lang & Hyde, 2013). By contrast, eWOM can and does occur in an online setting between participant who are not always familiar with one another (Abrantes, Seabra, Lages & Jayawardhena, 2013), and in some cases are anonymous (Lee & Youn, 2009; Steffes & Burgee, 2009). Some present the view that traditional WOM better enables a higher level of trust to be present in the conversation between the sender and the receiver(s) of the information due to the by and large more intimate nature of the conversation. Additionally, the likelihood of a pre-existing relationship between the sender and the receiver also provides somewhat of a pre-established grounding of trust between the participants (Steffes & Burgee, 2009; Cheung & Thadani, 2012; Lee & Youn, 2009; Schindler & Bickart, 2005).

However by contrast to this, several authors express the opposite view that the lack of familiarity between senders and receivers of eWOM information is more of a benefit, and can in effect enable the communication participants to actually come up with a more diverse and therefore useful set of information from which to draw upon (Schindler & Bickart, 2005). In this regard, Schindler and Bickart (2005) identify three key benefits that a lack of familiarity amongst participants can confer in the form of allowing greater potential input to a decision, the purpose of the internet to provide a more diverse array of information and enabling higher quality input to the decision. In a similar sense Steffes and Burgee (2009), despite identifying the issue of trust and credibility in their paper, found that consumers identified views expressed by strangers were of similar and in some cases greater importance than views expressed by familiar voices. These views and findings would to some extent suggest that consumers engaging in eWOM communication find a greater sense of trust through accessing a wide variety of information from a wide variety of unfamiliar sources, than from the smaller array of more intimate sources offered by traditional word of mouth.

2.2.3 Consumer Decisions

While the area of trust and the contributing Attribution Theory help to outline why consumers may rely on eWOM as a source of information, the impact that eWOM has on the actual decisions that they make should also be considered. As is highlighted by Schindler and Bickart (2005), Martin and Lueg (2013) and Park and Kim (2008), eWOM has been shown to influence the decision making of consumers in large part due to the exposure to different sources of information. While the issue of trust and its offshoot in the form of credibility help to explain why consumers may choose to use and rely on eWOM channels, it is also provides perhaps the most useful explanation for the impact eWOM has on their decisions.

As highlighted earlier, eWOM can be considered to be positioned in the information search phase of the consumer decision making process (Quester et al, 2011), and therefore has the potential to act as a key determinant in the decision that the consumer ultimately makes. It is on this basis that the role of both eWOM in general, and in particular the consumer's level of trust in the eWOM messages that they are receiving are particularly important. Ultimately, it is reasonable to consider that the level of importance placed on eWOM as a source of information by consumers, coupled with the degree of trust in eWOM communication even from anonymous or unfamiliar sources, can have a considerable influence on their purchasing decisions.

2.3 Social Media Marketing – Relationship with eWOM

While the previous section highlighted the importance of eWOM as a means of communicating the message, and the contribution of trust to both the importance and degree of influence of eWOM, it only briefly touches on how that communication is facilitated. In that sense, it is important to cover the relevant elements of the broad area of Social Media in the context of marketing in order to

highlight the role that Social Media plays in enabling and facilitating eWOM communication. A relevant idea in this regard that is touched on by several studies is the communication role that social media plays, as it not only facilitates and enables direct communication between companies and their customers, but communication between customers themselves (Faulds & Mangold, 2009). In this sense, Palmer & Koenig-Lewis (2009) characterise social media as “online applications, platforms and media which aim to facilitate interactions, collaborations and the sharing of content.” A point that is further reiterated by Lammas and Miller (2010) is that “social media is not merely a marketing channel, it facilitates WOM.” (p.3).

A point that builds on this idea is that whilst the previous section on eWOM identified a difference between eWOM and traditional WOM as being the ability for eWOM to occur between unknown and/or anonymous participants (Abrantes, Seabra, Lages & Jayawardhena, 2013; Lee & Youn, 2009; Steffes & Burgee, 2009), social media has the potential to blur the lines between the two. As Chu and Kim (2011) somewhat touch on, it is in reality Social Networking Sites that enable consumers to interact with both established friend and family and other unknown users. Furthermore, Chu and Kim (2011) also highlight Social Networks as the ideal tool for eWOM communication, as they provide an avenue for consumers to both “freely create and disseminate brand-related information in their established social networks composed of friends, classmates and other acquaintances.” (p. 49).

Given that it can quite appropriately be conceptualised as a facilitator of eWOM, social media is described by some (Edelman, 2010; Crittenden, Hanna & Rohm, 2011) as in effect being a consumer controlled platform that is “earned” by marketers as opposed to owned. This notion of “earned” media is based largely around the idea that the bulk of communication on those channels is originated and carried out by the consumers themselves and its use as an outlet for commercial centric communication must be earned by organisations. This consumer controlled or earned nature of social media as an eWOM facilitator is a concept that is central to this research, as this research effectively aims to understand the nature of that consumer controlled communication.

Despite this identification of Social Media as a facilitator of eWOM conversations, a considerable amount of existing literature in the social media realm focuses on the interactions between brands and consumers, as opposed to interaction between consumers themselves. Studies such as those by Faulds and Mangold (2009); Bruich, Lipsman, Mudd and Rich (2011); Kontu et al (2013) and Bevins (2014) all approach the social media area from this more brand and consumer interaction perspective in some capacity. From a conceptual perspective, they either present social media as somewhat of an interface between consumers and brands that to some extent removes some of the barriers that previously existed between the two groups. Alternatively, the view is presented that to an extent Social Media platforms act as a more modern means of managing interactions between brands and consumers. Faulds and Magold (2009) perhaps most accurately articulates this angle on social media, suggesting

that managers should aim to manipulate the discussions carried out by consumers on these social media platforms and attempt to direct them towards conversations aligned with the organisation's image and goals.

This more brand-to-consumer perspective is quite clearly at odds with the very nature of eWOM communication which, as identified in the previous section, is intended to be a consumer-to-consumer conversation that is relatively free from external organisational influence. Some studies addressing the issue of eWOM in a social media or social networking context are those by Chu and Choi (2011), Jansen, Zhang, Sobel and Chowdury (2009) and Chu and Kim (2011). These studies respectively focus on eWOM via social networking sites at a more aggregate level, and microblogging in the form of twitter. As was the case with the eWOM literature in general, the authors reiterate the importance of both eWOM and social media or social networking sites as a means for consumers to obtain and freely access information about brands, products and services. Furthermore, the concept of trust that was identified earlier, with reference to Lang and Hyde (2013), Steffes and Burgee (2009), Martin and Lueg (2013) and Schindler and Bickard (2005), is also emphasised as a key factor in social media or social networking sites' role in eWOM communication.

This presence and importance of trust that is highlighted in the social media context by Chu and Choi (2011), Jansen et al (2009) and Chu and Kim (2011) can potential be identified as developing as a result of the somewhat unique properties of social media or social networking sites as an eWOM communication platform. In all three cases, the authors note the ability of social media or social networks to enable communication between both existing and closer participants, such as friends or even colleagues, along with more distant or even unknown acquaintances. Chu and Choi (2011) express the useful point that social networking sites, unlike some other forms of eWOM communication, primarily capitalise on the user's existing contacts, with these contacts effectively "embedded in consumers' personal network" (p263). They argue that this initial starting point of pre-existing contacts, and possibly by extension the presence of mutual contacts, enables somewhat of a base level of trust to be established that can underpin the consumer's use of that social network as a source of information.

Furthermore, Jansen et al (2009) highlight the point that conversations are able to be carried out in both private and public settings, effectively enabling a hallmark of traditional WOM communication in the form of privacy and intimacy, to be recreated in an online setting. From a functional perspective, social media or social networking sites can help to facilitate this greater sense of intimacy through enabling users to adjust privacy settings for their accounts, a feature that is present in the context of Instagram. As Jansen et al (2009) also note however, this greater degree of privacy or intimacy does increase the difficulty and or prevent altogether the access to these conversations for either academic or practical purposes. In relation to this private versus public ability of social media

or social networking sites as eWOM channels, it is worth noting some statistics in relation to privacy to understand the extent to which it may pose a difficulty for gaining an understanding of the nature of these conversations.

Although it is presented in relation to Facebook and Twitter use by a small component of the user base (teens), Pew Research (2013) found that “60% of teen Facebook users keep their profiles private, and most report high levels of confidence in their ability to manage their settings.” By contrast, the same survey found that this trend was reversed for the “microblogging” (Jansen et al, p2170, 2009) platform of Twitter, in relation to which the survey indicated that “64% of teens with Twitter accounts say that their tweets are public.” (Pew Research, 2013). The Daily Mail (2012) reported similar privacy related statistics from a 2011 Pew Research report that indicated that 58% of adults restricted access to their profiles. In the context of Instagram, the social media or social networking site at the centre of this research, less information appeared to be readily available in relation to privacy settings. However one survey present by Scholler (2015) indicated that 57% of Instagram users in a sample of approximately 10,000 had their profiles set as public. Although slightly lower, and from one particular source, this proportion of users with public profiles is of a similar level to that recorded for Twitter by Pew Research (2013).

Notwithstanding this implementation of privacy controls by users, the sheer number of users of social media or social networking platforms, which in the case of Instagram was identified as approximately 300 million in August 2015 (Statista, 2015), means that a considerable number of users still have profiles accessible by both researchers and practitioners. Furthermore, if the logic that eWOM should be treated primarily as a consumer controlled form of communication (Edelman, 2010; Crittenden, Hanna and Rohm, 2011), the prevalence of “private” users should not be an impediment to brand, product or service communication between consumers from taking place. Likewise, if it should be by and large free from organisational manipulation and intervention in order to function in an effective and trusted manner (Martin & Lueg, 2013), the occurrence of those conversations in private becomes more an issue of accessibility for research or analysis than actual communication occurrence.

An additional concept identified in the eWOM section of this review that is both transferable to social media or social networking sites and is highlighted by Chu and Kim (2011), Chu and Choi (2011) and Jansens et al (2009), is that of reach. As highlighted by Lang (2006), the ability for WOM communication to be shared amongst multiple users is a key factor in its importance and use by consumers. This concept effectively highlights the idea of the reach of WOM, and even more so eWOM, being more or less infinite as it is continually shared from consumer to consumer, a feat that is clearly made far more possible in its original form via the internet (Cheung & Thadani, 2012; Dellarocas, 2003; Gupta & Harris, 2010). To demonstrate how this concept of reach is applicable in the case of social media or social networking sites as a channel or facilitator of eWOM, Chu and Kim

(2011), Chu and Choi (2011) and Jansens et al (2009) all refer to the idea of reach in some capacity. In this sense Chu and Choi (2011) present the particularly relevant link that social media or social networks “have potential to reach global audiences” (p. 265).

As such an idea that can be partially attributed to this attainable reach of social media or social networking sites is touched on earlier in the form of the derivation from the user/consumers own offline social network along with the more readily intertwined “mutual social network” (Chu & Kim, 2011). The ease of access to these “dual-networks” can effectively enable the reach of the communication to grow exponentially as it is passed from consumer to consumer within both the consumer’s own network and the networks of the other conversation participants.

A final point worth noting in relation to social media or social networking sites ability to adhere to the sharing, and in-effect reach expanding, factor of eWOM is the inclusion of functions on social media platforms that enables users/consumers to do just that. In this respect Facebook, Twitter and Instagram all provide users with the ability to share, “re-post” or “re-tweet” content initially presented by other users through the inclusion of a button on the main interface. This not only enables the communication to be passed amongst individual users, but also enables it to spread in somewhat of an organic sense throughout the intertwined social networks of both the original sharer of the communication, and their audiences or followers’ social networks.

An additional and somewhat more unique way in which social media or social networking sites act as a means of enabling and facilitating eWOM communication is through their ability, or in the case of Instagram emphasis, on the sharing of visual content. While eWOM, as noted earlier, has the ability to enable the creation and passing on of messages in their natural state, the ability to share and include images as part of that message provides a visual validation of that message. This then has the potential to reduce the level of attribution (University of Twente, n.d.) required by receivers of that message. The importance of enabling consumers to share images as part of eWOM communication is highlighted by Litvin, Goldsmith and Pan (2008), who express the view that making it easy for consumers, in their case tourists, to share their pictures “encourages eWOM.”

A view that goes some way towards offering an explanation as to the appeal of image use in eWOM communication, and specifically social media or social networking site based eWOM communication is presented by Kontu et al (2013), who indicate that visual based social networking sites have “captured a user desire for inspiring photography and a focus on the aesthetic.” (p. 72). This notion of focusing on the aesthetic elements of a product, brand or service is particularly applicable to Instagram given its interface presents the viewer first with the image or visual component of the message, and then the words or written component of the message. A similar point is made by Bevins

(2014), who notes that “Instagram has given people the ability to look at life in a new way and communicate using images” (p. 37).

This point to some extent builds on the concept of “enrichment” identified by Vilpponen, Winter and Sundqvist (2006), in that the ability to freely integrate images, particularly via an interface that places them at the centre of the conversation, can help to further enrich the eWOM communication. Despite Instagram being more akin to the microblogging nature of Twitter identified by Jansens et al (2009), the ability to both integrate an image and use the image as the starting point in some ways enables the eWOM message to be conveyed with more substance and greater clarity. Presented below are screenshots of the interfaces of Instagram (L), Twitter (2L), Facebook (2R) and Amazon’s review section (R) in order to visually convey the differences between the eWOM platforms:

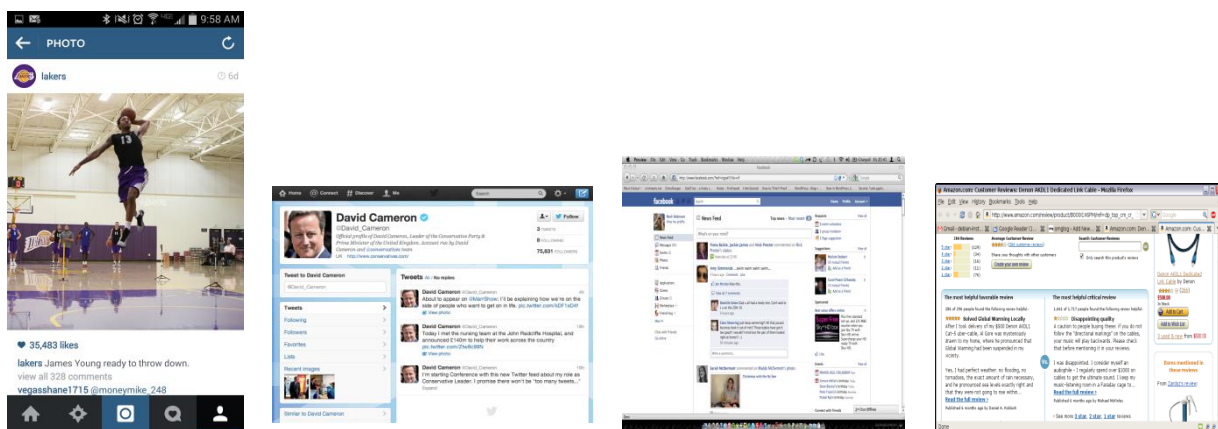


Figure 1: eWOM Platform Interface Comparison

From the screenshots above it is possible to see the concepts of an emphasis on the more aesthetic elements of the message, along with the different way in which ideas can be communicated via Instagram as illustrated by Kontu et al (2013) and Bevins (2014). While all four examples enable eWOM communication to occur, the interface of Instagram can be seen to be less cluttered and include less noise (Elliot, Rundle-Thiele and Waller, 2010). Additionally, it enables a clear depiction of the subject of the message, thereby better enabling the receiver to view the “stimulus” (Lee & Youn, 2012) and better adjudge the truthfulness or authenticity of the accompanying message. The image centric focus or “focus on the aesthetic” (p. 72) as Kontu et al (2013) describe it, highlights the triangulation between the conceptual areas of not only eWOM and Social Media but also User Generated Content.

2.4 User Generated Content

The last topic area to be covered in relation to the contributing conceptual areas related to this research is the area of User Generated Content. It is appropriate to touch on this area due to the fact that the material at the centre of this research, in the form of the content contained in Instagram posts featuring product and services, is user generated material. Daugherty, Eastin and Bright (2008) define User Generated Content (UGC) as “media content created or produced by the general public rather

than by paid professionals and primarily distributed on the Internet.” In terms of its relationship to concepts presented thus far, this definition of UGC links strongly back to the concept of “earned” media as put forward by Edelman (2010) and Crittenden, Hanna and Rohm (2011). This is the case in the sense that it is another manifestation of content that is consumer originated and is also by and large governed by those same consumers.

In terms of elaborating on how to conceptualise UGC, Christodoulides and Jevons (2012) outline user generated content as content that “is made available through publically accessible transmission media such as the internet, reflects some degree of creative effort and is created for free outside professional routines and practice.” This notion of occurring externally to a professional or organisation centred environment effectively mirrors the underlying concept of eWOM of being a means by which consumers can share information between themselves regarding products, services or brands (Litvin, Goldsmith and Pan, 2008).

2.4.1 Motives for Engaging in UGC

An important area to consider in relation to UGC is that of what motivates consumers to engage in the practice of generating and then distributing their own content, and to perhaps consider these motives in relation those offered for eWOM and Social Media or Social Networking Site usage. As an initial starting point, Daugherty et al (2008) put forward the view that “consumer’s willingness to experience UGC depends on his or her attitude toward the consumption or creation of UGC.” This concept is taken further through their integration of Functional Theory as set out by Katz (1960), that expresses the view that attitudes are underpinned by one or more of the following four functional areas: utilitarian, knowledge, ego-defensive, and value-expressive functions.

In terms of defining these four functional areas, the utilitarian function is based upon the idea that “people are motivated to gain rewards and avoid punishment from their environment” (p. 17, Daugherty et al, 2008). In the UGC context this is taken to mean “consumers served by this motivational source create UGC primarily for their own personal incentives.” (p.17). The knowledge function is based on the idea of gathering information in order to “gain an understanding of their environment” (p.17) which is seen to provide the content generator with a sense of assisting others through knowledge or wisdom. The value expressive function is based more around the notion of producing content that effectively establishes or contributes to a sense of community based upon shared values (Daugherty et al, 2008). Finally, the ego-defensive function is based upon the concept of UGC creators creating content that seeks to address “their own self-doubts, feel a sense of belonging, and possibly reduce guilty feelings about not contributing.” (p. 18, Daugherty et al, 2008)

Schaedel and Clement (2010) take a slightly alternative perspective through separating motives along the lines of being internally or intrinsically focused and externally or extrinsically focused. These

forms of motive are defined in terms of intrinsically focused motives being centred on the “accomplishment of tasks for their own sake” while the extrinsically focused motives were centred on the “results that may be achieved through such tasks.” In terms of tangible examples of forms of intrinsic and extrinsic motives Schaedel and Clement (2010) with reference to Luthiger Stoll (2005); Korgaonkar & Wolin (1999) and Horrigan (2007) present fun, escapism and relaxation along with selfishness as primary examples of intrinsic motives for UGC participation.

In relation to the extrinsic side, social relationships and interactions, along with the need for social status were all identified as examples of extrinsic motivation (Schaedel and Clement, 2010). McKenzie, Burkell, Wong, Whippey, Trosow and McNally (2012) also present a similar line to Schaedel and Clement (2012) through reference to both intrinsic and extrinsic motives. McKenzie et al (2012) make the useful points of first expressing the view that extrinsic motives are more prevalent in the case of individual generation of content while intrinsic motives are more prevalent in the case of collaborative content generation. Additionally, McKenzie et al (2012) reiterate the extrinsic concept of reputational enhancement as a strong motivator for the creation and distribution of UGC. Given the focus of this study on what amounts to an individual form of UGC, in the form of photos of products and services taken by users and shared via the social media channel Instagram, it would perhaps be most appropriate to keep this second point in mind.

2.4.2 UGC Motives Relative to eWOM and Social Media Motives

Given the motives outlined above for the production of UGC, it is worthwhile considering the motives outlined by authors in relation to both eWOM participation and Social Media or Social Networking Site participation, in order to identify some degree of relatedness between the three areas. Bumgarner (2007), Boyd (2008) and Muntinga, Moorman and Smit (2011) all cover the areas of motives for social media or social networking site usage, with Bumgarner (2007) and Muntinga et al (2011) in particular offering useful outlines of motives. In Bumgarner’s case (2007), the motives of facilitating social interaction, enabling access to social network contacts, exhibitionism and voyeurism are identified as the main motives behind social media use. Similarly Muntinga et al (2011) present the motives of personal identity, integration and social interaction, empowerment and entertainment as motives.

In both cases, the idea of social interaction appears to feature prominently as a motivator for people to participate in social media, and can be linked back to the ideas expressed by Palmer and Koenig-Lewis (2009) and Lammas and Miller (2010) of social media or social networking sites effectively acting as a means of facilitating eWOM communication. In the eWOM sense, Hennig-Thurau et al (2004) offer a comprehensive set of the following eleven motives for participation in eWOM communication: “concern for others, desire to help the company, social benefits received, exertion of power over companies, post-purchase advice seeking, self enhancement, economic rewards,

convenience in seeking redress, hope that the platform operator will serve as the moderator, expression of positive emotions and venting of negative feelings.” (p. 44). In addition to this Brown, Broderick and Lee (2007) identified the information related motive of targeted information needs as an additional factor that had the potential to motivate consumers to use eWOM.

What this brief coverage of eWOM, UGC and Social Media or Social Networking Site usage motives conveys is there are a number of areas of similarity between the three conceptual areas in relation to the motives identified for consumer participation in each area. The social media motives identified by Bumgarner (2007) of facilitating social interaction, enabling access to social network contacts, exhibitionism and voyeurism would all to a certain extent be characterised as fulfilling the utilitarian function of UGC as outlined by Daugherty et al (2008). Likewise, the motives of empowerment and entertainment identified by Muntinga et al (2011) would also be classified as more utilitarian functions. In both cases these attributes would come under the utilitarian function as they are effectively motives that aim to satisfy the individual and their needs as opposed to fulfilling any broader benefit.

Alternatively, the concepts of personal identity and integration and social interaction outlined by Muntinga et al (2011) are perhaps more in-line with the functions of either the knowledge or ego-defensive functions, as they potentially provide a means by which they can better understand themselves and therefore seek consumer opinions that can contribute towards that understanding. In the case of the eWOM motives primarily identified by Hennig-Thurau et al (2004), a reasonable proportion of those motives could be seen to fall under the utilitarian function as outlined by Daugherty et al (2008). This is due to many of the motives, such as social benefits, economic reward and exertion of power of companies, are all highly self-focused. Some motives however, such as concern for others and post-purchase advice-seeking, are far more communally oriented and would more appropriately fit under the functions of knowledge or ego-defensive functions.

While the Functional Theory approach identified by Daugherty et al (2008) can be integrated with the motives identified for social media or social networking site usage and eWOM communication, the complicated nature of Functional Theory can make it difficult to understand how these different motives are actually related. In this regard the intrinsic and extrinsic approach to motives outlined by Schaedel and Clement (2012) and McKenzie et al (2012) offers perhaps a far more straightforward means of integrating the motives identified for the three conceptual areas. In this sense the social media motives of facilitating social interaction and enabling access to social contacts as identified by Bumgarner (2007), along with integration and social interaction as identified by Muntinga et al (2011), could all be described as more extrinsic motives.

Conversely, personal identity, empowerment and entertainment (Muntinga et al, 2011) could all be identified as more intrinsic motives to use social media platforms in order to generate brand focused content. Similarly the motives identified in relation to eWOM use by Hennig-Thurau et al (2004) and Brown, Broderick and Lee (2007) could also be more easily integrated into the extrinsic and intrinsic approach of Schaedel and Clement (2012). In this sense factors such as concern for others, social benefits received and post-purchase advice seeking fit appropriately as extrinsic motives, with exerting power over a company, economic rewards, self enhancement or acquisition of targeted information being more intrinsic motives.

Despite being somewhat convoluted in nature the identification of these motives for UGC, eWOM and Social Media Participation provide a helpful basis for approaching the analysis of Instagram posts in order to gain an understanding of the nature of the messages contained within them. Furthermore, the discussion above that attempts to demonstrate how the motives for participating or engaging in each of the three areas does highlight the crossover in motives between them, at least at a more conceptual level. Ultimately the motives identified by Hennig-Thurau et al (2004), along with the additional input from Brown, Broderick and Lee (2007) are perhaps the most useful in relation to this research. This is the case as the choice by consumers to use eWOM to communicate and seek information about brands products and services can be considered the underlying driver behind the generation and dissemination of the content via the Instagram social media platform.

2.4.3 Technology as a UGC Enabler

As with both eWOM and Social Media or Social Networking Sites, UGC has effectively arisen from the advances in technology that have occurred in relatively recent times, particularly the development and uptake of items such as smart phones and tablets (Kontu et al, 2013), and more pervasively, the internet (Kaplan & Haenlein, 2010). As Kaplan and Haenlein (2010) identify, the internet, social media and user-generated content are effectively intrinsically related, with the internet enabling social media platforms to develop, which in turn “allow the creation and exchange of User Generated Content.” (p.61). Akehurst (2009) builds on the more overarching idea of technological advancements effectively enabling UGC’s occurrence through making the point that “consumers are in a unique, unaccustomed position, i.e., not passive—they have greater control of information flows between buyers and sellers.” (p. 53).

In a different sense, Shao (2009) touches on the aspect of usability improvements that have resulted in the increased adoption and accessibility of the technological resources outlined above. In this regard, Shao (2009) identifies the concept of “easy to use” (p. 17) as something that can better enable technology uptake and therefore the prevalence of UGC, before noting that this “enables users to input very little, but the output for users may come in abundance.” (p.17). While in Shao’s (2009) case, YouTube and MySpace are given as examples of UGC enabling platforms that fulfil this “Easy

to Use” ideal on the basis of requiring limited input in terms of personal information whilst enabling access to a vast pool of content, the same logic could easily be extended to Instagram. In the case of Instagram, minimal personal information is required in order to create an account, after which point the user can both discover content posted by other users, or upload or “create” their own content at the push of a button (Instagram Help Centre, 2015)

A further point of interest that is identified by Shao (2009) and Miller (2007) is that many UGC platforms have to some extent encouraged the compression or condensing of the content that is presented on their platforms. Both authors indicate that this aspect of UGC “outlets”, particularly in the social media based form, enable consumers or viewers to receive and view, along with present, “snack sized” (p. 11, Shao, 2009) pieces of content. As a result of reduced content size viewers, or participants, are able to access and experience a more diverse array of content far more quickly than would have been possible using conventional media or content. It could be argued that an extension of this phenomenon is the whole notion of microblogging, touched on earlier in the social media focused section via reference to Jansen, Zhang, Sobel and Chowdury (2009) and Beaumont (2008) that actively restrict the volume of content through features such as character limits.

Twitter, and fittingly Instagram, are both prime examples of “microblogging” as both impose limits on aspects of content, such as character number (Twitter: 140, Instagram: 2200) or hashtags (Instagram: 30) (Herman, 2014; Akehurst, 2009). A downside of this “micro-isation” of content resulting from this adoption of “microblogging,” is the issue of reducing attention spans, a point that is partially touched on by Shao (2009), as UGC participants become increasingly accustomed to “snack-sized” (p. 11, Shao, 2009) packets of content. This process of user “habituation” (Gray, 2011), in a sense, to smaller content volumes may reduce the effectiveness of UGC and to an extent eWOM going forwards as consumers become less exposed to volumes of content suitable for decision making.

As was the case in relation to Social media or Social Networking Sites (Chu & Kim, 2011; Chu & Choi (2011), and eWOM (Cheung & Thadani, 2012; Dellarocas, 2003; Gupta & Harris, 2010), the idea of technology furthering the effective reach of content or messages is also applicable in the context of UGC. This is a point that is touched on by Shao (2009) and Cha, Kwak, Rodriguez, Ahn and Moon (2009), who both identify the ability for UGC, as with eWOM communication, to be exposed with relative ease to a large number of people. In the case of Cha et al (2009), the point is made that video based UGC platforms, specifically YouTube, have “millions of video producers and consumers” (p. 1357), and that this exposure to UGC on such a vast scale has effectively changed the way in which content is both consumed and produced. Alternatively, Shao (2009) highlights this reach through reference to a particular singer, who was able to access opportunities to further their passion and career through the exposure conferred by UGC mediums. Cha et al (2009) and Akehurst

(2009) do highlight the additional points however that the vast scale of UGC viewers and participants can pose issues both from a content volatility and control perspective, along with an increase in the difficulty of obtaining useful information.

2.5 Chapter Summary

This chapter has sought to provide an overview of the relevant concepts highlighted in the literature pertaining to the areas of Electronic Word of Mouth (eWOM), Social Media and User Generated Content. This chapter highlights the importance of all three of these areas in relation to communicating about products, brands and services due to their extensive reach, vast supply of content and information, perceived level of trust and access and participation that is free from spatial or temporal constraints. Furthermore, the extent to which concepts such as trust and motives for use transverse the three contributing areas highlights the high degree of interrelatedness between the three areas. Finally, the key point underpinning all three areas is the fact that their existence and use is enabled by the advancement in technology that enables the easy generation of content, coupled with easy access to information and ease of disseminating that content and information to others.

3 Conceptual Framework

3.1 Introduction

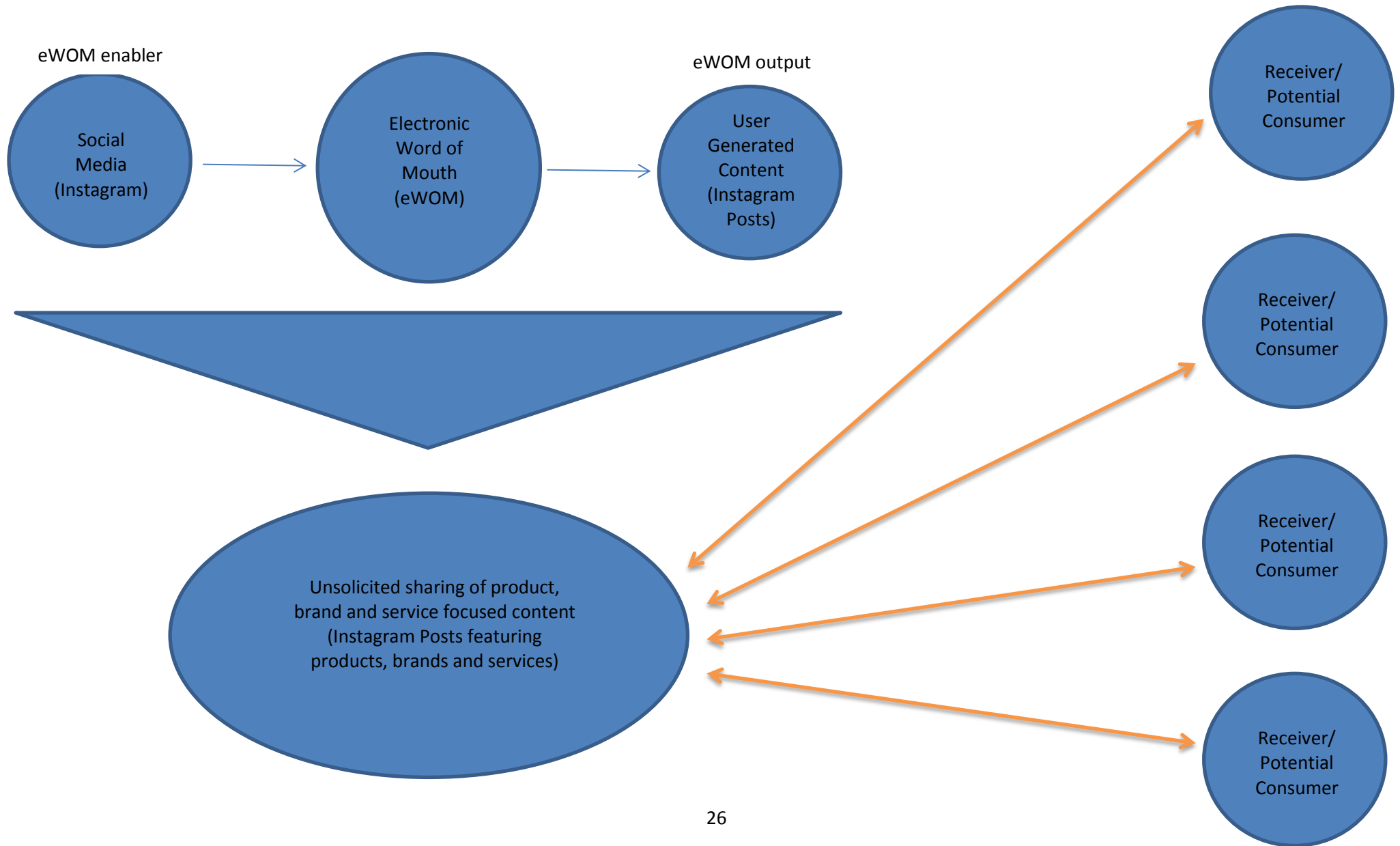
This chapter seeks to build upon the concepts and ideas presented in the literature review to depict how the area of focus for this research is positioned in relation to the contributing areas of Electronic Word of Mouth, Social Media Marketing and User Generated Content. The first section of the chapter will present the conceptual model underpinning the research, and will position the study area within the context of the conceptual areas identified in Chapter 2. This framework will then be followed by the identification of the research hypotheses along with their justification and their relationship with the research aims identified in Chapter 1. The chapter will then be concluded with a summary of the conceptual relationships and hypotheses before the thesis progresses on to the Methods section.

3.2 Conceptual Framework and Approach

In light of the motives and contributing factors such as trust and technology identified in the previous chapter in relation to the key contributing areas of Electronic Word of Mouth (eWOM), Social Media marketing and User Generated Content (UGC), a conceptual model was developed that provides a visual depiction of the roles played by the three interrelated areas. The conceptual model effectively represents an extension of one component of Lang and Hyde's (2013) model of the Antecedents, Consequences and Management of WOM which has been included in Appendix 8.1. The conceptual model presented in this chapter relates to the management component of Lang and Hyde's (2013) Antecedents, Consequences and Management model of WOM, and in particular the lesser controlled management component of Indirect WOM. This is the case because the focus of this study is on the nature of *Unsolicited eWOM*, that is ideally free from any commercially initiated content, with any content that contains commercial intent included at the poster's discretion.

Furthermore, as opposed to focusing on the motivations (Hennig-Thurau et al, 2004), antecedents (Lang and Hyde, 2013), consequences or behavioural implications (Vilpponen, Winter and Sundqvist, 2006) or network structure and social relationships (Chu and Kim, 2011), this study focuses on the communication itself. In this sense, the studies and areas presented above choose to focus on the effective inputs and outputs of eWOM conversations and activity in particular, and the factors that influence those inputs and outputs. By contrast, this study chooses to focus on the actual nature of those conversations via a specific and unique platform that facilitates both eWOM communication and UGC. The conceptual model is presented on the following page.

Figure 2: Adapted from Lang and Hyde's (2013) *Antecedents, Consequences and Management of WOM*, effectively as sub-process of low attention management



The conceptual model highlighted on the previous page begins by first depicting the three overarching conceptual areas of Social Media, eWOM and User Generated Content, with Social Media being depicted as the facilitator of the more prominent area of eWOM, an output of which is user generated content. This stage of the model is best conceptualised as the underlying communication process that provides the basis for the individual level communication that represents both the next phase of the model, and the focus of this research. This more holistic level communication process then collectively enables the next stage of the process in the form of unsolicited sharing of product, brand or service content, in this case via the Social Media channel of Instagram. This shared content or communication is represented by the red bi-directional arrows that reflect the two way nature of the communication between the senders and the receivers of that content, which in this case are the Instagram users posting the content and commenting on the content.

The final component of the model represents the receivers or viewers of these product, brand or service focused images that may also be considered potential consumers depending upon their motives for viewing the post. The focus of this research is effectively represented by the bi-directional red arrows that depict the communication between the Instagram user that shared the product or service focused image, and other Instagram users that receive the image. More importantly it focuses on the nature of the message being conveyed through their image, caption and hashtags, along with the nature of the responses to that content in the form of comments made by the poster or other users. The methodology used in order to capture and analyse this communication was a conceptual content analysis, the mechanics of which will be presented in the following methodology chapter.

In terms of the initial and underlying holistic component of the low attention management (Lang & Hyde, 2013) derived process of unsolicited eWOM communication, the first stage of Social Media acting as a facilitator is effectively a reflection of the perspectives articulated by Faulds and Mangold (2009), Palmer and Koenig-Lewis (2009) and Lammas and Miller (2010). The perspectives presented in these studies positions Social Media as something that facilitates or enables eWOM. This point is most notably made by Lammas and Miller (2010), who explicitly state that ““social media is not merely a marketing channel, it facilitates WOM.” (p. 3).

This provides a link to the next stage of this more overarching process, which is the more prominent area of eWOM communication itself, which is effectively how this aspect of marketing comes into being. As Hennig-Thurau et al (2004) indicate, users or consumers motives for engaging in this communication come in a variety of individually and community minded forms. However the underlying idea of eWOM communication, and engagement in it, is that of accessing information, a point made by Cheung and Lee (2012), Steffes and Burgee (2009) and Brown, Broderick and Lee (2007) amongst others.

As such, a useful way of conceptualising eWOM's position in this model is the process and nature of the communication derived from eWOM enables the development of a vast pool of information from which consumers or users can draw upon and further contribute to. This then leads on to the final element of the more holistic component of the conceptual model in the form of User Generated Content (UGC). UGC can be conceptualised more as an output of the eWOM communication that is effectively facilitated by Social Media, although the two areas of eWOM and UGC are somewhat interrelated.

Despite the view expressed by Palmer and Koenig-Lewis (2009) that the "proliferation of social media is driven by user-generated content" (p.164), it is felt that a more appropriate view is that the creation of UGC in this eWOM based context is the outcome of Social Media facilitated eWOM communication. This perspective is more in line with the view put forward by Christodoulides and Jevons (2012) and Kaplan and Haenlein (2010), where the internet and its derivatives in the forms of Social Media enable the users or consumers to create and share content. To take this concept back further towards its origin, Kontu et al (2013) indicate how more fundamental technological progression, in the form of smartphones and tablets, enables that initial stage of more widespread internet adoption, thereby triggering the entire process.

The subset or offshoot of this more holistic process is the individual level process of the unsolicited sharing of product, brand or service related content and information, that in this research context is viewed in the form of Instagram posts that comprise of an image or images featuring a product or service and their accompanying text or symbol based caption and hashtags. This process can effectively be viewed as a miniaturised version of the more holistic process, with Instagram providing the platform to facilitate the communication in line with Faulds and Mangold (2009), Palmer and Koenig-Lewis (2009) and Lammas and Miller's (2010) perspectives.

This is then followed by the motives identified by Hennig-Thurau et al (2004) being assumed to underpin the participation in the eWOM process of producing the content and sharing it with other users, while the outcome of the process is the Instagram post itself as a form of UGC. This content then effectively establishes a dialogue between the poster and the receivers or viewers of the post. These viewers then have the option of furthering the communication either indirectly by liking the post, or more directly by commenting on it, once more underpinned by Hennig-Thurau et al's (2004) motives. To reiterate, it is this outgoing poster derived communication and reciprocal receiver or other Instagram user derived response communication that is the focus of the content analysis applied to this research, and the basis for the research hypotheses presented on the following page.

3.3 Research Hypotheses

While the content analysis methodology applied in this study provides a slightly more aggregate view of the nature of the communication that occurs between the poster and the receivers of the post, the research hypotheses presented below are focused on the variance of the nature of that communication across product and service based categories. The identification and hypothesising of variance in the nature of the communication between product and service based categories will help to further our understanding of the nature of this form of eWOM communication by identifying whether different forms of products or services feature different communication. Theoretically underpinning these hypotheses are the motives for engagement in, or use of, eWOM communication identified by Hennig-Thurau et al (2004), along with the targeted information motive identified by Brown, Broderick and Lee (2007). These hypotheses presented below were applied in relation to content provided by both posters and commenters in order to highlight the variance in the nature of the content provided by both parties.

3.3.1 Variance in Emotive Content

The first research hypothesis relating to Emotive Content can be considered to be related to the motives of social benefits received, self-enhancement, expressions of positive emotions, venting of negative feelings and to a very limited degree seeking power over a company (Hennig-Thurau et al, 2004) on the poster side. On the receiver or commenter side, the motives of social benefits received, self-enhancement, expressions of positive emotions, venting of negative feelings and possibly post-purchase advice seeking could be considered applicable. In relation to the hypothesis itself, the importance of emotion in relation to service brands is something that has been highlighted by a number of authors such as Zeithaml, Bitner and Gremler (2013), Edvardsson, (2005), Morrison and Crane (2007), Cronin (2003) and Sherry (1998).

Of particular relevance however are the points made by Morrison and Crane (2007), who firstly note that “it is the marketing of services where emotions play a key role in selection and consumption behaviours of consumers” (p.411). They then go on to effectively highlighting how “the intimate nature of services is likely to make service experience more personally involving” (p. 411) and therefore of more emotional significance. It is this highlighting of the greater emotional connection or involvement in the purchase or use of services, coupled with their more intangible and non-reproducible (Zeithaml et al, 2013) nature that justifies the research hypothesis presented below.

H1 – Instagram posts featuring the service categories of Holidays and Restaurants contain more emotive content than posts featuring the product categories of Cars and Clothing.

3.3.2 Variance in Company Linking

The second research hypothesis, related to Company Linking, could be considered to be related to Hennig-Thurau et al's (2004) motives of social benefits received, self-enhancement, post-purchase advice seeking, and possibly the seeking of power over a company when considered in conjunction with the other hypothesis areas. Additionally, Brown, Broderick and Lee's (2007) motive of obtaining targeted information from commenters could also be considered applicable in relation to the poster side of the communication. In relation to the commenter, the motives of social benefits received, self enhancement, post-purchase advice seeking and concern for other consumers (Hennig-Thurau et al, 2004) are possible motives for participation. Given the lack of available literature on this specific issue, the justification for the product based categories of Cars and Clothing receiving higher levels of Company Linking than the service based categories of Holidays and Restaurants is the idea of tangibility.

In this case, the term product is referring to goods in the sense that both Cars and Clothing are “tangible offerings that are capable of being delivered to a customer.” (p. 19, Elliot et al, 2010). Therefore, in the case of both Cars and Clothing a receiver or viewer of an Instagram post featuring those items can both visually see the item in its entirety and then feasibly go and purchase a near enough to identical item. By contrast, and as noted by Zeithaml et al (2013), the intangible nature of services means that the nature of the experience must be interpreted by the viewer of the post, along with the fact that the service experience is likely to be unique to the poster. One concession in this regard however is that Restaurants are an example of a service that can be more readily linked to due to the presence of individual establishments, often situated in a fixed location. This reasoning has enabled the following research hypothesis:

H2 – Instagram featuring the product categories of Cars and Clothing feature a higher level of company linking than posts featuring the service categories of Holidays and Restaurants.

3.3.3 Variance in Commercial Intent

The third research hypothesis could be considered to relate to the motives outlined by Hennig-Thurau et al (2004) of desire to help the company, social benefits received, self-enhancement, economic rewards, and to some extent expression of positive emotions in the case of the poster. In the case of the receiver or commenter, the motives of desire to help the company, social benefits received, self-enhancement, economic reward, and possibly expressions of positive emotions (Hennig-Thurau et al, 2004) could also be considered to be related to the hypothesis. The justification for this hypothesis is similar to that of the Company Linking hypothesis, in that the influence of greater tangibility in the case of product or goods (Elliot et al, 2010), in comparison to the relative intangibility and greater intimacy of services (Zeithaml et al, 2013; Morrison & Crane, 2008), enables greater ease of promoting items in those categories.

It should be noted in relation to this hypothesis however that it is not expected that a high level of commercial intent content will be present in the posts selected in the sample from both product and service based categories. This is due to the fact that eWOM is regarded by consumers as a trusted source of information (DeBruyn & Lilien, 2008; Martin & Lueg, 2013) on the basis that consumers effectively attribute greater level of trust to more product (stimulus) attributes mentioned in messages (Lee and Youn, 2009). Furthermore, eWOM is regarded as being most effective “when the speaker is not concerned with whether the listener engages in a specific behaviour as a result of the communication.” (p. 802, Martin & Lueg, 2013). With this in mind, the Commercial Intent based research hypothesis is presented below.

H3 - Instagram posts that feature the product categories of Cars and Clothing feature a higher level of content with commercial intent than posts featuring the service categories of Holidays and Restaurants.

3.3.4 Variance in Recommendation Content

The fourth and final hypothesis could be considered to relate to the motives outlined by Hennig-Thurau et al (2004) of concern for other consumers, desire to help the company, self-enhancement, economic rewards, social benefits received, expressing positive emotions and venting of negative feelings in the context of the poster. In the context of the receiver or respondent to the post, the motives of concern for other consumers, desire to help the company, economic rewards, social benefits received, self-enhancement, expressing positive emotions and venting negative feelings (Hennig-Thurau et al, 2004) could also all be considered relevant.

Given the fact that unsolicited Instagram posts featuring products and services represents a form of Social Media facilitated eWOM communication, the inclusion of recommendation content could be considered a foundational attribute of that communication. This could be deemed to be the case given its underlying concept of consumers sharing information about product and service experiences (Steffes and Burgee, 2009; Hennig-Thurau et al, 2004; Litvin, Goldsmith and Pan, 2008).

In relation to the Recommendation content focused hypothesis, it is expected that the Instagram posts featuring the service based categories of Holidays and Restaurants will feature a higher level of recommendation content than the product based categories of Cars and Clothing. This variance in favour of the service based categories is believed to be justified on a number of grounds. Firstly, previous research by Mangold, Miller and Brockway (1999) and Murray (1991), that despite being housed in an offline WOM context, found that consumers “rely on WOM to reduce the level of perceived risk and the uncertainty that are often associated with service purchase decisions.” (p. 73, Mangold, Miller & Brockway, 1999).

Furthermore Mangold, Miller and Brockway (1999) also present Murray's (1999) finding that personal sources, such as those that can be called upon via social networks contained in social media sites, "have a greater influence on purchasers of services than on purchasers of products." (p. 73). This notion of the greater importance of recommendations, from other consumers in the WOM sense, in relation to services was also highlighted to an extent by Bansel and Voyer (2000) and Mitra, Reiss and Capella (1999), and was once again based upon the grounds of the reduced level of certainty surrounding the purchase of services.

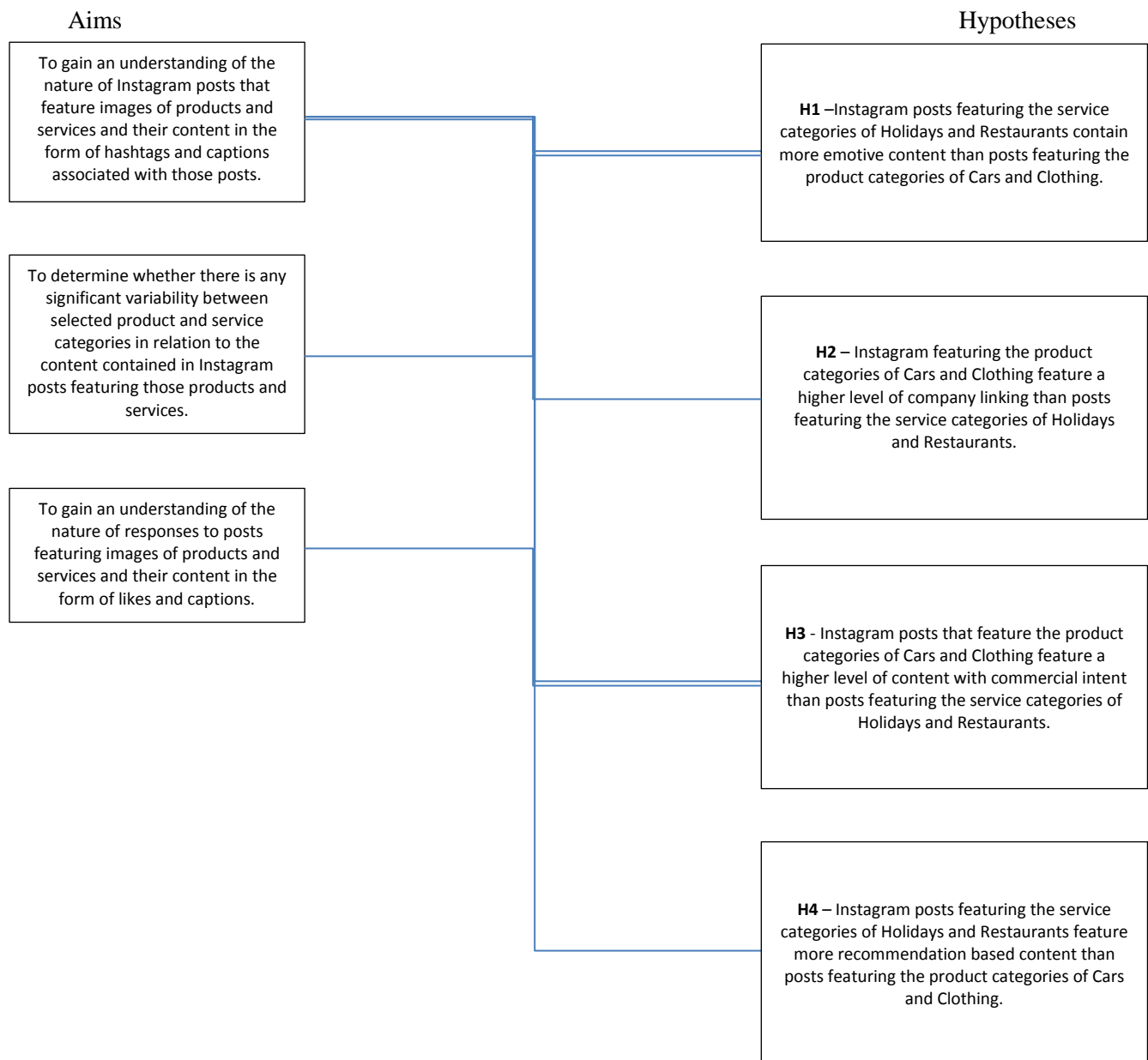
In this regard Mitra, Reiss and Capella (1999), with reference to Young (1981), make the useful point that in the case of a service purchase, consumers are "likely to purchase the service first and then evaluate and learn about it" (p. 211), thereby limiting their ability to make a thoroughly informed decision. Ultimately, these points can be related back to the issues of intangibility and greater intimacy identified by Zeithaml et al (2013) and Morrison and Crane (2008) as being inherent in the context of services. It is on these grounds, coupled with the motive of concern for other consumers identified by Hennig-Thurau et al (2004), that it is expected that recommendation content will be higher for the service categories of Holidays and Restaurants than the product categories of Cars and Clothing. The research hypothesis reflective of this reasoning is presented below.

H4 – Instagram posts featuring the service categories of Holidays and Restaurants feature more recommendation based content than posts featuring the product categories of Cars and Clothing.

3.4 Relationship between Hypotheses and Research Aims

Presented on the following page is a diagram depicting the relationship between the three research aims presented in Chapter 1 (see section 1.3), and the four research hypotheses presented above. The diagram indicates that all three research aims relate to the four research hypotheses outlined and discussed above. This is due to the fact that the hypotheses reflect the level of different forms of content contained in the Instagram posts, along with the comments on those Instagram posts, thereby presenting part of the picture concerning the nature of those posts. Furthermore, the research hypotheses relate particularly well to the second research aim that is concerned with the variability of the chosen content levels between product and service categories on the basis that the hypotheses are based upon the occurrence of said variability.

Figure 3: Interrelationship between Hypotheses and Aims:



3.5 Chapter Summary

The conceptual framework chapter presented prior has sought to clarify the roles of the three conceptual areas of Social Media, eWOM and UGC identified in the literature review, and demonstrate how they ultimately lead to the presence of the individual communication and messages that provide the basis for this study. Following this, the chapter identified the motives for eWOM participation presented by Hennig-Thurau et al (2004) as being applicable to the process of gaining an understanding of the nature of product and service related communication between users on the social media platform Instagram. Next, the four research hypotheses were presented and justified through the integration of relevant literature, particularly from the services marketing domain, along with Hennig-Thurau et al's (2004) motives into each of the hypotheses. The chapter then concluded with a brief explanation and diagram depicting the relationships between the four research hypotheses and the research aims. The mechanics of the content analysis approach touched on in this chapter, along with the rationale behind the selection of the product and service categories and content themes, will be covered in the subsequent methodology chapter.

4 Methodology

4.1 Introduction

This chapter covers the methodology that was employed in order to carry out the research and test the hypotheses that were presented and discussed in Chapter 3. This section will begin by outlining the chosen method of Conceptual Content Analysis and the way in which that method is applied in the context of this study, along with an overview of the proposed sampling method. In addition to this, the coding scheme used in the process of conducting the content analysis on the sample of Instagram posts will be presented and explained. As part of this process, the content theme categories that were selected for the coding scheme will also be presented and explained. The chapter will conclude with a summary of the methodological issues covered in the chapter, thereby setting the scene for the results.

4.2 Content Analysis

Given the content rich nature of both WOM, and in particular eWOM via the facilitatory channel of social media, in this case the more image centric channel of Instagram, it was felt that a content analysis approach would be particularly useful. Whilst it will be carried out in a relatively narrow context, a content analysis approach enables the examination of the nature of the communication or messages themselves. This focus on understanding the nature of the product, service or brand based eWOM message differs from the focus on areas such as literature overviews of the WOM domain (Kozinets, de Valck, Wojnicki & Wilner, 2010; Lang, 2006; Lang & Hyde, 2013; Duhan, Johnson, Wilcox & Harrell, 1997; Breazeale, 2009).

Likewise, this study chooses not to employ an approach that focuses on the underlying motives or antecedents of consumer use and engagement in eWOM, social media or user generated content (Hennig-Thurau et al, 2004, Daugherty et al, 2008; Schaedel & Clement (2010); Steffes & Burgee, 2009). Nor does the study focus on the nature of the networks or social interaction components that enable and facilitate eWOM communication amongst consumers (Brown, Broderick & Lee, 2007; Chu & Kim, 2011). Instead this study chooses to focus on the nature of the eWOM communication itself via the unique “microblogging” (p. 2170, Jansen et al, 2009) oriented social media platform of Instagram, that integrates both visual and verbal components into the eWOM message.

As touched on above, it was felt that a content analysis approach would be the most useful approach for this study, as it would better enable coverage of both the visual and verbal content contained in the eWOM exchanges and effectively enable those exchanges to be viewed and interpreted in their natural state. A point made by Malhotra (2010) effectively outlines this applicability in a more holistic sense, in describing content analysis as an “appropriate method when the phenomenon to be observed is communication, rather than behaviour or physical objects.” (p.233). Malhotra (2010) then goes on

to define content analysis as “The objective, systematic, and quantitative description of the manifest content of a communication” (p. 233). In this regard, particular emphasis is given to the fact that content analysis is reliant upon both observing and analysing the communication. In a different and broader sense, Shapiro and Markoff (1997) define content analysis as “any methodological measurement applied to text (or other symbolic materials) for social science purposes” (p.14). This definition was endorsed by Duriau, Reger and Pfarrer (2007) as being perhaps the most appropriate, potentially due to its more holistic nature. Kassirjian (1977) offers a similarly quantitative centric perspective to that of Malhotra (2010) that differs from the definitions offered by others such as Harwood and Garry (2003), who indicate that content analysis can be applied in both a quantitative and qualitative manner.

However, Kassirjian (1977) does present a slightly more elaborate view than Malhotra (2010) that is also more akin to the perspectives identified by Harwood and Garry (2003) and Duriau, Reger and Pfarrer (2007), in that content analysis can be appropriately applied to both manifest and latent content. In terms of the difference between the two forms of content, the definition offered by the Merriam-Webster Dictionary (2015a) for Manifest content defines it as “the content of a dream as it is recalled by the dreamer in psychoanalysis.” Alternatively, latent content is defined as “the underlying meaning of a dream or thought that is exposed in psychoanalysis by interpretation of its symbols or by free association.” (Merriam-Webster Dictionary, 2015b).

While these definitions present the underlying psychological definition of manifest and latent content, they effectively underline the difference between the two relates to the depth of the content. In this regard, manifest content relates to the more directly observable or surficial level communication, whilst latent content requires greater interpretation to determine the deeper level meaning. This point is made in a more focused sense by Duriau, Reger and Pfarrer (2007), who identify manifest content as content that “can be captured and revealed in a number of text statistics” (p. 6). Subsequently, latent content is identified as content that is effectively centred on the “deeper meaning embodied in the text, which may require more interpretation.” (p. 6, Duriau, Reger & Pfarrer, 2007).

4.2.1 Advantages of Content Analysis

Bearing in mind the definitions of content analysis presented above, it is worthwhile pointing out the advantages that content analysis confers. In this regard Duriau, Reger and Pfarrer (2007) offer a useful list of advantages that are housed in the context of managerial or business oriented research. These advantages are: “access deep individual or collective structures such as values, intentions, attitudes, and cognitions” (p. 6), flexibility in approach or content analysed (manifest or latent), enabling of access to rich meaning whilst simultaneously incorporating quantitative power, longitudinal applicability and relatively unobtrusive. A number of these advantages, particularly those of unobtrusiveness and an unstructured nature, along with others such as being context sensitive and able

to cope with large quantities of data are identified by Harwood and Garry (2003) through reference to Krippendorff (1980). Furthermore, Harwood and Garry (2003) include a table in their Overview of Content Analysis that usefully summarises the advantages and disadvantages of the content analysis methodology, this table can be found in Appendix 8.2.

It should be noted that a large number of these advantages of content analysis as outlined by Duriau, Reger and Pfarrer (2007) and Harwood and Garry (2003) are applicable to this research. Specifically the unobtrusiveness of the approach, flexibility of approach and access to insights coupled with the ability for quantitative analysis. In particular, given the importance of the concept of trust in the context of eWOM communication, the choice of a relatively unobtrusive method to record and analyse the conversations on Instagram would seem particularly appropriate. Furthermore, the implication of this point made by Harwood and Garry (2003) and Duriau, Reger and Pfarrer (2007) effectively highlights the ability of a content analysis methodology based study to observe the nature of the communication in its native state. When considered in conjunction with the theoretical absence of commercial manipulation by marketers (Martin & Lueg, 2013), the approach should present a more unadulterated perspective of the nature of communication by consumers concerning products and services.

4.3 Application of Content Analysis Methodology to the Research

In light of the definitions and advantages of content analysis presented above, the following section will outline procedurally the approach taken to implement the content analysis in the context of this research. In terms of the more overarching approach to conducting content analysis, such as quantitative versus qualitative (Harwood & Garry, 2003), and the choice of focusing on manifest versus latent content (Harwood & Garry, 2003; Kassirjian, 1977; Duriau, Reger & Pfarrer, 2007) this research chooses to use a quantitative approach based primarily on manifest content. The decision to adopt a quantitative and primarily manifest content based approach was made for a number of reasons, firstly being that manifest content requires far less interpretation (Duriau, Reger & Pfarrer, 2007) on behalf of the individual coding the data. This is the case due to its reliance on coding based upon observable characteristics, such as particular words, phrases or definable expressions in the case of images (Kassirjian, 1977; Writing@CSU, 2015, Berg, 2001).

Despite the potential that this use of manifest content has to somewhat reduce the depth of the message understanding, it does offer the advantage of somewhat reduced levels of subjectivity. This is the case in the context of this research where the existing motives outlined by previous research (Hennig-Thurau et al, 2004) are applicable to the coding scheme and content categories used. Secondly, the quantitative element of the approach enables the results to be analysed in a comparatively more objective manner, using statistical techniques (Laerd, 2012) in order to identify

and substantiate differences in content levels between categories, in this case using descriptive based statistical tests.

4.3.1 Sampling

Previous studies that have utilised or incorporated content analysis (Jansen et al, 2009; Choi, Lehto & Morrison, 2007; Duriau, Reger & Pfarrer, 2007; Schultz, 1999; Ceron, Curini, Iacus & Porro, 2014) have, to a large degree, relied upon the searching of a database in some capacity in order to source sample content. While the specific searching measures and processes vary between the authors, a common overarching theme appears to be the searching for a specific term or groups of terms (Duriau, Reger & Pfarrer, 2007; Choi, Lehto & Morrison, 2007), or the searching for specific sources, such as newspapers (Schultz, 1999). The underlying approach taken in these cases is similar to the approach employed in this research, where the sample posts were obtained by utilising the hashtag search functionality incorporated into Instagram.

This function was used to search for hashtags pertaining to the four chosen product and service categories of Cars, Clothes, Restaurants and Holidays. The specific hashtags used in the search process were #newcar, #newclothes, #restaurant and #holiday. It should be noted that the first two hashtag search terms intentionally including the term new in front of the product category, in order to attempt to denote the element of purchasing and to exclude accounts that are effectively interest based accounts. The use of hashtag searches effectively enabled the sample to be drawn from the existing database of Instagram posts featuring the chosen hashtags, thereby enabling the search to be both focused yet relatively inclusive, ensuring a relatively large population from which the sample could be drawn.

In terms of the sample size, the overall size across the four categories was set at one thousand Instagram posts (n=1000), with two hundred and fifty (n=250) Instagram posts being selected for each of the four product and service based categories of Cars, Clothes, Restaurants and Holidays. The decision to use a total sample size of one thousand was in large part based upon the time consuming nature of the manual coding process that was effectively required given the inclusion of both text and images in the Instagram posts. This point of manageability of sample size is touched upon as being a key point of consideration by Kassarian (1977).

It was due to this inclusion of both images and text, particularly text in the hashtag form, that made the use of computer based content analysis tools difficult to apply. The use of computer based tools was usefully touched on by Harwood and Garry (2003), and alluded to by Duriau, Reger and Pfarrer (2007). In light of the use of a manual coding approach by authors such as Duriau, Reger and Pfarrer (2007), Schultz (1999) and identified as a commonly used method by Harwood and Garry (2003), it was deemed acceptable to use this manual coding approach. An additional point of note in relation to

sampling size in the context of Instagram is that due to the fact that the database effectively grows exponentially as new content is added it is difficult to use a fixed proportion approach to sampling.

In terms of the sampling technique used to obtain the sample of Instagram posts for the content analysis, the technique of simple random sampling was used via the simple application of a random number generator. As noted by Malhotra (2010) simple random sampling offers the benefits of being simple to understand and apply, and more importantly may offer the best reflection of the population from which the sample is drawn. Furthermore, Kassarian (1977) highlights the fact that sampling should be “of manageable size” and “randomly drawn”. While Malhotra (2010) notes that other forms of sampling such as systematic sampling are perhaps more preferable, the ability to systematically order Instagram posts prior to sampling is not a feasible approach due to the lack of filtering functions.

In terms of sampling, it should also be noted that in order to be selected in the sample, a number of criteria had to be met by both the poster and the post. These criteria related to the number of followers recorded for the user, no affiliation with a company or organisation and the written content of the posts being in English. The requirement of the number of followers for the user whose post was being selected in the sample was deemed to be of reasonable importance. This was the case in order to minimise the potential of including large scale “opinion leaders” (Hennig-Thurau et al, 2004; Litvin, Goldsmith & Pan, 2008; Hennig-Thurau, Walsh & Walsh, 2003; Jeong & Jang, 2011; Chu & Kim, 2011) or public figures in the sample.

In addition to this, the requirement of users not having any affiliation to a company was also important in endeavouring to ensure that the conversations being captured and analysed were reflective of average consumers, and therefore more legitimate (Martin & Lueg, 2013). Finally, the requirement that the posts themselves were presented in English was also a requirement for the obvious reason that the researcher and coder would not be able to interpret messages presented in other languages. Therefore while a simple random sampling approach was used in order to select the posts, some screening was required in order to ensure that specific requirements were met in order to more effectively represent the impartial participant in the eWOM communication.

4.3.2 Coding Scheme

As touched on earlier, the coding scheme used in the content analysis approach in this research is related to the research hypotheses identified in Chapter 3, and is effectively underpinned by Hennig-Thurau et al’s (2004) motives for participation and engagement in eWOM communication. The four content themes identified in the coding scheme, which is presented in Appendix 8.3, come in the form Emotive Content, Company Linking, Commercial Intent Content and Recommendation Content. The code category of Emotive Content can be defined based upon the definition of emotive offered by the

Merriam-Webster Dictionary (2015c) that defines emotive as either “of or relating to the emotions” or more appropriately “appealing to or expressing emotions.” In regard to emotive content, the actual units coded from the sampled posts and comments were partially informed by the NRC Word-Emotion lexicon (Mohammed, n.d.). The content theme of Company Linking is far more straightforward in its definition as it is the inclusion of a tangible link that is either indirect (hashtags), or direct (website, location tag) to the company. In this regard, it should be made clear that visual only links such as the visibility of a car or clothing badge in the image featured in the Instagram posts did not constitute a form of company link.

The content theme of Commercial Intent can be defined through the integration of a number of definitions, including the term commercial (“occupied with or engaged in commerce or work intended for commerce/viewed with regard to profit” (Merriam-Webster, 2015d). The definitions for the terms commercialized (“to organise something to make a profit” (Cambridge Dictionary, 2015) and intent (the fact or act of intending/the thing that you plan to do or achieve (Merriam-Webster, 2015e) are also of use. Additionally, albeit in a slightly different sense, the definition of Online Commercial Intention or OCI (Die, Zhao, Nie, Wen, Wang and Li, 2006) is also appropriate for integration. The OCI definition states that “if the general purpose of users submitting the query or visiting a Web page is to commit a commercial activity, such as purchase, auction, selling, or paid service, the query can be treated as Commercial.” Although this definition is centred on the submission of a web search query, the reference to commercial activity in the form of selling, paid service or purchase is applicable to the context of Instagram posts used in this research.

Finally, the content theme of Recommendation content can be defined via the definition of Recommendation offered by Merriam-Webster (2015f); “the act of saying that someone or something is good and deserves to be chosen/the act of recommending”. This can then be combined with the definition of eWOM offered by Hennig-Thurau et al (2004), stating “any positive or negative statement made by potential, actual or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet.” In the context of this research, Recommendation content is seen to be applicable in both a positive and negative sense. Furthermore, it is housed in the context of presenting the functional benefits of a product or service, or the nature of the experience derived from the providers of those products or services.

In terms of the selection of the content themes of Emotive Content, Company Linking, Commercial Intent content and Recommendation content, this was largely based upon the motives for engagement in eWOM communication outlined by Hennig-Thurau et al (2004). In the case of the Emotive Content theme, two of the eleven motives for eWOM engagement were centred on the expression of emotion in some capacity by eWOM participants. These motives came in the form of expressions of positive emotions and venting of negative feelings. This, coupled with the highlighting of emotion in some

capacity in eWOM and WOM definitions (Lang & Hyde, 2013; Hennig-Thurau et al, 2004), provides further basis for its inclusion in the coding scheme. The second content theme of Company Linking could be deemed as more of an essential component of eWOM, on the basis that it effectively represents the target of eWOM or the underlying subject matter. The implied necessity of making reference to a company is identifiable in a number of definitions or statements defining eWOM, such as those offered by Hennig-Thurau et al (2004), Steffes and Burgee (2009) and Dellarocas (2003).

Furthermore, the theme of Company Linking can be related to a number of Hennig-Thurau et al's (2004) motives for engaging in eWOM, such as self-enhancement through identifying one's self with a particular organisation and their image. Additionally, a desire to help other consumers by identifying which company the purchase was made from could also be viewed as relatable. The content theme of Commercial Intent could be seen as somewhat contradictory, given the conceptualisation of eWOM as a channel that is somewhat independent from organisational or marketer influence (Martin & Lueg, 2013; Brown, Broderick & Lee, 2007). However, it is on these very grounds, combined with the motives of a desire to help the company and, to a lesser extent, the seeking of economic reward (Hennig-Thurau et al, 2004), that it was felt necessary to code for the presence of explicit messages containing commercial intent.

Lastly, the content theme of Recommendation Content is another example of a form of content that could be considered intrinsically related to eWOM as a form of communication. The definition of eWOM offered by Steffes and Burgee (2009) highlights this through stating "the focus of the communication is the sharing of information regarding individuals' experiences with various products and services." (p. 43, 2009). The aspect of this definition that focuses on the sharing of information regarding experiences with products and services can be inferred as a reference to as a minimum an indirect form of recommendation. This can be considered to be the case irrespective of whether those experiences are presented in a positive or negative sense. This concept can also be related to the motive of concern for other consumers, outlined by Hennig-Thurau et al (2004) as one of eleven motives for participation in eWOM communication.

4.3.3 Units of Analysis

As highlighted by Kassirjian (1977), Harwood and Garry (2003), Writing@CSU (2015), Malhotra (2010) and Duriau, Reger and Pfarrer (2007), content analysis can utilise a variety of measurement units such as words, phrases, themes, topics or characters in order to be applied to the chosen study material. In some cases of prior applications of content analysis (Duriau, Reger & Pfarrer, 2007; Schultz, 1999), the size of the content source being analysed has effectively dictated the use of a single measurement unit such as theme. In the case of this research, it was felt that due to the compact and forcibly restricted size of the Instagram posts (Herman, 2014), and the inclusion of both visual and verbal content, the use of several units of analysis was appropriate.

In the case of this research, the units of words, phrases, symbols such as exclamation marks, emoticons and emoji's were coded in the context of the verbal or text component of the Instagram posts. Additionally, in the context of the image component, facial expressions and featuring of the poster in the image were coded. In accordance with the procedures outline by Writing@CSU (2015) and The University of Texas at Austin (2015) for the conceptual content analysis approach, the coding and analysis process simply recorded the frequency of occurrence of each of the units identified above. As part of the process of applying the coding scheme to the units identified above in order to record the frequency, the units themselves were also recorded in the coding scheme as part of the entry for each Instagram post selected in the sample. This therefore provided a tangible record of all units coded for the four content themes of Emotive Content, Company Linking, Commercial Intent Content and Recommendation Content.

In terms of rules applied to the categorisation of content as a word versus a phrase, if the word was presented as a standalone unit such as *excited* it was coded as a word unit, however if the word was used as part of a string of words that combined to convey the form of content it was coded as a phrase. An example of this latter form of a phrase based unit would be; *I am so excited about my new car*. If a word was used as part of a phrase as in the example presented above then its frequency was recorded once as a phrase only, as opposed to being coded and recorded as both a word and a phrase.

In addition to recording the frequencies of the units of analysis and the exact units used in each entry, the source of the units was also identified and recorded. In the context of the Instagram posts these sources were divided into the three components of the post in the form of the Image, Caption and Hashtags. In the case of the comments or reactions to the post, the sources were identified as comments made by the poster, comments made by other users and the number of users commenting on the post. In the case of both the posts and comments the total frequencies for the content theme from all sources were recorded, with this total frequency providing the basis for the level of each content theme.

4.3.4 Product and Service Categories Chosen

The decision to include a mixture of Instagram posts featuring both product and service focused categories was based in large part on the definition of eWOM communication offered by Steffes and Burgee (2009). A key component of this definition was the emphasis on the exchange of information and opinions regarding both products and services. This emphasis, coupled with the differences in the level of factors such as tangibility between products and services (Zeithaml et al, 2013), provided a useful basis for the decision to compare the level of the four content themes presented earlier. In terms of the actual selection of specific product and service categories, this was based in part on Keller, Fay and Berry's (2007) WOM Influencers paper. This study identified the four categories of food and dining, shopping/apparel, automotive and travel services as areas in which "*Influences*", or more

prominent WOM communicators, were more highly represented. Despite the fact that this research intentionally chooses to not focus on influencers, the identification of a greater number of influencers in these four categories would suggest that the potential for eWOM communication of some form to be more widely used in those areas.

In addition to this influencer focused paper by Keller, Fay and Berry (2007), Allsop, Bassett and Hoskins (2007) present a thoroughly useful table that indicates the extent to which consumers both seek and provide eWOM derived information regarding a variety of products and services. This table indicated that in terms of seeking or providing information relating to products and services, the categories of Restaurants, Vehicles and Where to go on Vacation all recorded high proportions of consumers seeking advice or information regarding purchases in those areas. Similarly, the same three areas also recorded high proportions in terms of consumers providing advice or information to other consumers in relation to purchases from those three areas.

In numerical terms, the table indicated that at the time (2006), 94% of consumers sought or provided advice or information regarding Restaurant purchases. Additionally, 83% sought or provided information or advice regarding vehicles and 78% sought or provided advice or information in relation to where to go on vacation (holidays) (Synthesis Alliance/Harris Interactive (2006) in Allsop, Bassett & Hoskins, 2006). In addition to these three categories, the category of athletic shoes, which could be considered a component of the broader category of Clothing included in this study, recorded that 45% of consumers sought or provided information or advice regarding the purchase of products in that category. In light of these results it would seem appropriate to consider and implement the three effectively identical categories of Cars, Restaurants and Holidays along, with the expanded variant on Athletic Shoes of Clothing as the areas upon which to draw Instagram posts for analysis.

4.4 Validity

The concept of validity in the context of content analysis is touched on most usefully by Harwood and Garry (2003) and can be considered in a number of forms. With reference to Kinnear and Taylor (1991), Krippendorff (1980), Weber (1990) and Holsti et al (1973), Harwood and Garry (2003) delineate these forms of validity along the lines of internal and external validity. In the case of external validity, which is identified as the more useful or substantive form; it is divided into the sub-groups of construct validity, hypothesis validity, predictive validity and semantic validity. In the case of this research construct validity was deemed the most applicable. Construct validity is defined by Harwood and Garry (2003) as relating to the “underlying theoretical rationale of the data measured.” In this case, this rationale is derived from the integration of previous eWOM concepts, such as those by Martin and Lueg (2013), Steffes and Burgee (2009) and Hennig-Thurau et al (2004) into the underlying content themes used in the coding scheme and the research hypotheses.

4.5 Ethical Considerations

The present study was deemed to have minimal ethical concerns due to the fact that the method of obtaining the data in the form of the hashtag searching is highly unobtrusive in nature and can also be carried out by any member of the public for any purpose. Furthermore the selection of the Instagram posts was implemented on posts made by Instagram users with public profiles only, meaning that the posts themselves were freely available in the public domain. Additionally, the poster's whose posts were selected in the sample were only those whose profiles were publicly available, while the poster level information obtained from those profiles was of an impersonal nature. Lastly, the project was approved by the Human Ethics Committee at the University of Canterbury at the low risk level.

4.6 Chapter Summary

This chapter has sought to outline the methodology and approach taken in order to collect and analyse the data pertaining to Instagram posts featuring products and services in the form of Cars, Clothing, Restaurants and Holidays. After providing an initial overview of the content analysis methodology, including outlining its applicability via both a quantitative and qualitative approach, the identification of the two forms of content available for analysis in the form of manifest or latent content was presented. The advantages of content analysis were then presented, which included highlighting the flexibility in approach and the ability to combine a quantitative approach with more qualitative data in the form of communication messages. Perhaps most importantly was the highlighting of the relatively nonintrusive method of data collection afforded by the content analysis approach.

Following this, the application of the content analysis approach to this research was identified, such as the theoretical elements underpinning the coding scheme and the form of content that the analysis would focus on. This was then followed by the outlining of the sampling process, then the coding scheme including defining the four content theme categories of emotive content, company linking, commercial intent content and recommendation content. Next, the units of analysis were identified with reference to some examples of the relevant literature along with the "microblogging" nature of Instagram enabling multiple units of analysis to be used. The chapter was then concluded by identifying and justifying the product and service categories targeted for the analysis, thus setting the scene for the results section presented in the following chapter.

5 Results

5.1 Introduction

This chapter will present the results of the research hypotheses identified in Chapter 3, along with the results pertaining to the other information obtained as part of the content analysis methodology identified in Chapter 4. The chapter will begin by outlining what would be considered sample oriented results that relate to overarching post and poster characteristics. The results are presented in both table and statistical output form, via the results of a One-Way ANOVA test and accompanying Scheffe Post-Hoc test, along with means plots for visual depiction of the differences between the chosen Product and Service based categories. This is then followed by the results of the One-Way ANOVA tests and accompanying Scheffe Post-Hoc test used to test the four research hypotheses outlined in Chapter 3. Subsequently the count tables relating to the frequencies recorded for each of the content units used for the four content themes across the four Product and Service Categories are presented. Lastly, the tables presenting the frequencies recorded for the different image types, if you will, for the four Product and Service categories of Cars, Clothes, Restaurants and Holidays are presented followed by a summary of the chapter.

5.2 Sample and Poster Level Results

As set out earlier, a random sampling approach was used to obtain the specified number of 250 Instagram posts per category and an overall number of 1000 Instagram posts. Despite the use of random sampling as the sampling technique, each post and poster was screened prior to collection. Screening was used in order to ensure that the criteria of using English as the language for the text component, no explicit affiliation to a company or brand by the poster and the poster's follower count lying below the threshold level of 350 were met. All 1000 posts were collected prior to the commencement of the content analysis itself; however in each category a number of posts required replacement due to not meeting the criteria identified above. In most cases this replacement typically occurred due to the requirement of the text component of the post being presented in English not being met.

In terms of the poster level results and information obtained as part of the content analysis, care was taken to record largely impersonal data in the form of number of posts, number of followers and number of followings. Notwithstanding the fact that all posts selected in the sample were non-private posts, meaning they were therefore in the public domain, more sensitive or individualised information such as age and real name were not actively sought or recorded in the analysis. While the decision to exclude this individual level information did remove a potential unit of analysis in relation to poster characteristics it was felt to be of less importance to the content analysis. Furthermore, the data

collection process revealed that individual level information such as age, or to a very minor extent gender, is not always either present or identifiable through the post or the posters profile.

5.2.1 Post and Poster Characteristic Level Results

While the primary focus of the content analysis of Instagram Posts featuring the four categories of Cars, Clothes, Restaurants and Holidays was the more in-depth information of the posts and comments themselves, post and poster characteristics were still deemed to have some relevance. It was felt that these characteristics still play an important role in providing some contextual information regarding the nature of posts and posters in those categories. In terms of the types of variables that were selected for analysis on the poster characteristics side, the number of posts, number of people the poster followed and the posters number of followers were felt to be most useful and appropriate. In this regard, the number of followers was effectively a necessity in order to ensure that the poster was under the predetermined threshold of 350 and therefore appropriate for use in the analysis. In terms of the post characteristics, the chosen variables were represented in the form of the number of likes and number of comments.

As mentioned previously, the post and poster characteristic data that was collected and analysed is effectively of an impersonal nature and plays a predominantly contextual role in understanding the nature of posters featuring products or services in their Instagram posts. However it should be noted that due to the dynamic nature of Instagram, and for that matter many forms of online and in particular social media content, the counts of these post and poster characteristics is subject to change over time. As a result the data set of posts and the characteristics of posters effectively depict a snapshot from a point in time.

In order to identify both the mean values for the five post and poster characteristic variables and any statistically significant differences between these mean values across the four product and service categories, a One-Way Analysis of Variance (ANOVA) was carried out for each variable. In addition to the One-Way ANOVA test, a Scheffe Post-Hoc test was carried out for each variable in order to identify any statistically significant differences between any of the four product and service categories. This use of a Scheffe Post-Hoc test therefore enabled a degree of specificity to be applied to the results that would not be offered by the standalone ANOVA results. The results of the One-Way ANOVA and Scheffe Post-Hoc tests, along with the descriptive statistics for each of the post and poster characteristic variables will be presented and covered below, beginning with the number of posts made by posters.

5.2.2 Number of Posts

Descriptives

Number of Posts

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Cars	250	239.20	276.670	17.498	204.73	273.66	3	1463
Clothes	250	258.39	329.631	20.848	217.33	299.45	1	3243
Restaurants	250	337.67	585.401	37.024	264.75	410.59	1	5936
Holidays	250	260.30	282.521	17.868	225.11	295.49	4	1941
Total	1000	273.89	391.022	12.365	249.63	298.15	1	5936

Table 1: Number of Posts

The descriptive statistics presented above in Table 1 provide the mean, standard deviation, confidence interval and range values for the four product and service categories of Cars, Clothes, Restaurants and Holidays in relation to the number of Instagram posts made by the sampled users. The Cars category recorded a mean value of 239.20 posts (95% Confidence Interval: 204.73 lower bound, 273.66 upper bound) with a standard deviation of 276.670 posts and minimum and maximum values of 3 and 1463 posts. The Clothes category recorded a mean value of 258.39 posts (95% Confidence Interval: 217.33 lower bound, 299.45 upper bound) with a standard deviation value of 329.631 posts and minimum and maximum values of 1 and 3243 posts. The Restaurants category recorded a mean value of 337.67 posts (95% Confidence Interval: 264.75 lower bound, 410.59 upper bound) with a standard deviation of 585.401 posts and minimum and maximum values of 1 and 5936 posts. Finally the Holidays category recorded a mean value of 260.30 posts (95% Confidence Interval: 225.11 lower bound, 295.49 upper bound) with a standard deviation of 282.521 posts and minimum and maximum values of 4 and 1941 posts.

Following these descriptive statistics results are the results of the One-Way ANOVA conducted in relation to the Number of Posts

ANOVA

Number of Posts

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1424173.316	3	474724.439	3.125	.025
Within Groups	151320974.584	996	151928.689		
Total	152745147.900	999			

Table 1.1 Number of Posts ANOVA

From the results of the One-Way ANOVA presented above, it can be determined that a statistically significant difference ($f = 3.125$, $p = .025$) is present between the four product and service categories in relation to the number of posts made by posters selected in the sample. Following this are the results for the Scheffe Post-Hoc test, which indicates the presence or absence of a statistically significant difference in the number of posts at an individual level.

Multiple Comparisons

Dependent Variable: Number of Posts

Scheffe

(I) Product Category	(J) Service Category	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Cars	Clothes	-19.196	34.863	.959	-116.82	78.43
	Restaurants	-98.476*	34.863	.047	-196.10	-.85
	Holidays	-21.104	34.863	.947	-118.73	76.52
Clothes	Cars	19.196	34.863	.959	-78.43	116.82
	Restaurants	-79.280	34.863	.160	-176.91	18.35
	Holidays	-1.908	34.863	1.000	-99.53	95.72
Restaurants	Cars	98.476*	34.863	.047	.85	196.10
	Clothes	79.280	34.863	.160	-18.35	176.91
	Holidays	77.372	34.863	.178	-20.25	175.00
Holidays	Cars	21.104	34.863	.947	-76.52	118.73
	Clothes	1.908	34.863	1.000	-95.72	99.53
	Restaurants	-77.372	34.863	.178	-175.00	20.25

*. The mean difference is significant at the 0.05 level. Table 1.12 Scheffe Post-Hoc results for Number of Posts.

Number of Posts

Scheffe^a

Product Category	N	Subset for alpha = 0.05	
		1	2
Cars	250	239.20	
Clothes	250	258.39	258.39
Holidays	250	260.30	260.30
Restaurants	250		337.67
Sig.		.947	.160

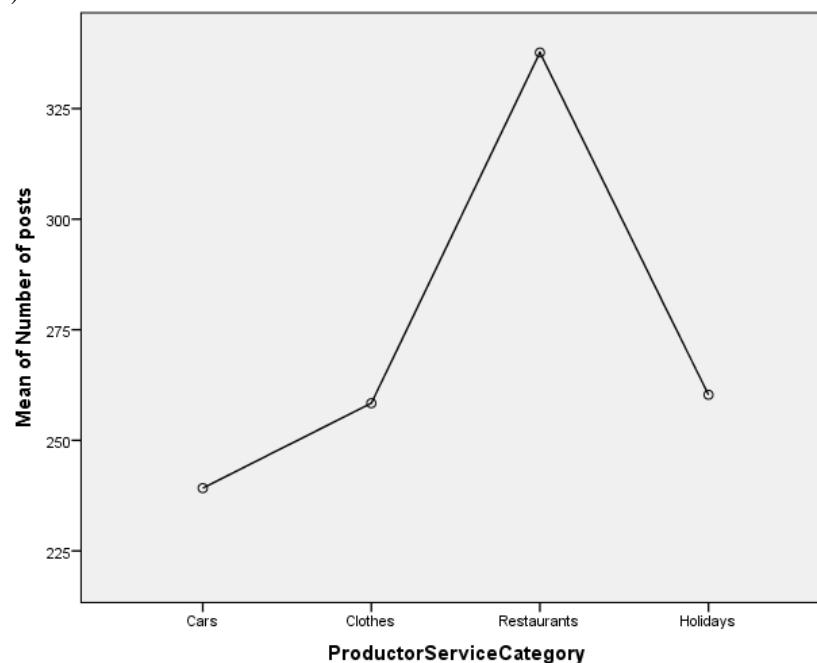
Means for groups in homogeneous subsets are displayed.

Uses Harmonic Mean Sample Size = 250.000.

Table 1.13 Scheffe Alpha for Number of Posts

The Scheffe Post-Hoc results indicate a statistically significant ($p = .047$) difference of -98.476 posts (95% Confidence Interval: -196.10 lower bound, -.85 upper bound) existing between the Cars and Restaurants category. Inversely a statistically significant ($p = .047$) difference of 98.476 posts (95% Confidence Interval: .85 lower bound, 196.10 upper bound) was identified between the Restaurants and Cars categories. The results of the Scheffe Alpha test indicate no homogenous subsets are present at a statistically significant level. Lastly a means plot has been included below to visually depict mean values recorded for the Number of Posts for each product and service category.

Means plot for number of Instagram posts by Product and Service category (Figure 4: Means Plot Number of Posts)



5.2.3 Number of Followers

Descriptives

Number of Followers

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Cars	250	155.69	88.326	5.586	144.69	166.69	15	350
Clothes	250	155.98	84.323	5.333	145.47	166.48	8	349
Restaurants	250	157.20	94.905	6.002	145.38	169.02	2	348

Holidays	250	162.26	90.072	5.697	151.04	173.48	6	347
Total	1000	157.78	89.392	2.827	152.23	163.33	2	350

Table 1.14 Descriptive statistics for Number of Followers

The descriptive statistics table above presents the mean, standard deviation and minimum and maximum values recorded for the Number of Followers variable for the sampled Instagram posts. For the Cars category, the results indicate a mean value of 155.69 followers (95% Confidence Interval: 144.69 lower bound, 166.69 upper bound), with a standard deviation of 88.326 followers and minimum and maximum values of 15 and 350 followers. The Clothes category recorded a mean value of 155.98 followers (95% Confidence Interval: 145.47 lower bound, 166.48 upper bound), with a standard deviation of 84.323 followers, a minimum value of 8 followers and a maximum value of 349 followers. The Restaurants category recorded a mean value of 157.20 followers (95% Confidence Interval: 145.38 lower bound, 169.02 upper bound), a standard deviation of 94.905 followers, and minimum and maximum values of 2 and 348 followers. Finally the Holidays category recorded a mean value of 162.26 followers (95% Confidence Interval: 151.04 lower bound, 173.48 upper bound, Standard Deviation: 90.072 followers), along with minimum and maximum values of 6 and 347 followers.

Following this, a One-Way ANOVA was conducted in order to identify the presence or absence of any statistically significant difference between the four product and service categories in relation to the Number of Followers variable.

ANOVA

Number of Followers

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6996.283	3	2332.094	.291	.832
Within Groups	7975942.756	996	8007.975		
Total	7982939.039	999			

Table 1.15: One Way ANOVA results for Number of Followers

The results of the One-Way ANOVA relating to the number of followers indicates that there is no statistically significant ($f = .291$, $p = .832$) difference present between the four categories of Cars, Clothes, Restaurants and Holidays in relation to the number of followers variable. Following this, a Scheffe Post-Hoc test was conducted in order to identify the presence or absence of a statistically significant difference at the individual level.

Multiple Comparisons

Dependent Variable: Number of Followers

Scheffe

(I) Productor ory	(J) ServiceCateg ProductorServiceCate gory	Mean Difference (I- J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Cars	Clothes	-.284	8.004	1.000	-22.70	22.13
	Restaurants	-1.508	8.004	.998	-23.92	20.91
	Holidays	-6.564	8.004	.880	-28.98	15.85
Clothes	Cars	.284	8.004	1.000	-22.13	22.70
	Restaurants	-1.224	8.004	.999	-23.64	21.19
	Holidays	-6.280	8.004	.893	-28.69	16.13
Restaurants	Cars	1.508	8.004	.998	-20.91	23.92
	Clothes	1.224	8.004	.999	-21.19	23.64
	Holidays	-5.056	8.004	.940	-27.47	17.36
Holidays	Cars	6.564	8.004	.880	-15.85	28.98
	Clothes	6.280	8.004	.893	-16.13	28.69
	Restaurants	5.056	8.004	.940	-17.36	27.47

Table 1.16 Scheffe Post-Hoc results for Number of Followers

Number of Followers

Scheffe^a

ProductorServiceCategory	N	Subset for alpha = 0.05
		1
Cars	250	155.69
Clothes	250	155.98
Restaurants	250	157.20
Holidays	250	162.26
Sig.		.880

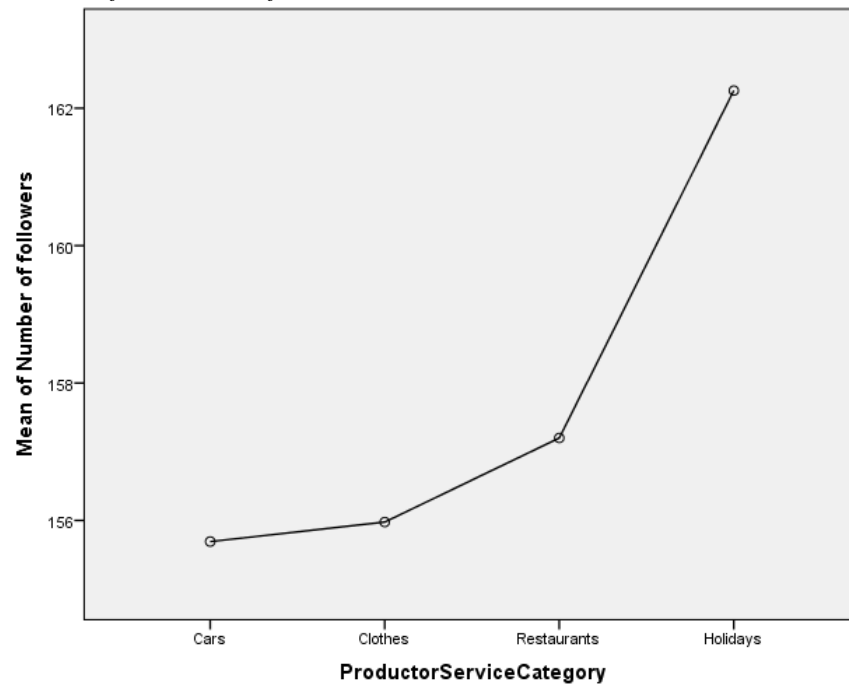
Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 250.000.

Table 1.17 Scheffe Alpha for Number of Followers

The Scheffe Post-Hoc test indicates that no statistically significant differences are present between any of the four product and service based categories, with p-values for all differences between the categories of Cars, Clothes, Restaurants and Holidays being greater than .05. Additionally the results of the Scheffe Alpha test indicated no homogenous subsets were present at a statistically significant level.

Figure 4.1: Means Plot for Number of Followers



5.2.4 Number Following

Descriptives

Number of Followings

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Cars	250	222.85	163.094	10.315	202.54	243.17	7	1457
Clothes	250	225.61	210.788	13.331	199.35	251.86	7	1667
Restaurants	250	208.84	198.863	12.577	184.06	233.61	9	1471
Holidays	250	244.27	205.582	13.002	218.66	269.88	1	1954
Total	1000	225.39	195.589	6.185	213.25	237.53	1	1954

Table 1.18: Descriptive Statistics for Number Following

The Descriptive Statistics results presented above provide the mean, standard deviation and minimum and maximum values for the number of other Instagram users the selected poster is following. The Cars category recorded a mean value of 222.85 (95% Confidence Interval: 202.54 lower bound,

243.17 upper bound) users being followed by the selected posters, with a standard deviation of 163.094 users, a minimum value of 7 users, and a maximum value of 1457 users. The Clothes category recorded a mean value of 225.61 (95% Confidence Interval: 199.35 lower bound, 251.86 upper bound) users being followed by the selected posters, with a standard deviation of 210.788 users and minimum and maximum values of 7 and 1667 users. The Restaurants category recorded a mean value of 208.84 (95% Confidence Interval: 184.06 lower bound, 233.61 upper bound, Standard Deviation: 198.863 users) users being followed by the selected posters, along with a minimum value of 9 users and a maximum value of 1471 users. Finally, the Holidays category recorded a mean value of 244.27 (95% Confidence Interval: 218.66 lower bound, 269.88 upper bound) users being followed by the selected posters, a standard deviation of 205.582 users and minimum and maximum values of 1 and 1954 users.

Subsequently, a One-Way ANOVA was conducted in order to identify the presence of any statistically significant differences between the four product and service categories in relation to the number of other Instagram users being followed by posters whose posts were selected in the sample.

ANOVA

Number of Followings

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	159263.448	3	53087.816	1.389	.245
Within Groups	38057610.888	996	38210.453		
Total	38216874.336	999			

Table 1.19: One-Way ANOVA for Number Following

The One-Way ANOVA results presented above indicate that no statistically significant ($f = 1.389$, $p = .245$) difference is present between the four categories of Cars, Clothes, Restaurants and Holidays in relation to the number of other Instagram users being followed by the sampled posters. Following this, the results of the Scheffe Post-Hoc test will indicate the presence or absence of a statistically significant difference between the four product and service categories at a more individual level.

Multiple Comparisons

Dependent Variable: Number of Followings

Scheffe

(I) Product category	(J) Service category	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Cars	Clothes	-2.756	17.484	.999	-51.72	46.20

	Restaurants	14.016	17.484	.887	-34.94	62.98
	Holidays	-21.420	17.484	.682	-70.38	27.54
Clothes	Cars	2.756	17.484	.999	-46.20	51.72
	Restaurants	16.772	17.484	.821	-32.19	65.73
	Holidays	-18.664	17.484	.768	-67.62	30.30
Restaurants	Cars	-14.016	17.484	.887	-62.98	34.94
	Clothes	-16.772	17.484	.821	-65.73	32.19
	Holidays	-35.436	17.484	.251	-84.40	13.52
Holidays	Cars	21.420	17.484	.682	-27.54	70.38
	Clothes	18.664	17.484	.768	-30.30	67.62
	Restaurants	35.436	17.484	.251	-13.52	84.40

Table 1.20: Scheffe Post-Hoc results for Number Following

Number of Followings Scheffe^a

Product/Service Category	N	Subset for alpha = 0.05
		1
Restaurants	250	208.84
Cars	250	222.85
Clothes	250	225.61
Holidays	250	244.27
Sig.		.251

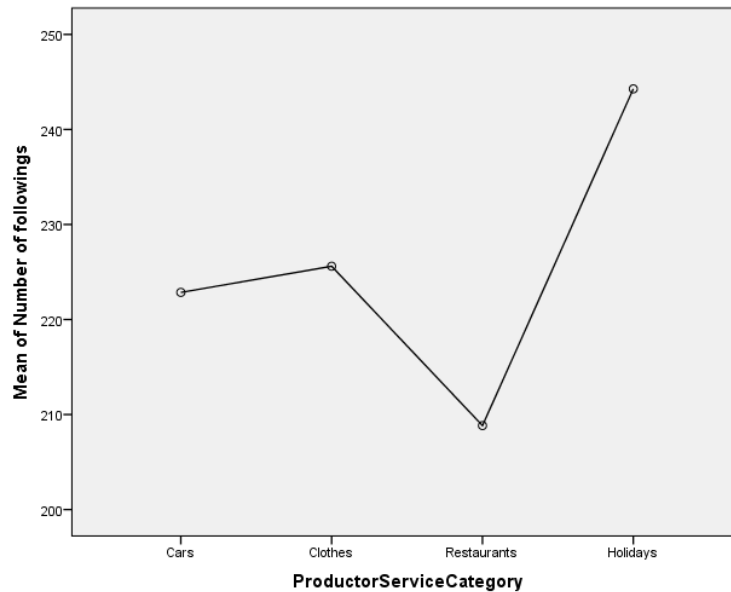
Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 250.000.

Table 1.21: Scheffe Alpha for Number Following

The Scheffe Post-Hoc test results indicate that no statistically significant differences are present at the more individual level between the four categories of Cars, Clothes, Restaurants and Holidays in relation to the number of other Instagram users being followed by the sampled posters. In addition to this, the Scheffe Alpha results indicate that no homogenous subsets were present amongst the four product and service based categories of Cars, Clothes, Restaurants and Holidays at a statistically significant level ($p = .251$).

Presented below is a *Means Plot for the Number of Followings* (Figure 4.2: Number of Followings) variable for the four categories of Cars, Clothes, Restaurants and Holidays.



5.2.5 Number of Likes

Descriptives

Number of Likes

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Cars	250	15.61	12.171	.770	14.09	17.12	0	101
Clothes	250	14.60	10.773	.681	13.26	15.94	0	77
Restaurants	250	12.88	11.600	.734	11.43	14.32	0	87
Holidays	250	13.53	10.221	.646	12.25	14.80	1	63
Total	1000	14.15	11.247	.356	13.46	14.85	0	101

Table 1.22: Descriptive Statistics for Number of Likes

The Descriptive Statistics presented above highlight the mean, standard deviation and minimum and maximum values for the number of likes on Instagram posts selected in the sample for the four product and service categories of Cars, Clothes, Restaurants and Holidays. The descriptive statistics results indicate a mean value for the Cars category of 15.61 likes (95% Confidence Interval: 14.09 lower bound, 17.12 upper bound), with a standard deviation of 12.171 likes, along with a minimum value of 0 likes and a maximum value of 101 likes. The Clothes category descriptive statistics indicate a mean value of 14.60 likes (95% Confidence Interval: 13.26 lower bound, 15.94 upper bound), a standard deviation of 10.773 likes and minimum and maximum values of 0 and 77 likes. For the Restaurants category, the descriptive statistics indicate a mean value of 12.88 likes (95% Confidence Interval: 11.43 lower bound, 14.32 upper bound, Standard Deviation: 11.600 likes), with a minimum

value of 0 likes and a maximum value of 87 likes. Finally, the Holidays category recorded a mean value of 13.53 likes (95% Confidence Interval: 12.25 lower bound, 14.80 upper bound), a standard deviation of 10.221 likes and minimum and maximum values 1 of 63 likes.

Following this, a One-Way ANOVA was conducted in order to identify the presence or absence of any statistically significant difference between the four categories of Cars, Clothes, Restaurants and Holidays in relation to the number of likes received on the Instagram posts selected in the sample.

ANOVA

Number of Likes

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1084.547	3	361.516	2.874	.035
Within Groups	125295.044	996	125.798		
Total	126379.591	999			

Table 1.23: One-Way ANOVA for Number of Likes

The One-Way ANOVA results above indicate the presence of a statistically significant ($f = 2.874$, $p = .035$) difference between the four product and service based categories of Cars, Clothes, Restaurants and Holidays. The results of the Scheffe Post-Hoc test presented below will indicate the presence of any statistically significant differences at the individual category level.

Multiple Comparisons

Dependent Variable: Number of Likes

Scheffe

(I) Product Category	(J) Service Category	Mean Difference (I- J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Cars	Clothes	1.008	1.003	.799	-1.80	3.82
	Restaurants	2.732	1.003	.060	-.08	5.54
	Holidays	2.080	1.003	.232	-.73	4.89
Clothes	Cars	-1.008	1.003	.799	-3.82	1.80
	Restaurants	1.724	1.003	.399	-1.09	4.53
	Holidays	1.072	1.003	.767	-1.74	3.88
Restaurants	Cars	-2.732	1.003	.060	-5.54	.08
	Clothes	-1.724	1.003	.399	-4.53	1.09
	Holidays	-.652	1.003	.936	-3.46	2.16
Holidays	Cars	-2.080	1.003	.232	-4.89	.73
	Clothes	-1.072	1.003	.767	-3.88	1.74
	Restaurants	.652	1.003	.936	-2.16	3.46

Table 1.24: Scheffe Post-Hoc test results for Number of Likes

Number of Likes

Scheffe^a

ProductorServiceCategory	N	Subset for alpha = 0.05
		1
Restaurants	250	12.88
Holidays	250	13.53
Clothes	250	14.60
Cars	250	15.61
Sig.		.060

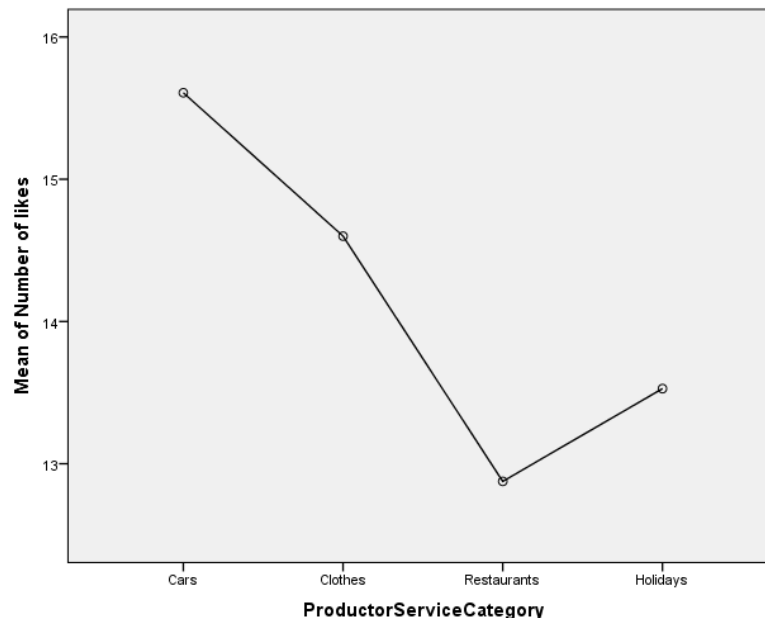
Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 250.000.

Table 1.25: Scheffe Alpha for Number of Likes

Despite the One-Way ANOVA test indicating the presence of a statistically significant ($f = 2.874$, $p = .035$) difference in the number of likes between the four product and service based categories, the Scheffe Post-Hoc test did not identify any statistically significant differences at the individual level. The results of the Scheffe Alpha test also indicate that no homogenous subsets are present at a statistically significant ($p = .060$) level amongst the four product and service based categories.

Following these results, a means plot for four categories of Cars, Clothes, Restaurants and Holidays in relation to the number of likes obtained on Instagram posts selected in the sample has been included below. (*Figure 4.3: Means Plot for Number of Likes*).



5.2.6 Number of Comments

Descriptives

Number of Comments

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Cars	250	1.71	2.423	.153	1.41	2.01	0	19
Clothes	250	1.48	2.250	.142	1.20	1.76	0	19
Restaurants	250	.52	.958	.061	.40	.64	0	6
Holidays	250	.88	1.429	.090	.70	1.06	0	9
Total	1000	1.15	1.920	.061	1.03	1.27	0	19

Table 1.26: Descriptive Statistics for Number of Comments

The Descriptive Statistics results included above present the mean, standard deviation and minimum and maximum value identified in relation to the number of comments received on Instagram posts sampled from the four categories of Cars, Clothes, Restaurants and Holidays. The descriptive statistics indicate that the Cars category recorded a mean value of 1.71 comments (95% Confidence Interval: 1.41 lower bound, 2.01 upper bound) on posts selected in the sample. Additionally the Cars category recorded a standard deviation of 2.423 comments and minimum and maximum values 0 of 19 comments. For the Clothes category the descriptive statistics results indicate a mean value of 1.48 comments (95% Confidence Interval: 1.20 lower bound, 1.76 upper bound), with a standard deviation of 2.250 comments, along with a minimum of 0 and a maximum 19 comments.

The descriptive statistics results indicate a mean value of .52 comments (95% Confidence Interval: .40 lower bound, .64 upper bound) for the Restaurants category, with a standard deviation of .958 comments and minimum and maximum values of 0 and 6 comments. Finally, the Holidays category descriptive statistics results indicated a mean value of .88 comments (95% Confidence Interval: .70 lower bound, 1.06 upper bound), a standard deviation of 1.429 comments and minimum and maximum values 0 of 9 comments.

Following the descriptive statistics, a One-Way ANOVA was conducted in order to identify the presence or absence of a statistically significant difference between the four product and service based categories (Cars, Clothes, Restaurants and Holidays) in relation to the number of comments variable. The One-Way ANOVA results are presented below.

ANOVA

Number of Comments

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	224.891	3	74.964	21.588	.000
Within Groups	3458.500	996	3.472		
Total	3683.391	999			

Table 1.27: One-Way ANOVA results for Number of Comments

The One-Way ANOVA results indicate that a statistically significant ($f = 21.588$, $p = .000$) difference is present between the four product and service based categories of Cars, Clothes, Restaurants and Holidays in relation to the number of comments present on Instagram posts selected in the sample. Following this are the results of the Scheffe Post-Hoc test that will identify the presence or absence of a statistically significant difference between any of the four product and service based categories at a more individual level.

Multiple Comparisons

Dependent Variable: Number of Comments

Scheffe

(I) Product Category	(J) Service Category	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Cars	Clothes	.232	.167	.586	-.23	.70
	Restaurants	1.196*	.167	.000	.73	1.66
	Holidays	.832*	.167	.000	.37	1.30
Clothes	Cars	-.232	.167	.586	-.70	.23
	Restaurants	.964*	.167	.000	.50	1.43
	Holidays	.600*	.167	.005	.13	1.07
Restaurants	Cars	-1.196*	.167	.000	-1.66	-.73
	Clothes	-.964*	.167	.000	-1.43	-.50
	Holidays	-.364	.167	.190	-.83	.10
Holidays	Cars	-.832*	.167	.000	-1.30	-.37
	Clothes	-.600*	.167	.005	-1.07	-.13
	Restaurants	.364	.167	.190	-.10	.83

*. The mean difference is significant at the 0.05 level. Table 1.28: Scheffe Post-Hoc results for Number of Comments

Number of Comments
Scheffe^a

Product or Service Category	N	Subset for alpha = 0.05	
		1	2
Restaurants	250	.52	
Holidays	250	.88	
Clothes	250		1.48
Cars	250		1.71
Sig.		.190	.586

Means for groups in homogeneous subsets are displayed.

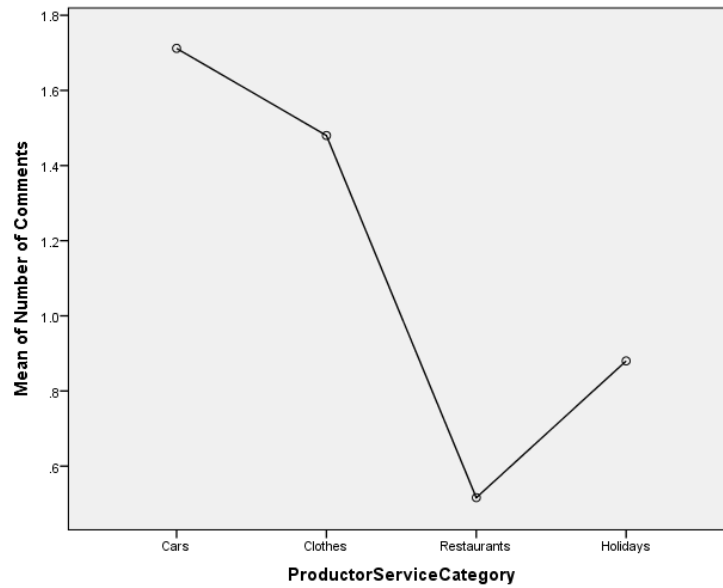
a. Uses Harmonic Mean Sample Size = 250.000.

Table 1.29: Scheffe Alpha for Number of Comments

The results of the Scheffe Post-Hoc test indicate the presence of a number of statistically significant differences between the four individual product and service based categories of Cars, Clothes, Restaurants and Holidays. The results indicate that a statistically significant difference exists between the Cars category and the Restaurants category in terms of the number of comments variable (1.196, $p = .000$, 95% Confidence Interval: .73 lower bound, 1.66 upper bound). The results also indicate the presence of a statistically significant difference between the Cars and Holidays (.832, $p = .000$, 95% Confidence Interval: .37 lower bound, 1.30 upper bound) categories in relation to the number of comments on Instagram posts selected from those categories. Furthermore, statistically significant differences were also identified between the Clothes category and both the Restaurants (.964, $p = .000$, 95% Confidence Interval: .50 lower bound, 1.43 upper bound) and Holidays (.600, $p = .005$, 95% Confidence Interval: .13 lower bound, 1.07 upper bound) categories.

Additionally a statistically significant difference in the number of comments was also identified between the Restaurants category and both the Cars (-1.196, $p = .000$, 95% Confidence Interval: -1.66 lower bound, -.73 upper bound), and Clothes (-.964, $p = .000$, 95% Confidence Interval: -1.43 lower bound, -.50 upper bound) categories. A statistically significant difference was also identified between the Holidays category and both the Cars (-.832, $p = .000$, 95% Confidence Interval: -1.30 lower bound, -.37 upper bound) and Clothes (-.600, $p = .005$, 95% Confidence Interval: -1.07 lower bound, -.13 upper bound) categories. Finally, the results of the Scheffe Alpha test revealed no homogenous subsets at a statistically significant level.

A means plot has been included on the following page to depict the values recorded for the four product and service based categories of Cars, Clothes, Restaurants and Holidays in relation to the number of comments on Instagram posts selected from those categories.



(Figure 4.4: Means Plot for Number of Comments)

5.3 Hypothesis Test Results

Following on from the more contextual post and poster variables of Number of Post, Followers, Followings, Likes and Comments covered in the previous section, the following section will sequentially present the results of the four Hypotheses identified in Chapter 3. In each case, the Hypotheses were tested using the One-Way ANOVA test in order to identify the presence of any statistically significant differences between the categories of Cars, Clothes, Restaurants and Holidays. These One-Way ANOVA test were also accompanied by Scheffe Post-Hoc tests in order to identify more specifically the occurrence of statistically significant differences between the four product and service categories. The four Hypotheses test for the variance in the level of content pertaining to the themes of Emotive Content, Company Linking, Commercial Intent Content and Recommendation Content across the four product and service categories.

5.3.1 Variance in Emotive Content

H1 – Instagram posts featuring the service categories of Holidays and Restaurants contain more Emotive Content than Instagram posts featuring the product categories of Cars and Clothing.

5.3.1.1 Emotive Content Posts Variance

Descriptives

Emotive Content Count Posts

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	Minimum	Maximum
--	---	------	----------------	------------	----------------------------------	---------	---------

					Lower Bound	Upper Bound		
Cars	250	4.24	2.694	.170	3.90	4.57	1	17
Clothes	250	5.58	3.042	.192	5.21	5.96	1	19
Restaurants	250	4.84	3.604	.228	4.39	5.28	1	28
Holidays	250	4.12	2.655	.168	3.79	4.45	1	16
Total	1000	4.70	3.074	.097	4.50	4.89	1	28

Table 2.0: Descriptive Statistics for Emotive Content Posts.

The Descriptive Statistics results included above provide the mean, standard deviation and minimum and maximum values for the level of Emotive Content contained in Instagram posts selected from the four product and service based categories of Cars, Clothes, Restaurants and Holidays. In relation to the Cars category, the descriptive statistics indicate a mean value of 4.24 (95% Confidence Interval: 3.90 lower bound, 4.57 upper bound) units of Emotive content, a standard deviation of 2.694 units and minimum and maximum values of 1 and 17 units. For the Clothes category, the descriptive statistics recorded a mean value of 5.58 (95% Confidence Interval: 5.21 lower bound, 5.96 upper bound) units of emotive content with a standard deviation of 3.042 units, and minimum and maximum values of 1 and 19 units of emotive content.

The descriptive statistics also indicate a mean value of 4.84 (95% Confidence Interval: 4.39 lower bound, 5.28 upper bound) units of emotive content for the Restaurants category, with a standard deviation of 3.604 units, and minimum and maximum values of 1 and 28 units of emotive content. Lastly, for the Holidays category the descriptive statistics recorded a mean value of 4.12 units of emotive content (95% Confidence Interval: 3.79 lower bound, 4.45 upper bound, Standard Deviation: 2.655 units) with minimum and maximum values of 1 and 16.

Following this, a One-Way ANOVA test was conducted in order to test the hypothesis and identify the presence or absence of a statistically significant difference in the level of Emotive Content in the Instagram posts between the four categories of Cars, Clothes, Restaurants and Holidays.

ANOVA

Emotive Content Count Posts

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	336.731	3	112.244	12.283	.000
Within Groups	9101.244	996	9.138		
Total	9437.975	999			

Table 2.1: One-Way ANOVA for Emotive Content Posts.

The results of the One-Way ANOVA indicate that a statistically significant ($f = 12.283$, $p = .000$) is present in the level of Emotive Content contained in the Instagram posts featuring the four categories of Cars, Clothes, Restaurants and Holidays. Following this, the results of the Scheffe Post-Hoc test will indicate the occurrence of any statistically significant differences between the four product and service based categories at a more individual level.

Multiple Comparisons

Dependent Variable: Emotive Content Count Posts

Scheffe

(I) Product/Service Category	(J) Product/Service Category	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Cars	Clothes	-1.348*	.270	.000	-2.11	-.59
	Restaurants	-.600	.270	.178	-1.36	.16
	Holidays	.112	.270	.982	-.65	.87
Clothes	Cars	1.348*	.270	.000	.59	2.11
	Restaurants	.748	.270	.054	-.01	1.51
	Holidays	1.460*	.270	.000	.70	2.22
Restaurants	Cars	.600	.270	.178	-.16	1.36
	Clothes	-.748	.270	.054	-1.51	.01
	Holidays	.712	.270	.075	-.05	1.47
Holidays	Cars	-.112	.270	.982	-.87	.65
	Clothes	-1.460*	.270	.000	-2.22	-.70
	Restaurants	-.712	.270	.075	-1.47	.05

*. The mean difference is significant at the 0.05 level.

Table 2.11: Scheffe Post-Hoc results for Emotive Content Posts.

Emotive Content Count Posts

Scheffe^a

Product/Service Category	N	Subset for alpha = 0.05	
		1	2
Holidays	250	4.12	
Cars	250	4.24	
Restaurants	250	4.84	4.84

Clothes	250		5.58
Sig.		.075	.054

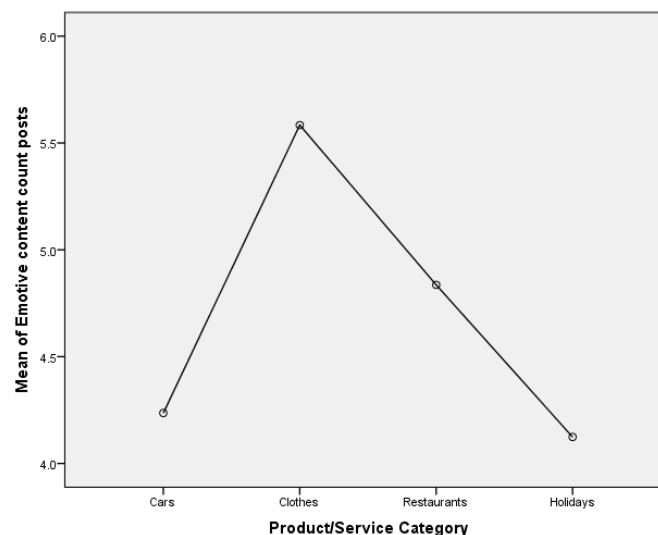
Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 250.000.

Table 2.12: Scheffe Alpha for Emotive Content Posts.

The Scheffe Post-Hoc test results indicate the presence of several statistically significant differences between the categories of Cars, Clothes, Restaurants and Holidays. Firstly, a statistically significant difference was identified between the Cars category and the Clothes category (-1.348 , $p = .000$, 95% Confidence Interval: -2.11 lower bound, $-.59$ upper bound) in relation to the level of Emotive Content contained in Instagram posts selected from the categories. Secondly, a statistically significant difference was identified between the Clothes category and both the Cars (1.348 , $p = .000$, 95% Confidence Interval: $.59$ lower bound, 2.11 upper bound) and Holidays (1.460 , $p = .000$, 95% Confidence Interval: $.70$ lower bound, 2.22 upper bound) categories. Finally a statistically significant difference was also identified between the Holidays and Cars categories (-1.460 , $p = .000$, 95% Confidence Interval: -2.22 lower bound, $-.70$ upper bound) in relation to the level of Emotive Content contained in the selected Instagram posts. In addition to this, the results of the Scheffe Alpha test revealed no homogenous subsets at a statistically significant level.

The presence of statistically significant results in the case of the One-Way ANOVA ($f = 12.283$, $p = .000$) and in particular the Scheffe Post-Hoc test as presented above indicates that **H1 is not supported** in relation to the level of Emotive Content contained in the sampled Instagram posts. This is the case despite the statistically significant results, due to the results being more sporadic in nature. In order to support H1, the results would need to indicate a higher level of Emotive Content for the two service based categories of Restaurants and Holidays than the product based categories of Cars and Clothes at a statistically significant level. A means plot has been included below to depict the mean level of Emotive Content contained in the Instagram posts selected from the Cars, Clothes, Restaurants and Holidays categories. (*Figure 5.0: Means Plot Emotive Content Posts*)



5.3.1.2 Emotive Content Comments Variance

Descriptives

Emotive Content Count Comments

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Cars	250	3.30	5.523	.349	2.61	3.98	0	46
Clothes	250	2.84	5.030	.318	2.22	3.47	0	45
Restaurants	250	1.13	2.658	.168	.80	1.46	0	18
Holidays	250	1.70	3.259	.206	1.29	2.10	0	24
Total	1000	2.24	4.367	.138	1.97	2.51	0	46

Table 2.13: Descriptive Statistics for Emotive Content Comments

The Descriptive Statistics results presented above provide the mean, standard deviation and minimum and maximum values for the level of Emotive Content contained in comments on Instagram posts selected from the four categories of Cars, Clothes, Restaurants and Holidays. The Cars category recorded a mean value of 3.30 (95% Confidence Interval: 2.61 lower bound, 3.98 upper bound) units of emotive content, a standard deviation of 5.523 units, a minimum value of 0 and a maximum value of 46 units contained in comments on the selected Instagram posts. The Clothes category results indicate a mean of 2.84 (95% Confidence Interval: 2.22 lower bound, 3.47 upper bound) units of emotive content, a standard deviation of 5.030 units and minimum and maximum values of 0 and 45 units of emotive content contained in comments on the selected posts.

For the Restaurants category, the results indicate a mean value of 1.13 (95% Confidence Interval: .80 lower bound, 1.46 upper bound) units of emotive content, a standard deviation of 2.658 units, a minimum value of 0, and a maximum value of 18 units of emotive content contained in comments on the selected Instagram posts. Finally, the Holidays category recorded a mean value of 1.70 (95% Confidence Interval: 1.29 lower bound, 2.10 upper bound, Standard Deviation: 3.259 units) units of emotive content, and minimum and maximum values of 0 and 24 units of emotive content contained in comments on the selected Instagram posts.

Following this a One-Way ANOVA was conducted in order to identify the presence or absence of a statistically significant between the four product and service based categories of Cars, Clothing, Restaurants and Holidays in relation to the level of Emotive Content contained in the comments on the Instagram posts selected from the four categories.

ANOVA

Emotive Content Comments

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	750.884	3	250.295	13.624	.000
Within Groups	18298.552	996	18.372		
Total	19049.436	999			

Table 2.14: One-Way ANOVA for level of Emotive Content Comments

The results of the One-Way ANOVA presented above indicate that a statistically significant ($f = 13.624$, $p = .000$) difference is present between the four categories of Cars, Clothes, Restaurants and Holidays in relation to the level of emotive content contained in the comments on the selected Instagram posts. Following this are the results for the Scheffe Post-Hoc test conducted in order to identify the presence or absence of a statistically significant difference between the four categories of Cars, Clothes, Restaurants and Holidays at more individual level.

Multiple Comparisons

Dependent Variable: Emotive Content Comments

Scheffe

(I) Product/Service Category	(J) Product/Service Category	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Cars	Clothes	.452	.383	.708	-.62	1.53
	Restaurants	2.164*	.383	.000	1.09	3.24
	Holidays	1.600*	.383	.001	.53	2.67
Clothes	Cars	-.452	.383	.708	-1.53	.62
	Restaurants	1.712*	.383	.000	.64	2.79
	Holidays	1.148*	.383	.030	.07	2.22
Restaurants	Cars	-2.164*	.383	.000	-3.24	-1.09
	Clothes	-1.712*	.383	.000	-2.79	-.64
	Holidays	-.564	.383	.539	-1.64	.51
Holidays	Cars	-1.600*	.383	.001	-2.67	-.53
	Clothes	-1.148*	.383	.030	-2.22	-.07
	Restaurants	.564	.383	.539	-.51	1.64

*. The mean difference is significant at the 0.05 level.

Table 2.15: Scheffe Post-Hoc test results for level of Emotive Content Comments

Emotive Content Comments

Scheffe^a

Product/Service Category	N	Subset for alpha = 0.05	
		1	2
Restaurants	250	1.13	
Holidays	250	1.70	
Clothes	250		2.84
Cars	250		3.30
Sig.		.539	.708

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 250.000.

Table 2.16: Scheffe Alpha results for Emotive Content in Comments

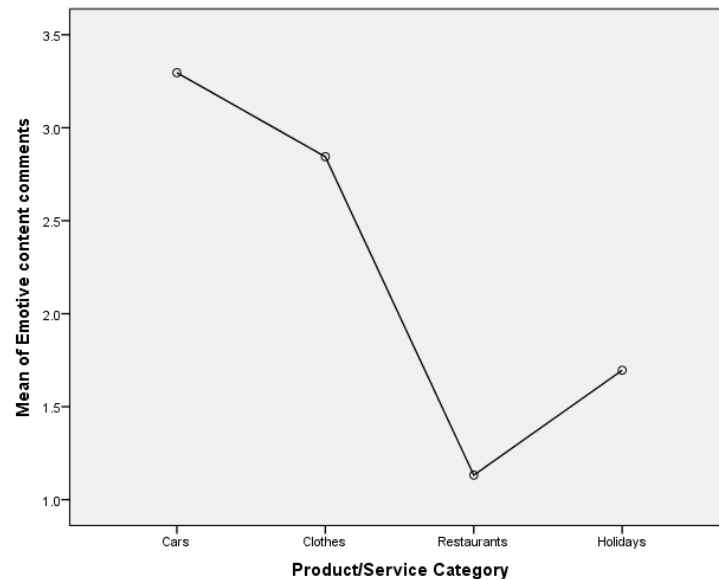
The Scheffe Post Hoc test results indicate that statistically significant differences are present between a number of the product and service categories in relation to the level of Emotive Content contained in the comments on the selected Instagram posts. Firstly, a statistically significant difference was identified between the Cars category and both the Restaurants (2.164, $p = .000$, 95% Confidence Interval: 1.09 lower bound, 3.24 upper bound), and Holidays (1.600, $p = .001$, 95% Confidence Interval: .53 lower bound, 2.67 upper bound) categories. Secondly, a statistically significant difference was also identified between the Clothes category and both the Restaurants (1.712, $p = .000$, 95% Confidence Interval: .64 lower bound, 2.79 upper bound), and Holidays (1.148, $p = .030$, 95% Confidence Interval: .07 lower bound, 2.22 upper bound) categories.

Additionally, a statistically significant difference was identified between the Restaurants category and both the Cars (-2.164, $p = .000$, 95% Confidence Interval: -3.24 lower bound, -1.09 upper bound), and Clothes (1.712, $p = .000$, 95% Confidence Interval: -2.79 lower bound, -.64 upper bound) categories. A statistically significant difference was also identified between the Holidays category and both the Cars (-1.600, $p = .001$, 95% Confidence Interval: -2.67 lower bound, -.53 upper bound), and Clothes (-1.148, $p = .030$, 95% Confidence Interval: -2.22 lower bound, -.07 upper bound) categories. Lastly, the Scheffe Alpha results indicated no statistically significant results for homogenous subsets.

The One-Way ANOVA and Scheffe Post Hoc results both confirm that **H1 is not supported** in relation to the level of Emotive Content contained in the comments on Instagram Posts featuring the four product and service categories of Cars, Clothes, Restaurants and Holidays. This is due to the fact that the statistically significant differences identified in the results are the reverse of those hypothesised in H1. In this case, the product based categories of Cars and Clothing recording higher

levels of Emotive Content in the comments on the selected Instagram posts than the service based categories of Restaurants and Holidays.

Presented below is a means plot depicting the mean values identified for the level of Emotive Content contained in the comments on Instagram posts selected from the four product and service based categories of Cars, Clothes, Restaurants and Holidays. (*Figure 5.1: Means Plot Emotive Content Comments*)



5.3.2 Variance in Company Linking

H2 – Instagram Posts featuring the product categories of Cars and Clothing feature a higher level of Company Linking than posts featuring the service categories of Holidays and Restaurants.

5.3.2.1 Company Linking Posts Variance

Descriptives

Company Linking Count Posts

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Cars	250	.90	.737	.047	.80	.99	0	7
Clothes	250	.70	1.137	.072	.56	.85	0	7
Restaurants	250	.89	1.109	.070	.75	1.03	0	6

Holidays	250	.40	.750	.047	.31	.50	0	4
Total	1000	.72	.972	.031	.66	.78	0	7

Table 2.17: Descriptive Statistics for Company Linking Posts

The Descriptive Statistics results displayed above contain the mean, standard deviation, minimum and maximum values recorded for the level of Company Linking contained in the Instagram posts selected from the four categories of Cars, Clothes, Restaurants and Holidays. The Cars category recorded a mean value of .90 (95% Confidence Interval: .80 lower bound, .99 upper bound) company links, a standard deviation of .737 links, a minimum value of 0 links and a maximum value of 7 links for the selected Instagram posts. For the Clothes category the Descriptive Statistics results indicate a mean value of .70 (95% Confidence Interval: .56 lower bound, .85 upper bound) company links with a standard deviation of 1.137 links along with a minimum value of 0 links and a maximum value of 7 links contained in Instagram posts selected from the category.

For the Restaurants category, the Descriptive Statistics indicate a mean value of .89 (95% Confidence Interval: .75 lower bound, 1.03 higher bound) company links with a standard deviation of 1.109 links, along with a minimum value of 0 links and a maximum value of 6 links contained in Instagram posts selected from the category. Lastly, for the Holidays category the Descriptive Statistics results indicate a mean value of .40 (95% Confidence Interval: .31 lower bound, .50 upper bound) company links, a standard deviation of .750 links and minimum and maximum values of 0 and 4 links for the selected Instagram posts.

Additionally, a One-Way ANOVA was conducted in order to test the hypothesis and identify the presence or absence of a statistically significant difference in the level of Company Linking between the four product and service based categories for the selected Instagram posts.

ANOVA

Company Linking Count Posts

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	40.152	3	13.384	14.751	.000
Within Groups	903.672	996	.907		
Total	943.824	999			

Table 2.18: One-Way ANOVA for level of Company Linking Posts

The One-Way ANOVA results presented above indicate that a statistically significant ($f = 14.751$, $p = .000$) difference in the level of Company Linking is present in the Instagram Posts selected from the four categories of Cars, Clothes, Restaurants and Holidays. Following this, a Scheffe Post-Hoc test

was conducted in order to identify the presence of any statistically significant differences between the categories at a more individual level.

Multiple Comparisons

Dependent Variable: Company Linking Count Posts

Scheffe

(I) Product/Service Category	(J) Product/Service Category	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Cars	Clothes	.192	.085	.167	-.05	.43
	Restaurants	.004	.085	1.000	-.23	.24
	Holidays	.492*	.085	.000	.25	.73
Clothes	Cars	-.192	.085	.167	-.43	.05
	Restaurants	-.188	.085	.182	-.43	.05
	Holidays	.300*	.085	.006	.06	.54
Restaurants	Cars	-.004	.085	1.000	-.24	.23
	Clothes	.188	.085	.182	-.05	.43
	Holidays	.488*	.085	.000	.25	.73
Holidays	Cars	-.492*	.085	.000	-.73	-.25
	Clothes	-.300*	.085	.006	-.54	-.06
	Restaurants	-.488*	.085	.000	-.73	-.25

*. The mean difference is significant at the 0.05 level.

Table 2.19: Scheffe Post-Hoc test for level of Company Linking Posts

Company Linking Count Posts

Scheffe^a

Product/Service Category	N	Subset for alpha = 0.05	
		1	2
Holidays	250	.40	
Clothes	250		.70
Restaurants	250		.89
Cars	250		.90
Sig.		1.000	.167

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 250.000.

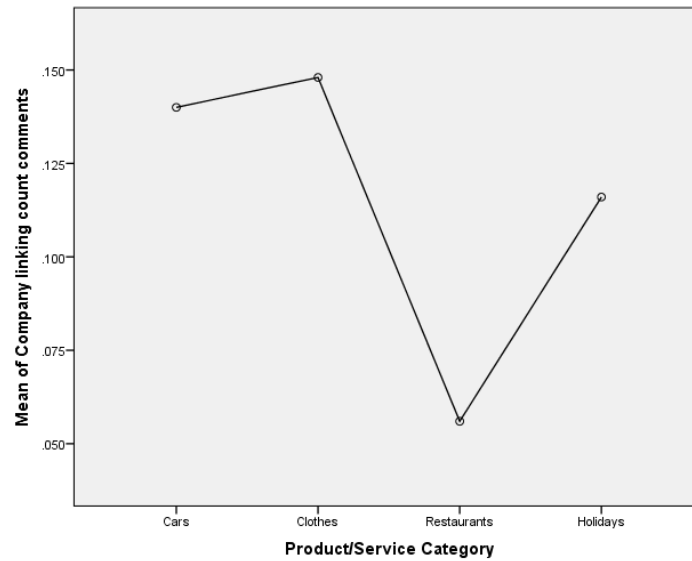
Table 2.20: Scheffe Alpha for level of Company Linking Posts

The results of the Scheffe Post-Hoc test reaffirm the statistically significant variance identified in the One-Way ANOVA test through identifying a number of statistically significant results. Firstly, a statistically significant difference in the level of Company Linking was identified between the Cars category and the Holidays Category (.492, $p = .000$, 95% Confidence Interval: .25 lower bound, .73 upper bound) in relation to the selected Instagram posts. Secondly, a statistically significant difference was also found between the Clothes and the Holidays Categories (.300, $p = .006$, 95% Confidence Interval: .06 lower bound, .54 upper bound) in terms of the level of Company Linking contained in the selected Instagram posts.

Thirdly, the results indicate a statistically significant difference between the Restaurants category and the Holidays Category (.488, $p = .000$, 95% Confidence Interval: .25 lower bound, .73 upper bound) in regards to the level of Company Linking contained in the selected Instagram posts. Finally, a statistically significant difference in the level of Company Linking was identified between the Holidays Category and the Cars (-.429, $p = .000$, 95% Confidence Interval: -.73 lower bound, -.25 upper bound), Clothes (-.300, $p = .006$, -.54 lower bound, -.06 upper bound) and Restaurants (-.488, $p = .000$, -.73 lower bound, -.25 upper bound) categories for the selected Instagram posts. In addition, the Scheffe Alpha results indicated that no statistically significant results were present in relation to the occurrence of homogenous subsets containing a combination of the four categories.

These statistically significant results for both the One-Way ANOVA and Scheffe Post-Hoc tests indicate that **H2 is partially supported** in relation to the level of Company Linking contained in the Instagram posts selected from the four categories. H2 is not supported in full due to the fact that the Product based categories of Cars and Clothes were not identified as having higher levels of Company Linking at a statistically significant level than both service based categories of Restaurants and Holidays. However, the Cars and Clothes categories did record a higher mean value for the level of Company Linking contained in the selected Instagram posts than the Holidays category at a statistically significant level. Additionally, the Restaurants category also recorded a mean value higher than that identified for the Holidays category at a statistically significant level in relation to the level of Company Linking contained in the selected Instagram posts. Furthermore the Restaurants category also recorded a higher mean value than the Clothes category, although this difference was not at a statistically significant level.

A means plot depicting the values recorded for the level of Company Linking contained in the selected Instagram posts featuring the four product and services based categories has been included on the following page. (*Figure 5.2: Means Plot Company Linking Posts*)



5.3.2.2 Company Linking Comments Variance

Descriptives

Company Linking Count Comments

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Cars	250	.14	.370	.023	.09	.19	0	2
Clothes	250	.15	.446	.028	.09	.20	0	2
Restaurants	250	.06	.263	.017	.02	.09	0	2
Holidays	250	.12	.464	.029	.06	.17	0	4
Total	1000	.12	.395	.012	.09	.14	0	4

Table 2.21: Descriptive Statistics for Company Linking Comments

The Descriptive Statistics presented above provide the mean, standard deviation and minimum and maximum values for the level of Company Linking contained in the comments on the sampled Instagram posts from the categories of Cars, Clothes, Restaurants and Holidays. The results for Cars category indicate a mean value of .14 (95% Confidence Interval: .09 lower bound, .19 upper bound) company links, a standard deviation of .370 links and minimum value and maximum values of 0 and 2 links contained in the comments on the selected posts. For the Clothes category, the Descriptive Statistics indicate a mean value of .15 (95% Confidence Interval: .09 lower bound, .20 upper bound,

Standard Deviation: .446 links) company links, and minimum and maximum values of 0 and 2 links contained in comments on Instagram posts selected from the category.

The Descriptive Statistics for the Restaurants category indicate a mean value of .06 (95% Confidence Interval: .02 lower bound, .09 upper bound) company links, a standard deviation of .263 links, and minimum and maximum values of 0 and 2 links contained in comments on the selected Instagram posts. Finally, the Holidays category Descriptive Statistics returned a mean value of .12 (95% Confidence Interval: .06 lower bound, .17 upper bound) company links with a standard deviation of .464, a minimum value of 0 links and a maximum value of 4 links for the comments on the selected Instagram posts.

After the Descriptive Statistics, a One-Way ANOVA was conducted in order to identify the occurrence of a statistically significant difference in the level of Company Linking contained in the comments on selected Instagram posts featuring the four categories of Cars, Clothes, Restaurants and Holidays.

ANOVA

Company Linking Count Comments

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.299	3	.433	2.792	.039
Within Groups	154.476	996	.155		
Total	155.775	999			

Table 2.22: One-Way ANOVA for Company Linking Comments

The One-Way ANOVA results presented above indicate the presence of a statistically significant ($f = 2.792$, $p = .039$) difference between the four categories of Cars, Clothes, Restaurants and Holidays in terms of the level of Company Linking contained in comments on Instagram posts selected from the categories. In order to identify the presence of statistically significant differences at the more individual category level, a Scheffe Post-Hoc test was completed.

Multiple Comparisons

Dependent Variable: Company Linking Count Comments

Scheffe

(I) Product/Service Category	(J) Product/Service Category	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound

Cars	Clothes	-.008	.035	.997	-.11	.09
	Restaurants	.084	.035	.129	-.01	.18
	Holidays	.024	.035	.927	-.07	.12
Clothes	Cars	.008	.035	.997	-.09	.11
	Restaurants	.092	.035	.078	-.01	.19
	Holidays	.032	.035	.843	-.07	.13
Restaurants	Cars	-.084	.035	.129	-.18	.01
	Clothes	-.092	.035	.078	-.19	.01
	Holidays	-.060	.035	.408	-.16	.04
Holidays	Cars	-.024	.035	.927	-.12	.07
	Clothes	-.032	.035	.843	-.13	.07
	Restaurants	.060	.035	.408	-.04	.16

Table 2.23: Scheffe Post-Hoc test for level of Company Linking Comments

Company Linking Count Comments

Scheffe^a

Product/Service Category	N	Subset for alpha = 0.05
		1
Restaurants	250	.06
Holidays	250	.12
Cars	250	.14
Clothes	250	.15
Sig.		.078

Means for groups in homogeneous subsets are displayed.

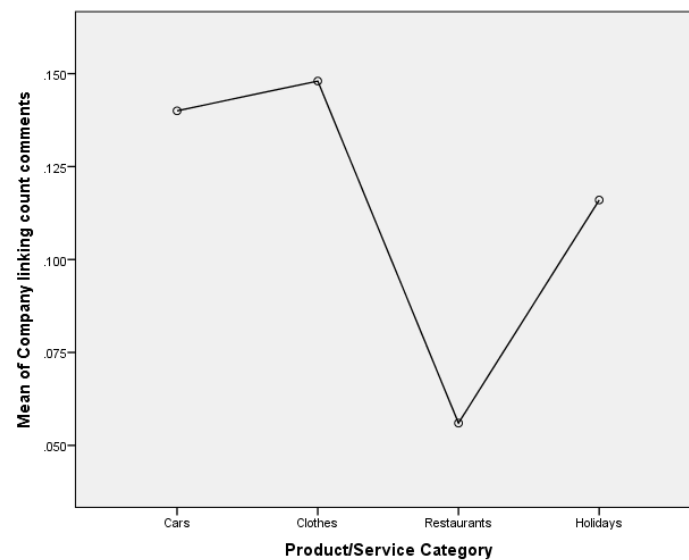
a. Uses Harmonic Mean Sample Size = 250.000.

Table 2.24: Scheffe Alpha for Company Linking Comments

Unlike the results of the One-Way ANOVA, the Scheffe Post-Hoc test identified no statistically significant differences between any of the four categories of Cars, Clothes, Restaurants and Holidays in relation to the level of Company Linking contained in the comments on the selected Instagram posts. Despite the identification of a statistically significant difference in the results of the One-Way ANOVA, the lack of any statistically significant results from the Scheffe Post-Hoc test confirms that **H2 is not supported** in the context of comments on the sampled Instagram posts. This is the case on

the grounds that insufficient evidence exists to confirm a higher level of Company Linking for the two product based categories of Cars and Clothing.

Following these results, a means plot has been included to highlight the mean levels of Company Linking contained in the comments on Instagram posts selected from the four product and services based categories of Cars, Clothes, Restaurants and Holidays. (*Figure 5.3: Means Plot Company Linking Comments*)



5.3.3 Variance in Commercial Intent

H3 - Instagram posts that feature the product categories of Cars and Clothing feature a higher level of content with Commercial Intent than posts featuring the service categories of Holidays and Restaurants.

5.3.3.1 Commercial Intent Posts Variance

Descriptives

Commercial Content Count Posts

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Cars	250	.01	.089	.006	.00	.02	0	1
Clothes	250	.02	.200	.013	-.01	.04	0	3
Restaurants	250	.00	.063	.004	.00	.01	0	1
Holidays	250	.00	.000	.000	.00	.00	0	0
Total	1000	.01	.114	.004	.00	.01	0	3

Table 2.25: Descriptive Statistics for level of Commercial Intent Posts

Presented above are the Descriptive Statistics results that provide the mean, standard deviation and minimum and maximum values for the level of Commercial Intent content contained in the Instagram posts selected from the four categories of Cars, Clothes, Restaurants and Holidays. For the Cars category posts, the Descriptive Statistics recorded a mean value of .01 (95% Confidence Interval: .00 lower bound, .02 upper bound) phrases containing commercial intent, a standard deviation of .089 phrases, and minimum and maximum values of 0 and 1 phrase containing commercial intent. For the Clothes category posts, the results indicate a mean value of .02 (95 Confidence Interval: -.01 lower bound, .04 upper bound, Standard Deviation: .200 phrases) phrases containing commercial intent, and minimum and maximum values of 0 and 3 phrases.

The Descriptive Statistics indicate a mean value of .00 (95% Confidence Interval: .00 lower bound, .01 upper bound) phrases containing commercial intent for the Restaurants category posts with a standard deviation of .063 phrases. Additionally the Restaurants category posts recorded a minimum value of 0 phrases and a maximum value of one phrase containing commercial intent content across the selected posts. Finally, the Holidays category Descriptive Statistics indicated a mean value of .00 (95% Confidence Interval: .00 lower bound, .00 upper bound, Standard Deviation: .000 phrases) phrases containing commercial intent along with minimum and maximum values of 0 phrases containing commercial intent content for the selected Instagram posts.

Following the Descriptive Statistics, a One-Way ANOVA was conducted in order to identify any statistically significant difference in the level of Commercial Intent content contained in the Instagram posts selected from the four categories of Cars, Clothes, Restaurants and Holidays.

ANOVA

Commercial Content Count Posts

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.035	3	.012	.900	.441
Within Groups	12.916	996	.013		
Total	12.951	999			

Table 2.26: One-Way ANOVA for level of Commercial Intent Posts

The above results of the One-Way ANOVA indicate that there is no statistically significant ($f = .900$, $p = .441$) difference present in the level of Commercial Intent content between the four categories of Cars, Clothes, Restaurants and Holidays in the context of the selected Instagram posts. Following this,

a Scheffe Post-Hoc test was conducted in order to identify any statistically significant differences between the four product and service based categories at a more individual level.

Multiple Comparisons

Dependent Variable: Commercial Content Count Posts

Scheffe

(I) Product/Service Category	(J) Product/Service Category	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Cars	Clothes	-.008	.010	.893	-.04	.02
	Restaurants	.004	.010	.985	-.02	.03
	Holidays	.008	.010	.893	-.02	.04
Clothes	Cars	.008	.010	.893	-.02	.04
	Restaurants	.012	.010	.708	-.02	.04
	Holidays	.016	.010	.481	-.01	.04
Restaurants	Cars	-.004	.010	.985	-.03	.02
	Clothes	-.012	.010	.708	-.04	.02
	Holidays	.004	.010	.985	-.02	.03
Holidays	Cars	-.008	.010	.893	-.04	.02
	Clothes	-.016	.010	.481	-.04	.01
	Restaurants	-.004	.010	.985	-.03	.02

Table 2.27: Scheffe Post-Hoc test for level of Commercial Intent Content Posts

Commercial Content Count Posts

Scheffe^a

Product/Service Category	N	Subset for alpha = 0.05
		1
Holidays	250	.00
Restaurants	250	.00
Cars	250	.01
Clothes	250	.02
Sig.		.481

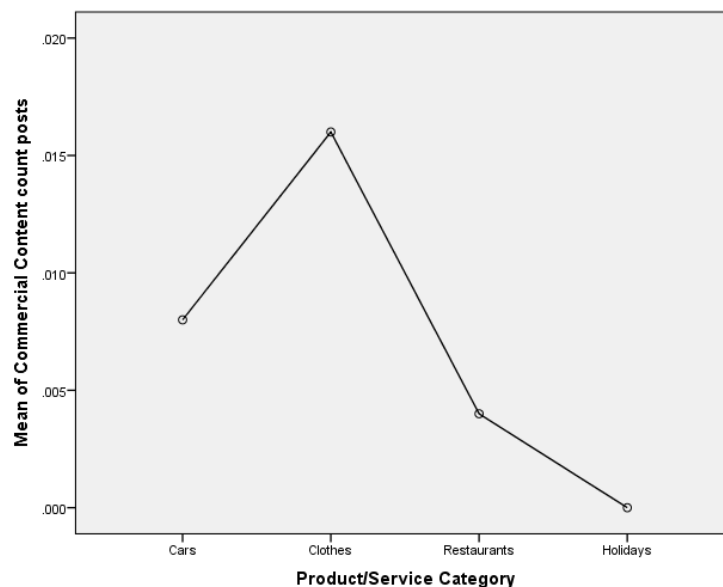
Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 250.000.

Table 2.28: Scheffe Alpha for level of Commercial Intent Content Posts

The results of the Scheffe Post-Hoc test (Table 2.27) reaffirm those returned for the One-Way ANOVA in finding no statistically significant difference in Commercial Intent content present between any of the four categories of Cars, Clothes, Restaurants and Holidays. The results do indicate a marginally higher level of Commercial Intent content within the Cars and Clothes posts, however not at a statistically significant level. This absence of a statistically significant result indicates that **H3 is not supported** in relation to the Instagram posts selected from the four categories.

The means plot below presents the values identified for the level of Commercial Intent content contained in the selected Instagram posts from the four categories of Cars, Clothes, Restaurants and Holidays. (*Figure 5.4: Means Plot Commercial Intent Posts*)



5.3.3.2 – Commercial Intent Comments Variance

Descriptives

Commercial Content Count Comments

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Cars	250	.08	.516	.033	.02	.14	0	6
Clothes	250	.05	.286	.018	.02	.09	0	2
Restaurants	250	.02	.154	.010	.00	.04	0	2
Holidays	250	.01	.141	.009	-.01	.03	0	2
Total	1000	.04	.314	.010	.02	.06	0	6

Table 2.29: Descriptive Statistics for level of Commercial Intent Content Comments

Presented above are the Descriptive Statistics providing the mean, standard deviation, minimum and maximum values for the level of Commercial Intent content contained in the comments on Instagram posts selected from the four categories of Cars, Clothes, Restaurants and Holidays. The Cars category comments recorded a mean value of .08 (95% Confidence Interval: .02 lower bound, .14 upper bound) phrases containing commercial intent, a standard deviation of .516 phrases, a minimum value of 0 phrases, and a maximum value of 6 phrases containing commercial intent. For comments on the Clothes category posts, the results indicate a mean value of .05 (95% Confidence Interval: .02 lower bound, .09 upper bound, Standard Deviation: .286 phrases) phrases containing commercial intent content, with minimum and maximum values of 0 and 2 phrases containing commercial intent.

The Restaurants category comments recorded a mean value of .02 (95% Confidence Interval: .00 lower bound, .04 upper bound) phrases containing commercial intent content with a standard deviation of .154, and minimum and maximum values of 0 and 2 phrases containing commercial intent content in relation to Instagram posts selected from the category. Finally, the Holidays category comments scored a mean value of .01 (95% Confidence Interval: -.01 lower bound, .03 upper bound) phrases containing commercial intent, with a standard deviation of .141 phrases, and minimum and maximum values of 0 and 2 phrases containing commercial intent.

Next, a One-Way ANOVA was conducted in order to identify any statistically significant difference in the level of Commercial Intent content contained in the comments on the selected Instagram posts from the Cars, Clothes, Restaurants and Holidays categories.

ANOVA

Commercial Content Count Comments

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.776	3	.259	2.639	.048
Within Groups	97.624	996	.098		
Total	98.400	999			

Table 2.30: One-Way ANOVA results for level of Commercial Intent Content Comments

From the One-Way ANOVA results above, it can be determined that a statistically significant ($f = 2.639$, $p = .048$) difference is present between the four categories of Cars, Clothes, Restaurants and Holidays in relation to the level of Commercial Intent content present in the comments on the sampled Instagram posts. In addition to this, a Scheffe Post-Hoc test was conducted in order to identify the presence of this statistically significant difference at a more individual category level.

Multiple Comparisons

Dependent Variable: Commercial Content Count Comments

Scheffe

(I) Product/Service Category	(J) Product/Service Category	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Cars	Clothes	.028	.028	.801	-.05	.11
	Restaurants	.064	.028	.157	-.01	.14
	Holidays	.068	.028	.117	-.01	.15
Clothes	Cars	-.028	.028	.801	-.11	.05
	Restaurants	.036	.028	.648	-.04	.11
	Holidays	.040	.028	.564	-.04	.12
Restaurants	Cars	-.064	.028	.157	-.14	.01
	Clothes	-.036	.028	.648	-.11	.04
	Holidays	.004	.028	.999	-.07	.08
Holidays	Cars	-.068	.028	.117	-.15	.01
	Clothes	-.040	.028	.564	-.12	.04
	Restaurants	-.004	.028	.999	-.08	.07

Table 2.31: Scheffe Post-Hoc test results for level of Commercial Intent Content Comments

Commercial Content Count Comments

Scheffe^a

Product/Service Category	N	Subset for alpha = 0.05
		1
Holidays	250	.01
Restaurants	250	.02
Clothes	250	.05
Cars	250	.08
Sig.		.117

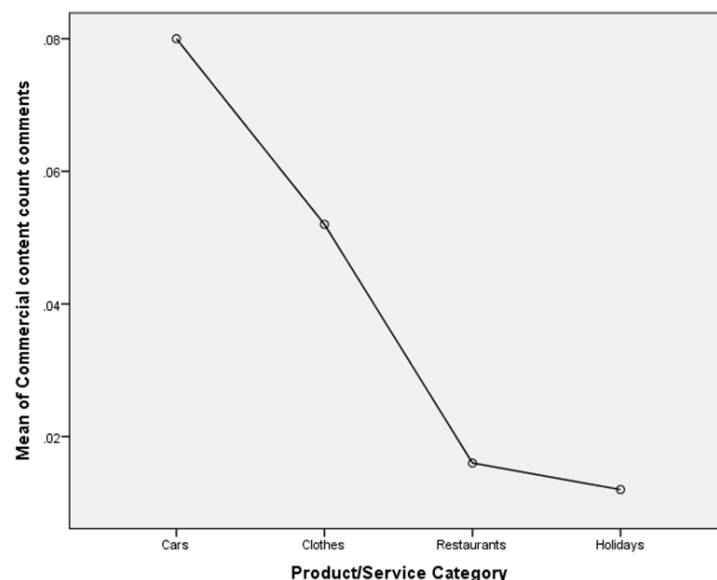
Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 250.000.

Table 2.32: Scheffe Alpha for Commercial Intent Content Comments

The results of the Scheffe Post Hoc test indicate that no statistically significant differences are present in the level of Commercial Intent content contained in the comments on the selected Instagram posts from the four individual product and service based categories. This has occurred despite the results of the One-Way ANOVA test indicating the presence of a statistically significant difference at a more overarching level ($f = 2.639$, $p = .048$). This would suggest some variance is between the categories in terms of Commercial Intent within the comments on the selected Instagram posts. However, due to the absence of any statistically significant differences between any of the four categories of Cars, Clothes, Restaurants and Holidays at the more individual level, it can be concluded that **H3 is not supported** in relation to the comments on the selected Instagram posts.

The means plot included below visually highlights the mean level of Commercial Intent content contained in the comments on the selected Instagram posts from the four product and service based categories of Cars, Clothes, Restaurants and Holidays. (*Figure 5.5: Means Plot Commercial Intent Comments*).



5.3.4 Variance in Recommendation Content

H4 – Instagram posts featuring the service categories of Holidays and Restaurants feature more recommendation based content than posts featuring the product categories of Cars and Clothing.

5.3.4.1 Recommendation Content Posts Variance

Descriptives

Recommendation Content Posts

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	Minimum	Maximum

					Lower Bound	Upper Bound		
Cars	250	.00	.000	.000	.00	.00	0	0
Clothes	250	.01	.089	.006	.00	.02	0	1
Restaurants	250	.13	.502	.032	.07	.19	0	4
Holidays	250	.10	.397	.025	.05	.15	0	3
Total	1000	.06	.328	.010	.04	.08	0	4

Table 2.33: Descriptive Statistics for level of Recommendation Content Posts

The Descriptive Statistics included above convey the mean, standard deviation, minimum and maximum values for the level of Recommendation Content present in the Instagram posts selected from the four categories of Cars, Clothes, Restaurants and Holidays. In the case of the Cars category posts, these statistics indicate a mean value of .00 (95% Confidence Interval: .00 lower bound, .00 upper bound) phrases containing recommendation content, a standard deviation of .000 phrases and minimum and maximum values of 0 phrases containing recommendation content. The Clothes category post results indicate a mean value of .01 (95% Confidence Interval: .00 lower bound, .02 upper bound) recommendation content phrases, a standard deviation of .089 phrases, and minimum and maximum values of 0 and 1 phrase containing recommendation content.

In the case of the Restaurants category posts, the Descriptive Statistics indicate a mean value of .13 (95% Confidence Interval: .07 lower bound, .19 upper bound) phrases containing recommendation content, a standard deviation of .502 phrases, and minimum and maximum values of 0 and 4 phrases containing recommendation content. Finally, the Holidays category posts returned a mean value of .10 (95% Confidence Interval: .05 lower bound, .15 upper bound, Standard Deviation: .397 phrases) phrases containing recommendation content, and minimum and maximum values of 0 and 3 phrases containing recommendation content.

Once again, in order to identify the presence or absence of a statistically significant difference in the level of Recommendation content contained in Instagram posts selected from the Cars, Clothes, Restaurants and Holidays categories, a One-Way ANOVA was conducted. These One-Way ANOVA results are included below.

ANOVA

Recommendation Content Posts

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.355	3	1.118	10.718	.000
Within Groups	103.924	996	.104		

Total	107.279	999			
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Table 2.34: One-Way ANOVA results for level of Recommendation Content Posts

These One-Way ANOVA results indicate that a statistically significant ($f = 10.718$, $p = .000$) difference is present between the Cars, Clothes, Restaurants and Holidays categories in relation to the level of Recommendation Content contained in Instagram posts selected from the categories. Following this result, a Scheffe Post-Hoc test was once again conducted in an attempt to identify the presence of any statistically significant differences at a more individualised level.

Multiple Comparisons

Dependent Variable: Recommendation Content Posts

Scheffe

(I) Product/Service Category	(J) Product/Service Category	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Cars	Clothes	-.008	.029	.994	-.09	.07
	Restaurants	-.132*	.029	.000	-.21	-.05
	Holidays	-.104*	.029	.005	-.18	-.02
Clothes	Cars	.008	.029	.994	-.07	.09
	Restaurants	-.124*	.029	.000	-.20	-.04
	Holidays	-.096*	.029	.012	-.18	-.02
Restaurants	Cars	.132*	.029	.000	.05	.21
	Clothes	.124*	.029	.000	.04	.20
	Holidays	.028	.029	.816	-.05	.11
Holidays	Cars	.104*	.029	.005	.02	.18
	Clothes	.096*	.029	.012	.02	.18
	Restaurants	-.028	.029	.816	-.11	.05

*. The mean difference is significant at the 0.05 level.

Table 2.35: Scheffe Post-Hoc test for level of Recommendation Content Posts

Recommendation Content Posts

Scheffe^a

Product/Service Category	N	Subset for alpha = 0.05	
		1	2
Cars	250	.00	
Clothes	250	.01	

Holidays	250		.10
Restaurants	250		.13
Sig.		.994	.816

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 250.000.

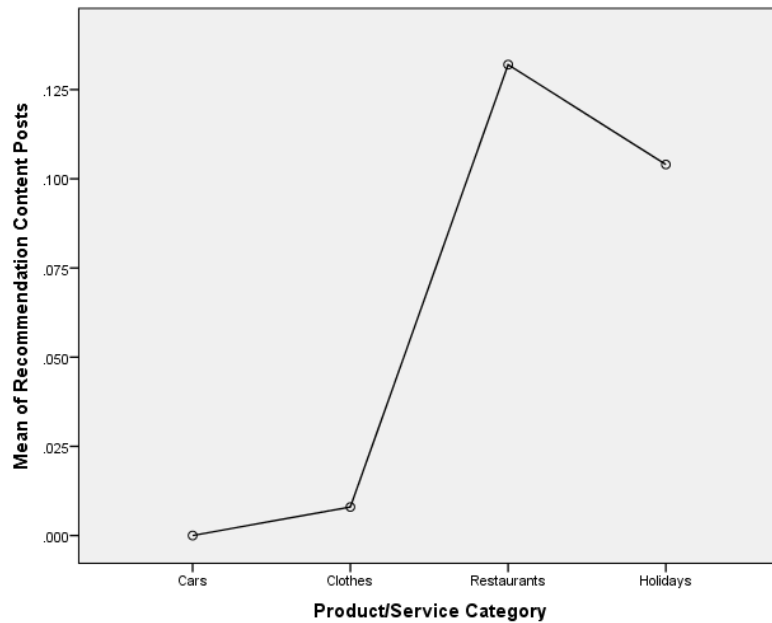
Table 2.36: Scheffe Alpha for Recommendation Content Posts

The results for the Scheffe Post Hoc test further indicate the existence of several statistically significant differences between the four categories of Cars, Clothes, Restaurants and Holidays. Firstly, the Cars category recorded a lower mean value at a statistically significant level than both the Restaurants ($-.132$, $p = .000$, 95% Confidence Interval: $-.21$ lower bound, $-.05$ upper bound), and Holidays ($-.104$, $p = .005$, 95% Confidence Interval: $-.18$ lower bound, $-.02$ upper bound) categories. Similarly, the Clothes category also recorded a statistically significant mean value lower than both the Restaurants ($-.125$, $p = .000$, 95% Confidence Interval: $-.20$ lower bound, $-.04$ upper bound), and Holidays ($-.096$, $p = .012$, 95% Confidence Interval: $-.18$ lower bound, $-.02$ upper bound) categories.

Inversely, a statistically significant difference was identified between the Restaurants category and both the Cars ($.132$, $p = .000$, 95% Confidence Interval: $.05$ lower bound, $.21$ upper bound) and Clothes ($.124$, $p = .000$, 95% Confidence Interval: $.04$ lower bound, $.20$ upper bound) categories. Finally, the same inverse statistically significant difference was also identified between the Holidays category and both the Cars ($.104$, $p = .005$, 95% Confidence Interval: $.02$ lower bound, $.18$ upper bound), and Clothes ($.096$, $p = .012$, 95% Confidence Interval: $.02$ lower bound, $.18$ upper bound) categories. Once again, the Scheffe Alpha test failed to return statistically significant results for homogeneous subsets.

Both the presence and the nature of the statistically significant results identified by the Scheffe Post-Hoc test indicate that **H4 is supported** in the context of the selected Instagram Posts featuring the four product and service based categories of Cars, Clothes, Restaurants and Holidays. The results indicate that the Instagram posts featuring the service based categories of Restaurants and Holidays contain higher levels of Recommendation content than the product based categories of Cars and Clothes at a statistically significant level.

Figure 5.6 presented below visually highlights the differing mean values recorded for the four product and service based categories of Cars, Clothes, Restaurants and Holidays in relation to the level of Recommendation Content contained in the selected Instagram posts.



(Figure 5.6: Means Plot Recommendation Content Posts)

5.3.4.2 Recommendation Content Comments Variance

Descriptives

Recommendation Content Count Comments

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Cars	250	.04	.187	.012	.01	.06	0	1
Clothes	250	.02	.166	.011	.00	.04	0	2
Restaurants	250	.04	.301	.019	.01	.08	0	3
Holidays	250	.05	.344	.022	.01	.09	0	4
Total	1000	.04	.260	.008	.02	.05	0	4

Table 2.37: Descriptive Statistics for level of Recommendation Content Comments

From the Descriptive Statistics the mean, standard deviation, minimum and maximum values identified for the level of Recommendation Content contained in the comments on the selected Instagram posts featuring the four product and service categories can be interpreted. In the case of the Cars category comments, the results indicate a mean value of .04 (95% Confidence Interval: .01 lower bound, .06 upper bound) phrases containing recommendation content, a standard deviation of .187 phrases and minimum and maximum values of 0 and 1 phrases. The Clothes category comments results return a mean value of .02 (95% Confidence Interval: .00 lower bound, .04 upper bound,

Standard Deviation: .166) phrases containing recommendation content, with minimum and maximum values of 0 and 2 phrases containing recommendation content.

For the Restaurants category comments the Descriptive Statistics provided a mean value of .04 (95% Confidence Interval: .01 lower bound, .08 upper bound) phrases containing recommendation content, a standard deviation of .301 phrases, a minimum value of 0 and a maximum value of 4 phrases containing some form of recommendation content. Finally, comments on the selected Holidays posts returned a mean value of .05 phrases (95% Confidence Interval: .01 lower bound, .09 upper bound, Standard Deviation: .344) containing recommendation content, with minimum and maximum values of 0 and 4 phrases across the sample.

As per the previous hypotheses, a One-Way ANOVA was conducted in order to determine whether a statistically significant difference in the level of Recommendation content present in the comments on the Instagram posts selected from the four product and service based categories.

ANOVA

Recommendation Content Count Comments

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.115	3	.038	.565	.638
Within Groups	67.516	996	.068		
Total	67.631	999			

Table 2.38: One-Way ANOVA results for level of Recommendation Content Comments

The One-Way ANOVA test failed to identify any statistically significant ($f = .565$, $p = .683$) difference in the level of Recommendation content between the four categories of Cars, Clothes, Restaurants and Holidays in relation to the comments on the sampled Instagram posts. Despite this absence of a statistically significant result at the more holistic level, a Scheffe Post-Hoc test was once again conducted to check for statistically significant differences at the more individual level. These results are presented below.

Multiple Comparisons

Dependent Variable: Recommendation Content Count Comments

Scheffe

(I) Product/Service Category	(J) Product/Service Category	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound

Cars	Clothes	.016	.023	.925	-.05	.08
	Restaurants	-.008	.023	.990	-.07	.06
	Holidays	-.012	.023	.966	-.08	.05
Clothes	Cars	-.016	.023	.925	-.08	.05
	Restaurants	-.024	.023	.786	-.09	.04
	Holidays	-.028	.023	.695	-.09	.04
Restaurants	Cars	.008	.023	.990	-.06	.07
	Clothes	.024	.023	.786	-.04	.09
	Holidays	-.004	.023	.999	-.07	.06
Holidays	Cars	.012	.023	.966	-.05	.08
	Clothes	.028	.023	.695	-.04	.09
	Restaurants	.004	.023	.999	-.06	.07

Table 2.39: Scheffe Post-Hoc test for level of Recommendation Content Comments

Recommendation Content Count Comments

Scheffe^a

Product/Service Category	N	Subset for alpha = 0.05
		1
Clothes	250	.02
Cars	250	.04
Restaurants	250	.04
Holidays	250	.05
Sig.		.695

Means for groups in homogeneous subsets are displayed.

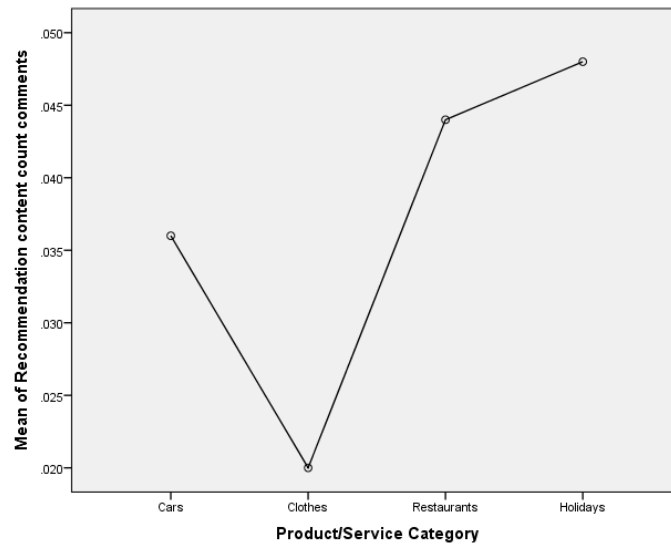
a. Uses Harmonic Mean Sample Size = 250.000.

Table 2.40: Scheffe Alpha for Recommendation Content Comments

The Scheffe Post-Hoc test results confirm the absence of any individual statistically significant differences between the four categories of Cars, Clothes, Restaurants and Holidays regarding the level of Recommendation content contained in comments on Instagram posts selected from those categories. This absence of a statistically significant difference between any of the four individual product and service based categories indicates that **H4 is not supported** in relation to the level of Recommendation content contained in comments on Instagram posts selected from the four

categories. Furthermore the mean values recorded for the four categories of Cars, Clothes, Restaurants and Holidays carry no clear division or difference along product or service based lines.

Included below is Figure 5.7 that provides a visual depiction of the mean values identified for the level of Recommendation content contained in the comments on the sampled Instagram posts.



(Figure 5.7: Means Plot Recommendation Content Comments)

5.3.5 Hypothesis Results Summary

To augment the hypothesis test results covered in the preceding pages, Table 2.41 has been included below in order to summarise the outcomes of the hypothesis tests for the four content theme derived research hypotheses outlined in Chapter 4.

Hypothesis		Supported	
H1	Instagram posts featuring the service categories of Holidays and Restaurants contain more emotive content than posts featuring the product categories of Cars and Clothing.	Posts	Comments
		X	X
H2	Instagram featuring the product categories of Cars and Clothing feature a higher level of company linking than posts featuring the service categories of Holidays and Restaurants.	Posts	Comments
		Partial Support	X
H3	Instagram posts that feature the product categories of Cars and Clothing feature a higher level of content with commercial intent than posts featuring the service categories of Holidays and Restaurants.	Posts	Comments
		X	X
H4	Instagram posts featuring the service categories of Holidays and Restaurants feature more recommendation based content than posts featuring the product categories of Cars and Clothing.	Posts	Comments
		✓	X

Table 2.41: Summarised Hypothesis Results for both Posts and Comments

Table 2.41 indicates that for the first hypothesis pertaining to the variance in the level of Emotive Content between the four categories, the hypothesis (H1) was not supported in the context of either the Instagram posts or the comments on the Instagram posts selected from the categories. Hypothesis Two (H2), pertaining to the variance in the level of Company Linking between the four categories, was partially supported in the context of the sampled Instagram posts, and not supported in the context of the comments on those sampled Instagram posts. For the third hypothesis focused on the variance in the level of Commercial Intent content between the four categories, the hypothesis (H3) was not supported in the context of either the selected Instagram posts or their accompanying comments. Lastly Hypothesis four (H4), focused on the variance in the level of Recommendation content between the four categories, was supported in the context of the selected Instagram posts, but was not supported in the context of the comments on those selected Instagram posts.

5.4 Unit Frequency by Content Theme Category

Following on from the Hypotheses results are the frequencies pertaining to the content units of Words, Phrases, Symbols and Emoji's contained in both the Instagram posts selected in the sample, and the comments on those posts. These results will be presented in table form with the counts identified for each of the four categories in relation to both the Instagram Posts and the comments on those posts. The actual units themselves in the form of words, phrases, emoji's and symbols used, along with their frequencies, will be displayed in appendices 8.6 to 8.12. As with the previous results sections the word, phrase, emoji and symbol counts are displayed in content theme order, beginning with Emotive content, followed by Company Linking then Commercial Intent content and finishing with Recommendation content.

5.4.1 Emotive Words Count

	Cars Posts	Cars Comme nts	Clothes Posts	Clothes Comme nts	Restaura nts Posts	Restaura nts Commen ts	Holida ys Posts	Holidays Comments
No. Individual words	111	53	138	75	142	44	121	44
Total No. Words	199	129	260	121	361	56	284	83
Proportio n of Post	45.2 % (113/ 250)	N/A	51.2% (128/250)	N/A	54.4% (136/250)	N/A	51.2% (128/250)	N/A
Proportio n of posts with comments	N/A	32% (80/250)	N/A	28% (70/250)	N/A	10.4% (26/250)	N/A	20% (50/250)

Table 3.0: Counts and Post Proportions for Emotive Words

Table 3.0 presented above provides the number of individual words used, the total number of words used, the proportion of Instagram posts containing words and the proportion of those Instagram posts with comments containing words from the Emotive Content category. For the Cars category, the unit table indicates that the Instagram posts selected from the category contained 111 individual emotive words and 199 emotive words in total, with 45.2 percent, or 113 out of the 250 selected posts, containing at least one emotive word. The comments on the Instagram posts selected from the Cars category contained 53 individual emotive words and 129 emotive words in total. Additionally 32 percent or 80 out of 250 selected Instagram posts had comments containing at least one emotive word. The Clothes category Instagram posts recorded 138 individual words and 260 emotive words in total, with 51.2 percent, or 128 of the 250 posts selected, containing at least one emotive word. Regarding

the comments on those selected Clothes posts, they contained 75 individual emotive words and 121 emotive words in total, whilst the proportion of selected posts with comments containing at least one emotive word was 28 percent, or 70 out of 250.

For the Restaurants category, Table 3.0 indicates that the Instagram posts selected contained 142 individual words and 361 emotive words in total, with the proportion of the selected posts containing at least one emotive word being 54.4 percent, or 136 out of 250. In the case of the comments on the same selected posts, they were identified as containing 44 individual words and 56 emotive words in total; with the proportion of the selected posts with comments containing at least one emotive word being 10.4 percent, or 26 out of 250. Finally, for the selected Holidays posts, they were identified as containing 121 individual words and 284 emotive words in total, whilst the proportion of the selected posts containing at least one emotive word was 51.2 percent, or 128 out of 250. The comments on those selected Instagram posts recorded 44 individual emotive words and 83 emotive words in total; with the proportion of the selected Instagram posts with comments containing at least one emotive word was identified at 20 percent or 50 out of 250.

5.4.2 Emotive Phrase Counts

	Cars Posts	Cars Comments	Clothes Posts	Clothes Comments	Restaurants Posts	Restaurants Comments	Holidays Posts	Holidays Comments
No. Individual Phrases	258	221	375	193	259	94	239	116
Total No. Phrases	311	259	415	229	303	100	248	129
Proportion of Post	64.4 % (161/250)	N/A	74.8% (187/250)	N/A	63.2% (158/250)	N/A	62% (155/250)	N/A
Proportion of posts with comments	N/A	41.2% (103/250)	N/A	38.4% (96/250)	N/A	18.8% (47/250)	N/A	26% (65/250)

Table 3.1: Unit Counts for Emotive Phrases

The Emotive Phrase table above provides the individual and total phrases frequencies, the proportion of Instagram posts containing phrases and the proportion of those Instagram posts with comments containing phrases from the Emotive Content category. The full list of emotive phrases and their respective counts is presented in Appendix 8.7. The Cars category Instagram posts contained 258 individual emotive phrases and 311 emotive phrases in total, along with 64.4 percent, or 161 of the 250 selected posts containing at least one emotive phrase. Additionally the comments on the selected

posts contained 221 individual emotive phrases and 259 emotive phrases in total. Furthermore 41.2 percent; or 103 of the 250 selected posts, had comments containing at least one emotive phrase. The Clothes category results indicated that the sampled Instagram posts contained 375 individual phrases and 415 emotive phrases, with 74.8 percent, or 187 out of 250 selected posts, including at least one emotive phrase. In the case of the comments on those posts, they contained 193 individual emotive phrases and 229 emotive phrases in total, whilst 38.4 percent, or 96 out of 250 of the selected posts had comments that included some form of emotive phrase.

Table 3.1 additionally indicated that the Restaurants category Instagram posts contained 259 individual phrases and 303 emotive phrases in total, and recorded a proportion of the selected posts containing a minimum of one emotive phrase of 63.2 percent, or 158 out of 250. In the case of the comments on those same selected posts, frequencies of 94 individual phrases and 100 emotive phrases in total were recorded; moreover, the proportion of the selected posts with comments containing an emotive phrase was 18.8 percent, or 47 out of 250. Lastly, the posts selected from the Holidays category were identified as featuring 239 individual phrases and 248 total emotive phrases; whilst 62 percent, or 155 of the 250 selected posts, contained some form of emotive phrase. The comments on those selected Instagram posts also contained 116 individual and 129 total emotive phrases, along with a proportion of 26 percent, or 65 out of 250, of the selected Instagram posts featuring comments that included at least one emotive phrase.

5.4.3 Emoji Unit Count

	Cars Posts	Cars Comments	Clothes Posts	Clothes Comments	Restaurants Posts	Restaurants Comments	Holidays Posts	Holidays Comments
No. Individual Emoji's	15	19	24	22	21	16	17	18
Total No.Emojis	112	157	117	138	81	56	103	87
Proportion of Post	26.4 % (66/250)	N/A	29.6% (74/250)	N/A	16.8% (42/250)	N/A	24.8% (62/250)	N/A
Proportion of posts with comments	N/A	25.6% (64/250)	N/A	17.2% (43/250)	N/A	9.6% (24/250)	N/A	15.6% (39/250)

Table 3.11: Unit Count for Emoji's

Presented above are the frequencies for the number of individual emoji's used, the total number of emoji's used, the proportion of Instagram posts containing emoji's and the proportion of those

Instagram posts with comments containing emoji's. Emoji's have been included as a measurement unit on the basis that they represent a form of Emotive Content, with the full list of emoji's and their respective counts presented in Appendix 8.8. For the Cars category, the unit table presented above indicates that the sampled Instagram posts featured 15 individual emoji's and 112 emoji's in total, along with 26.4 percent, or 66 of the 250 selected posts featuring at least one emoji. The comments on the same Instagram posts were recorded as featuring 19 individual emoji's and 157 emoji's in total. In addition to this, 25.6 percent, or 64 of the 250 Instagram posts sampled, had comments containing at least one emoji of some form. The Clothes category focused Instagram posts contained 24 individual emoji's and 117 emoji's in total, along with 29.6 percent, or 74 of the 250 posts, containing at least one emoji. Meanwhile the comments on those selected Clothes posts recorded 22 individual forms of emoji and 138 emoji's in total, whilst the proportion of those posts sampled that featured comments containing at least one emoji was 17.2 percent, or 43 out of 250.

The emoji frequencies for the Restaurants category indicate that the selected Instagram posts utilised 21 individual emoji's for a total 81 emoji's overall, with 16.8 percent, or 42 of the 250 selected posts, containing a minimum of one emoji. In the case of the comments on those posts, they featured 16 individual emoji types and 56 emoji's in total, whilst the proportion of the selected posts with comments containing at least one emoji was 9.6 percent (24/250). Finally, the posts selected from the Holidays category were found to containing 17 individual emoji's and a total of 103 emoji's, along with a proportion of 24.8 percent of the selected posts containing at least one emoji. A proportion of 15.6 percent or 39 of the 250 selected posts featuring Holiday images were identified as having comments that included at least one emoji of some form. These comments featured 18 individual forms of emoji and a combined total of 87 emoji's.

5.4.4 Emotive Symbol Unit Count

	Cars Posts	Cars Comments	Clothes Posts	Clothes Comments	Restaurant s Posts	Restaurants Comments	Holiday s Posts	Holiday s Comments
No. Individual Symbols	11	23	15	21	10	10	9	15
Total Symbols	128	271	103	213	52	67	53	122
Proportion of Post	36.8% (92/250)	N/A	30.4% (76/250)	N/A	15.2% (38/250)	N/A	18.4% (46/250)	N/A
Proportion of posts with comments	N/A	40.8% (102/250)	N/A	40.4% (101/250)	N/A	15.2% (38/250)	N/A	26% (65/250)

Table 3.12: Emotive Symbol Unit Count

The final Emotive based unit table, Table 3.12, displays the frequencies recorded for the unit of Emotive Symbols, which as touched on earlier includes symbols such as exclamation marks and symbol based facial expressions. As with the frequency tables covered thus far the number of individual symbols, the total number of symbols along with the proportions of the selected posts and post with comments featuring Emotive symbols is presented. The full list of symbols and their respective counts is once again presented in Appendix 8.9. To begin, the Cars category posts recorded 11 individual emotive symbols, with 128 symbols recorded in total, and 36.8 percent (92/250) of the selected posts containing at least one emotive symbol. The results additionally indicated that for the comments on said posts, 23 individual emotive symbols, and 271 symbols in total were recorded, with 40.8 percent (102/250) of the posts featuring comments recording at least one emotive symbol.

For the Clothes category's sampled posts, the results indicate 15 individual emotive symbols and 103 symbols in total were present, along with 30.4 percent, or 76 of 250 posts selected, containing at least one emotive symbol. Additionally the comments on those selected Clothes posts contained 21 individual symbols, for a total of 213 symbols, from a proportion of 40.4 percent (101/250) of selected posts featuring comments containing at least one emotive symbol. The frequencies for the Restaurants category indicated that the sampled Instagram posts contained 10 individual emotive symbols, 52 symbols in total and that the proportion of posts containing an emotive symbol was 15.2 percent, or 38 out of 250. Somewhat similarly, the comments on the same selected posts also featured 10 individual emotive symbols, along with an identical proportion of the posts featuring comments that contained an emotive symbol of 15.2 percent (38/250). However, the comments did record a total of 67 emotive symbols used overall.

Finally for the posts selected from the Holidays category, they were identified as containing 9 individual emotive symbols and 53 emotive symbols in total, with the proportion of the selected posts containing at least one emotive symbol identified at 18.4 percent, or 46 of 250. In the case of the comments on those selected Holidays posts, they were identified as containing 15 individual emotive symbols and 122 symbols in total. The proportion of the selected Instagram posts with comments containing at least one emotive symbol was identified at 15.6 percent or 39 out of 250.

5.4.5 Company Linking Unit Counts

Following the initial theme of Emotive Content and its associated units, is the theme of Company Linking, which as identified in Chapter 4, relates to the direct or indirect linking to companies by the users in the selected Instagram posts and their comments. As highlighted in Chapter 4, the more direct forms of linking can be seen in the form of location tagging the particular company, or linking directly to their Instagram account. Alternatively, the more indirect form can be best reflected through

the inclusion of the company or brand name in a hashtag. In terms of the content unit counts relating to the theme of Company Linking there are two tables that are presented and touched on in the following pages.

The first of these tables is presented in a similar form to the proceeding unit tables for the Emotive Content units, and identifies the number of individual and total links contained in the selected Instagram posts and comments. Likewise, the first table also provides the proportion of both posts and posts with comments containing at least one company link. The second of these tables presents the frequencies recorded for the different forms of company link across both the Instagram posts, and the comments on those posts selected from the four categories of Cars, Clothes, Restaurants and Holidays. In addition to this the full list of linked companies and their respective counts presented in Appendix 8.10

5.4.6 Company Linking Unit Counts

	Cars Posts	Cars Comments	Clothes Posts	Clothes Comments	Restaurants Posts	Restaurants Comments	Holidays Posts	Holidays Comments
No. Individual Links	114	22	157	28	220	13	96	26
Total No. Links	213	35	177	36	227	14	99	29
Proportion of Posts	74% (185/250)	N/A	40% (100/250)	N/A	54% (135/250)	N/A	27.6% (69/250)	N/A
Proportion of posts w/ comments	N/A	13.2% (33/250)	N/A	11.2% (28/250)	N/A	4.8% (12/250)	N/A	8.4% (21/250)

Table 3.13: Company Linking Unit Counts

For linking in the Cars category the results indicate that the Instagram posts selected from the category contained 114 individual company links and 213 links in total, while 74 percent or 185 of the 250 selected posts contained at least one company link in some form. For the comments on these posts selected from the Cars category, the results indicate that they contained 22 individual company links and 35 company links in total. Additionally 13.2 percent (33/250) of the selected Instagram posts had comments containing at least one form of company link. The Clothes category post results returned 157 individual company links for a total of 177 links, with 40 percent of those posts, or 100 out of the 250, including a company link. In addition, the comments on those selected Clothes posts

contained 28 individual company links and 36 links in total, together with a proportion of selected posts with comments containing a company link in some form of only 11.2 percent.

The company linking results for the sampled Restaurants posts indicate 220 individual company links and 227 links in total were used, with the proportion of the selected posts containing at least one link being 54 percent, or 135 out of 250. The comments on these same posts recorded 13 individual company links, 14 links in total, and a proportion of the selected posts with comments containing a link in some capacity of 4.8 percent (12/250). The final category of Holidays featured 96 individual company links and 99 links in total in the selected posts, with the proportion of posts containing one or more company links recorded at 27.6 percent, or 69 out of 250. The comments on those selected posts recorded 26 individual company links together with 29 links in total. The proportion of the selected Instagram posts with comments containing at least one company link was 8.4 percent, or 21 out of 250.

5.4.7 Company Link Count by Link Type

	Cars		Clothes		Restaurants		Holidays		
Link type	Post	Comments	Post	Comments	Post	Comments	Post	Comments	Total
Instagram acct	13	31	22	23	10	5	4	21	129
Website	0	1	2	2	2	0	0	0	7
Location/ Address	7	0	2	0	76	0	22	0	107
Facebook	0	0	0	0	0	0	0	0	0
Twitter	0	0	0	0	0	0	0	0	0
Phone	0	0	0	0	0	1	0	0	1
Email	0	0	0	0	0	0	0	0	0
YouTube	0	0	4	0	0	0	0	0	4
Other Electronic	201	3	146	5	136	8	72	8	579
Other	5	0	0	1	2	0	3	0	11

Table 3.14: Company Link Count by Link type

The second Company Linking table presented above contains the frequency recorded for each of the different forms of company link identified in the sampled Instagram posts and their accompanying comments. In the case of the Instagram Account link type the Car category posts contained 13 links to company Instagram accounts, while the comments on those posts contained 31 links to Instagram Accounts. For the Clothes category, the selected posts contained 22 links to company Instagram

accounts and the comments contained 23 links. The sampled Restaurants category Instagram posts contained 10 links to company Instagram accounts; with the accompanying comments featuring 5 links. Lastly, the Holidays category recorded 4 links to company Instagram accounts in the sampled posts with the comments on those posts featuring 21 Instagram Account based links. For the entire sample across both the selected Instagram posts and their comments, 129 links to company Instagram accounts were used.

For the Website link type the posts only categories that recorded any Website based links on either the sampled posts or their associated comments were the Cars (Comments: 1 link), Clothes (Posts: 2, Comments: 2) and Restaurants (Posts: 2) categories. The Cars posts, Restaurants comments and Holidays posts and comments all recorded 0 Website based links. In total the Website link type recorded just 7 links across the selected Instagram posts featuring the four categories of Cars, Clothes, Restaurants and Holidays and their respective comments.

The location or address link type, presented in the form of either explicitly stating the company's physical address or providing a location tag for the company, appeared to be consigned to the sampled posts only. In this regard the Cars category recorded 7 company links, the Clothes category 2 links, the Restaurants category 76 links and the Holidays category 22 links. The associated comments on the sampled posts from all four of these product and service based categories all recorded 0 location or address based links across the sample. In total the company link type of Location or Address based links recorded 107 links across both the selected Instagram posts and the comments on those selected posts for the four categories of Cars, Clothes, Restaurants and Holidays. The company link types of Facebook, Twitter and Email all recorded 0 company links across both the selected Instagram posts, and their associated comments from all four product and service categories, resulting in an overall total of 0 links for each of those channels. In addition to this the company link type of a phone number only recorded 1 link from the comments on the selected Restaurants category posts.

The company link type of other electronic links recorded some of the higher frequencies and was by and large represented in the form of hashtags featuring company names. The results indicate that the Cars category recorded 201 other electronic company links for the selected posts, whilst the comments on those selected posts recorded 3 links. The posts sampled from the Clothes category featured 146 other electronic company links, whilst the comments on those selected posts recorded 5 links. For the Restaurants category, the results recorded 136 other electronic company links on the sampled posts and 8 links used in the comments on those selected Instagram posts. The Holidays category's sampled posts recorded 72 other electronic company links, along with 8 other electronic links recorded in the comments on those selected Instagram posts. Across both the selected Instagram posts and the comments on those selected posts featuring the four categories of Cars, Clothes, Restaurants and Holidays, 579 other electronic company links were recorded.

The final link type of other links were represented in such forms as company brochures or menu's, recorded an overall total across the four categories of Cars, Clothes, Restaurants and Holidays of 11 links. This total was arrived at through the Cars, Restaurants and Holidays category posts recording 5, 2 and 3 other links respectively and the Clothes category comments recording the use of 1 other link. The remaining category components of the Clothes posts and Cars, Restaurants and Holidays comments all recorded 0 uses of other links across the sampled content.

5.4.8 Commercial Intent Content Unit Count

	Cars Posts	Cars Comments	Clothes Posts	Clothes Comments	Restaurant Posts	Restaurant Comments	Holidays Posts	Holidays Comments
No. Individual Phrases	2	17	4	12	1	4	0	3
Total No. Phrases	2	20	4	12	1	4	0	3
Proportion of Post	1.2% (3/250)	N/A	0.8% (2/250)	N/A	0.4% (1/250)	N/A	0% (0/250)	N/A
Proportion of posts with comments	N/A	5.2% (13/250)	N/A	3.6% (9/250)	N/A	1.2% (3/250)	N/A	0.8% (2/250)

Table 3.15: Commercial Intent Content Unit Count

Table 3.15 presented above relates to the third content theme outlined in Chapter 4 of Commercial Intent and presents the frequencies obtained from the sampled Instagram posts and their associated comments in a similar manner to Tables 3.0 – 3.13 covered thus far. Once again, the full list of Commercial Intent phrases and their individual counts are presented in the appendices (Appendix 8.11). For the Cars category, the table indicates that the Instagram posts selected from the category contained 2 individual phrases featuring commercial intent and 2 phrases in total, whilst 1.2 percent, or 3 out of the 250 selected posts, contained at least one phrase featuring commercial intent. For the comments on these Instagram posts the results indicate that they contained 17 individual phrases containing commercial intent and 20 phrases in total. Additionally, 5.2 percent, or 13 out of 250 selected Instagram posts, had comments containing at least one phrase that included commercial intent in some form.

Table 3.15 indicates that the Clothes category posts contained 4 individual phrases of commercial intent and 4 phrases in total and that 0.8 percent (2/250) of the posts selected featured one phrase or

more containing some kind of commercial intent. The comments on those selected Clothes posts were found to contain 12 individual commercial intent phrases and 12 commercial phrases in total, with 3.6 percent of Clothes focused posts sampled receiving comments containing at least one phrase incorporating commercial intent.

The frequencies for the sampled Restaurants category posts returned values of 1 individual phrase containing commercial intent and 1 phrase in total containing commercial intent. Meanwhile, the proportion of these selected posts that recorded at least one phrase containing commercial intent in some form was 0.4 percent (1/250). Somewhat similarly, the comments on the same selected posts included 4 individual phrases containing commercial intent, 4 phrases in total and a proportion of 1.2 percent, or 3 of the 250 the selected posts with comments containing commercial intent.

Finally, the Instagram posts selected from the Holidays category contained no examples of phrases utilising commercial intent in some capacity. However the comments on those selected Instagram posts recorded 3 individual commercial intent phrases, 3 phrases in total and a proportion of the selected Instagram posts with comments containing at least one commercial intent phrase of 0.8 percent (2/250).

5.4.9 Recommendation Content Unit Count

	Cars Posts	Cars Commen ts	Clothe s Posts	Clothes Commen ts	Restaurant s Posts	Restaurant s Comments	Holidays Posts	Holidays Commen ts
No. Individ ual Phrases	0	11	2	6	32	11	21	12
Total No.Phr ases	0	11	2	6	33	11	26	12
Propor tion of Post)	0% (0/250)	N/A	0.8% (2/250)	N/A	8% (20/250)	N/A	7.6% (19/250)	N/A
Propor tion of posts with comme nts	N/A	4.4% (11/250)	N/A	1.6% (4/250)	N/A	2.4% (6/250)	N/A	2.4% (6/250)

Table 3.16: Recommendation Content Unit Count

Presented above are the frequencies recorded for the Recommendation content theme in regards to the chosen measurement unit of phrases. Presented is the number of individual recommendation phrases used, the total number of recommendation phrases used, the proportion of Instagram posts containing

recommendation phrases and the proportion of those Instagram posts with comments containing recommendation phrases. The full list of recommendation phrases and their respective counts presented in Appendix 8.12.

The sampled Cars category posts recorded 0 individual phrases, and therefore 0 phrases in total, featuring recommendation content, with the subsequent proportion of sampled posts featuring at least one example of recommendation content being 0 percent (0/250). Somewhat contrastingly, the comments on those sampled Instagram posts contained 11 individual phrases featuring recommendation content and 11 phrases in total. Additionally 4.4 percent, or 11 out of 250 selected Instagram posts, had comments containing at least one phrase that included some form of recommendation.

For the Instagram posts selected from the Clothes category, the results indicate that they contained 2 individual recommendation phrases, 2 phrases in total and a proportion of 0.8 percent, or 2 of the 250 posts selected, containing at least one phrase that featured some form of recommendation. In the case of the comments on those selected Clothes posts, 6 individual recommendation content phrases and 6 phrases in total were recorded, whilst the proportion of selected posts with comments containing at least one recommendation phrase was 1.6 percent.

For the Restaurants category the recommendation content unit table indicates that the Instagram posts selected contained 32 individual phrase containing recommendation content and 33 phrases in total with the proportion of the selected posts containing at least one phrase containing some form of recommendation being 8 percent or 20 out of 250. In the case of the comments on the same selected posts they were identified as containing 11 individual phrases containing recommendation content and 11 phrases in total whilst the proportion of the selected posts with comments containing at least one phrase containing some form of recommendation was 2.4 percent or 6 out of 250.

Finally the posts selected from the Holidays category they were identified as containing 21 individual recommendation content phrases, 26 phrases in total and recorded a proportion of 7.6 percent, or 19 of the 250 selected posts, containing at least one phrase of recommendation content. The comments on those selected Instagram posts also contained 12 individual recommendation content phrases, 12 phrases in total with these phrases coming from 2.4 percent, or 6 of the 250 selected Instagram posts that included comments.

These results conclude the unit frequency section of the results through presenting the frequencies recorded for the content measurement units identified in Chapter 4 in relation to the themes of Emotive Content, Company Linking, Commercial Intent Content and Recommendation Content.

Following this is the final results section presenting the image types used in the sampled Instagram posts.

5.5 Image Types by Product and Service Category

The following tables present the types of images used in the Instagram posts selected from the four categories of Cars, Clothes, Restaurants and Holidays and their respective frequencies.

5.5.1 Cars Category Images

Image Type	Whole car only	Part of car exterior	Part of car interior	Car badge close up	Poster posing next to/inside car
Count	74	128	36	6	39
Image Type	Selfie of poster inside/next to car	Map	Car keys	Poster Showing emotion	Photo of purchase process
Count	8	1	2	1	1
Image Type	Dealer signage	Dealer brochure	Car company website	Badge visible	Non category related content
Count	2	2	1	156	3

Table 4.0: Cars Category Image Type Frequencies

The Instagram posts selected from the Cars category were found to contain 15 different types of image, for an overall frequency across all types of 460 across the 250 Instagram posts sampled. Images featuring part of the car exterior recorded the largest frequency (128), with an additional 74 images featuring the whole car. The remaining double digit image types were those of images featuring the poster posing next to or inside the car (39) or those featuring part of the interior of the car (36), while an additional eight images featured a selfie of the poster inside or next to the car. Images featuring signage at a car dealership, a car dealership brochure, or a close-up of the new cars' keys all recorded frequencies of two images.

Three image types recorded a frequency of one in the form of an image featuring the purchase process, an image featuring the poster's emotion in a standalone manner and an image featuring a car company website. Additionally three images featured material unrelated to the car purchase as part of a collage and featured content such as the poster socialising with friends. In addition to these image types, and in particular images featuring a close-up of the new cars' badge, 156 images from the sampled posts had the badge/logo of the new car in a visible position.

5.5.2 Clothes Category Images

Image Type	Selfie in new clothes	Poster posing in clothes	Clothes/accessories only	Clothing store	Clothing store/brand packaging
Count	192	24	53	2	13

Image Type	Clothes and packaging	Unrelated content	Poster posing outside clothing store	Other
Count	4	2	1	2

Table 4.1: Clothes Category Image Type Frequencies

Of the Instagram posts sampled from the Clothes category, Table 4.1 highlights the presence and use of nine different image types with a combined overall frequency of 293 images from the 250 Instagram posts sampled from the category. Four of the image types identified in the sampled posts recorded double digit or greater frequencies in the form of selfie images in the new clothes (192), images of the clothes (53), images of the poster in the new clothes (24) and clothing related packaging (13). Of the remaining image types, those featuring a clothing store, unrelated content or other content all recorded frequencies of two images. Additionally images featuring both the clothing and its accompanying packaging recorded a frequency of four images, whilst one image featured the poster posing outside a clothing store.

5.5.3 Restaurants Category Images

Image Type	Food/drink only	Restaurant Interior	Restaurant Exterior	Close-up of sign	Close-up of menu
Count	117	32	14	6	1
Image Type	POV shot of table/table + interior or exterior	Group photo	Selfie	Menu + food	POV shot of friend/partner
Count	19	30	25	2	18

Table 4.2: Restaurants Category Image Type Frequencies

The image frequency results pertaining to the Instagram posts selected from the Restaurants category indicate the presence of 10 different types of image, and an overall number of images across all types of 264 from the 250 selected posts. Of the ten different image types identified for the category, all but three recorded double digit frequencies, with images featuring food and/or drinks only recording a three digit frequency of 117. Images recording double digit frequencies featured the following aspects; restaurant interior (32), restaurant exterior (14), POV of the table/ table + interior or exterior (19), a group photo (30), selfies (25) or the posters friend or partner (18). Of the three remaining image types, images featuring a close-up of restaurant signage recorded a frequency of six images, images featuring the menu plus food recorded a frequency of two and images that featured a close-up of the menu recorded a frequency of one.

5.5.4 Holidays Category Images

Image Type	Hotel Interior	Hotel Exterior	View from Hotel Room	Hotel Accessories	View/Scenery /Attraction	Boarding pass
Count	7	23	10	1	91	4
Image	Holiday	Countdown	Airport	Selfie	Group/Coupl	Activity

Type	Booking	app			e photo	photo
Count	4	1	4	20	23	23
Image Type	Food/Drink	Photo of partner/poster	Holiday driven purchase	Guidebook	Suitcases	
Count	20	48	5	1	4	

Table 4.3: Holidays Category Image Type Frequencies

The image frequencies for the final category of posts featuring Holidays contained 17 different types of image, leading to an overall number of images across all types of 289 across the 250 Instagram posts sampled. Images featuring more concrete aspects such as the Hotel exterior (23), View from the hotel room (10), views, scenery or attractions (91) or food and drink (20) all recorded frequencies of ten or greater. Additionally, images that featured more human or social derived elements such as selfies (20), groups or couples (23), activities (23) or the poster or their partner other than a selfie (48) also recorded double digit frequencies.

Of the remaining single digit image types some depicted more supplementary elements of the holiday purchase such as suitcases (4), hotel accessories (1), guidebooks (1) or airport transit elements. Others depicted sources of anticipation such as boarding passes (4), holiday bookings (4) and countdown apps (1). Finally others depicted slightly more involved elements in the form of the Hotel Interior (7) or supplementary purchases derived from the holiday purchase (5), such as clothing purchases.

5.6 Chapter Summary

The results chapter presented above provides the statistical tables, charts and frequency tables and their accompanying explanatory text for the content analysis conducted on the sampled Instagram posts and their associated comments from the categories of Cars, Clothes, Restaurants and Holidays. Following a brief overview of the sample results and information obtained the chapter begins by presenting the Descriptive Statistics, One-Way ANOVA, Scheffe Post-Hoc, Scheffe Alpha and accompanying means plots for the post and poster based variables. Following these results, the same statistical tests were applied to each of the four research hypotheses outlined in Chapter 3, with the subsequent results and their impact on the hypotheses presented sequentially. These tests and results were applied and presented in relation to both the sampled Instagram posts and the comments on those Instagram posts.

Following this, the relevant tables containing the content unit frequencies for the four themes of Emotive Content, Company Linking, Commercial Intent Content and Recommendation Content were presented and outlined. Finally, the chapter was concluded through the presentation of the tables identifying the various image types used in the Instagram posts from the four product and service categories of Cars, Clothes, Restaurants and Holidays, along with their respective frequencies. These

results and the subsequent findings derived from them, along with the more overarching research themes will be explained and elaborated on in the following Discussion chapter, along with the implications of these findings and the conclusions drawn.

6 Discussion

6.1 Introduction

This chapter will first and foremost build upon the results presented in the previous chapter in relation to the post and poster level information, the four research hypotheses, the content unit, and image type frequencies. Firstly, the chapter will expand upon the post and poster level results and identify the key patterns and differences present in relation to the Instagram post and poster information between the four categories of Cars, Clothes, Restaurants and Holidays. The chapter will then migrate to the discussion of the statistical results relating to the four research hypotheses outlined in Chapter 3. Next, the unit frequency tables and their key patterns and findings for the four content themes of Emotive Content, Company Linking, Commercial Intent and Recommendation content will be discussed, with some additional reference to the hypothesis results.

Following this, the frequency tables relating to the types of images used in the sampled Instagram posts will be discussed and their key patterns identified. The preceding individualised discussions will provide the basis for the presentation and discussion of the more overarching themes derived from the research. The later stages of the chapter will then utilise the platform laid by the earlier content focused discussion to subsequently outline the academic and managerial implications of the research. Finally, the chapter will conclude with the outlining of the limitations of the research and suggestions for future studies before finishing up with some brief concluding remarks.

6.2 Post and Poster Level Results

The purpose of including the post and poster based results and information in the form of Number of Posts, Number of Followers, Number of followings, Number of Comments and Number of Likes was to provide some degree of context to the remaining content focused results. Due to the fact that the overarching aim of the research was to focus on the nature of the communication between the Instagram users, rather than the actual users themselves, more personal information was not deemed to be necessary for collection. The poster centric information was represented via the number of Instagram posts made by the selected poster, the number of other Instagram users following their account, and the number of other Instagram users that they chose to follow.

Additionally, the post-centric information was effectively represented in the form of the number of likes or hearts the selected Instagram post received, and the number of comments made by either the poster or other Instagram users on the sampled Instagram post. It should be noted that in relation to the poster-centric information that this information at the selected Instagram post itself were only selected from Instagram users with public profiles at the time of sampling.

6.2.1 Number of Posts

The first variable to be discussed is the poster-centric variable of the number of Instagram posts made by the Instagram user whose post was selected in the sample. In terms of the results pertaining to this variable, Table 1 returned mean values for three of the four categories in the form of Cars, Clothes and Holidays of a somewhat similar level (239.20, 258.39 and 260.30 respectively). The Restaurants category however, recorded a somewhat noticeably higher mean of 337.67 posts. It could be reasonable to suggest that the number of Instagram posts made by an Instagram user is to some extent reflective of their propensity to use Instagram as a channel for sourcing and distributing consumption information. In this regard, a possible explanation for the higher level of Instagram posts made by users selected from the Restaurants category can be found in papers by Allsop, Bassett and Hoskins (2007) and Keller, Fay and Berry (2007).

In the case of Allsop, Bassett and Hoskins (2007), the authors presented survey results obtained by Synthesis Alliance/Harris Interactive (2006) indicating that 94 percent of the survey respondents either sought or provided advice pertaining to restaurant consumption decisions. This proportion was the highest of all product and service categories referred to in the survey. Similarly, Keller, Fay and Berry (2007) also identified a restaurant derivative in the form of Food and Dining as the highest ranking category in terms of advice given by both the general public (43 percent) and “conversation catalysts” (p. 4) (80 percent). Despite the level of use of eWOM channels for Restaurant purchases highlighted by these two papers, their applicability to this research is somewhat constrained by the focus of this research. In order to effectively evaluate the evidence presented in these two studies (Keller, Fay & Berry, 2007; Allsop, Bassett & Hoskins, 2007), a more individual level audit or a focus on the sampled poster’s other posts would be required. This would be necessary in order to determine whether Restaurant based posts were a regular feature of their Instagram posts or whether the sampled post was simply a one-off snapshot of an event in their life.

A point that should also be kept in mind in regards to the mean values identified for the number of posts variable is the potential variability in that value, evident through the standard deviation and range values. In the case of the standard deviation, the value identified in the descriptive statistics for all four categories was higher than the actual mean values recorded, whilst the range can be identified at greater than one thousand across all four categories. In the case of both statistics, the high level recorded in relation to the mean number of posts would suggest that the variability in the number of Instagram posts for sampled users was relatively large (Investopedia, 2015; Collins Dictionary, 2015). Despite the apparent difference between the Restaurants category and the other three categories of Cars, Clothes and Holidays, the Scheffe Post-Hoc test identified only one statistically significant difference across all four categories. In this regard the Restaurants category recorded a higher mean post level than the Cars category (98.476, $p = .075$, 95% Confidence Interval: .85 lower bound, 196.10 upper bound).

6.2.2 Number of Followers

The second poster-centric variable covered in the previous chapter and as part of the content analysis process is that of the number of other Instagram users following the Instagram user whose post was selected in the sample. It is perhaps most appropriate to consider the number of followers an Instagram user has as effectively representing both the minimum reach of their communication and, somewhat loosely, the extent of their “social network” (Chu & Choi, 2011; Jansen et al, 2009 and Chu & Kim, 2011). In respect to the minimum reach aspect, this refers to the fact that in choosing to follow that Instagram user, the follower is effectively guaranteed to receive Instagram posts from that user, therefore ensuring their exposure to their messages in some capacity. It is important to note in regards to the Number of Followers variable that while the number of followers obtainable is effectively infinite, for this research the number of followers was intentionally limited to 350. As mentioned previously, this was done in order to attempt to minimise the presence of “Influencers” (Keller, Fay & Berry, 2007) or ‘Opinion Leaders’ (Hennig-Thurau et al, 2004; Litvin, Goldsmith and Pan, 2008; Jeong and Jang, 2011).

Unlike the Number of Posts variable, the mean values identified for the Number of Followers variable are all of a far more similar level, with two of the four product and service categories in the form of Cars and Clothes recorded mean values of an almost identical level (155.69 and 155.98). The remaining two categories of Restaurants (157.20) and Holidays (162.26) recorded marginally higher means. Furthermore, on the basis of the standard deviation values identified for the four categories, the variability in the number of followers would appear to be lower than that of the number of posts as all four categories. Additionally, the range identified for the Number of Followers variable was also of a similar level across all four categories, whilst unsurprisingly being smaller than the ranges presented for the number of posts variable due to the limiting of the maximum value. In this regard, only one of the four product and service based categories (Cars) recorded a maximum number of followers at the 350 follower limit.

In terms of substantiating this pattern of somewhat lesser variance, the One-Way ANOVA and subsequent Scheffe Post-Hoc test results indicated no statistically significant difference was between any of the four categories of Cars, Clothes, Restaurants and Holidays. This would suggest that at least in the context of the sampled Instagram posts, the variability in the number of Instagram followers is comparatively low in relation to other variables such as the number of posts. In real terms, the relative lack of research in the Instagram sphere from either an academic or practitioner’s perspective makes adjudging the mean values identified by the statistical results somewhat difficult. However one survey presented by Statista (2015b) does give some indication that the values recorded may be relatively accurate. Although confined to the teen demographic, the Statista (2015b) survey results indicated the mean number of Instagram followers was 150, which whilst being slightly lower is of a similar level to the mean values identified for the sample.

A point that must be kept in mind in relation to a number of these post and poster variables, particularly the number of followers, comments and likes is the prevalence of spam, phantom or ghost accounts that can result in the artificial inflation of these variables. Several articles, such as those by the Lee (2014), Moon (2014) and McCormick (2014) allude to this issue that is applicable not only to Instagram, but many other eWOM channels such as Facebook and Twitter. Each article alludes to an attempt made by Instagram to “purge” the platform of these users in order to enhance the user experience for Instagram users. Furthermore, O’Reilly (2015) indicated that approximately 8 percent of Instagram accounts were fake spam accounts, while approximately 30 percent are inactive.

6.2.3 Number of other Instagram Users Followed by the Selected Poster

The third and final poster or user centric variable is the number of other Instagram users being followed by the Instagram user whose post was selected in the sample. This variable can, to some extent, be considered to reflect the extent to which that Instagram user is exposed to other Instagram based eWOM communication. Effectively, this represents their sources of information in the Instagram context, an important component in the eWOM communication process (Brown, Broderick & Lee, 2007; Schindler & Bickart, 2005; Cheung, Lee & Rabjohn, 2008). As with the number of posts variable, the number of other Instagram users following the selected user was not subject to an upper limit, largely due to the reason identified above.

In terms of the results for this variable, the Descriptive Statistic indicate higher mean values across all four categories of Cars, Clothes, Restaurants and Holidays, than the mean values identified for the previously covered number of followers variable. Additionally, the spread between the lowest mean value recorded for the Restaurants category (208.84) and the highest value recorded for the Holidays category (244.27) was in between the comparable spread values recorded for the two previous variables. Despite this apparent difference in mean values across the four categories, the One-Way ANOVA and Scheffe Post-Hoc tests both failed to identify statistically significant differences between the two categories.

A useful point to consider in relation to this variable is to consider it in relation to the number of followers variable covered earlier, with the Descriptive Statistics for the two variables indicating higher mean values for the number following than the number of followers. This difference between the number of followers and the number following is touched on and identified by Moss (2014) and Orlander (2014) as being somewhat of an important area of focus for Instagram users. While to some extent the eWOM literature suggests that a prime advantage of eWOM and the internet in general is the ability for consumers to be exposed to a much more extensive array of information (Brown, Broderick & Lee, 2007; Schindler & Bickart, 2005; Cheung, Lee & Rabjohn, 2008), the articles by Moss (2014) and Orlander (2014) would suggest otherwise. Both authors highlight the theme amongst Instagram users of aiming to minimise the number of other users they follow, and maximise the

number they are followed by in order to appear more “cool”. This behaviour can be linked to the eWOM and social media usage motives of self enhancement and the seeking of social status (Hennig-Thurau et al, 2004; Schaedel & Clement, 2010), and will be covered in more depth later in the chapter. Notwithstanding the identification of this trend, the results identified for this sample suggest that, on average, the users whose posts were selected follow more other Instagram users than they are followed by themselves.

6.2.4 Number of Likes

The variable of Number of Likes, or as it is presented in the case of Instagram, heart symbols, is an attribute shared by many of the dominant social media platforms including Facebook and Twitter. Furthermore it could, to a certain extent, be regarded as the more fundamental form of engagement with Instagram posts. Unlike the three previous variables of Number of Instagram posts, Number of Followers and Number Following, the two variables of the Number of Likes and Number of Comments are considered to be post centric, as they relate to a specific Instagram post. Once again, the issue of a relative lack of research in the Instagram space, particularly at a consumer to consumer level, makes it difficult to determine the relative use of likes versus comments on Instagram posts. However in this sense, Saric (2015) and Harris (2013) both expressed the figure of 97 percent of all Instagram engagements being likes or hearts.

In the context of this research, the four categories of Cars, Clothes, Restaurants and Holidays all recorded mean value for the number of likes of ten or above, with the highest mean value being recorded by the Cars category with 15.61 likes. Additionally, the standard deviation recorded for all four categories was relatively similar, and in all cases was a low double digit figure. Despite appearing relatively low, the standard deviation values would suggest that the variability in the number of likes within each of the four categories is somewhat high, with the potential for some posts to have twice the number of likes as others. To perhaps further highlight the extent of the variability within each of the four categories, the range between the minimum and maximum values was still relatively large. However it should be noted that despite the effectively limitless reach of the posts and the somewhat guaranteed reach, in the form of followers, of 158 (rounded) on average across the four categories, the number of likes recorded does not seem overly high.

A possible explanation for these seemingly low engagement numbers by other Instagram users is identified to an extent by both Smith (2015) and Saric (2015) as somewhat of a normal occurrence in the context of Instagram. Both authors present the statistics that the average percentage of followers that engage with an Instagram posts is 2.61 percent in general, and 2.69 percent in the case of a photo post. Despite Schindler and Bickart (2005) and Steffes and Burgee’s (2009) perspectives that eWOM channels effectively enable the removal of boundaries between users, the drawing upon existing offline social networks (Chu & Choi, 2011) by users may in fact act as an impediment to engagement.

However, given the relative anonymity and ease (Harris, 2013) of liking another user's photo on Instagram, this concept would seem to be of greater applicability in the case of the Comments variable, which makes the individualised action far more prominent. Despite its emphasis on the more poster oriented role of content creation, Muntinga et al's (2011) motive of entertainment is perhaps a more useful reference. From this perspective, other Instagram users that view the post may simply regard it as a form of passive entertainment, particularly when combined with limited social ties to the poster, and therefore feel compelled to interact or engage with the post.

6.2.5 Number of Comments

While the Number of Likes variable can be seen as more of a subtle or less substantive form of engagement, the variable of the number of comments can more appropriately be regarded as a more substantive and explicit form of engagement. Furthermore, it could also be considered more akin to the online review or discussion forum based forms of eWOM referred to by Dellarocas (2003), Cheung and Thadani (2012), Steffes and Burgee (2009) and Lee, Cheung, Lim and Sia (2006). Across all four categories the number of comments, as indicated by the mean values, suggest a seemingly low level of engagement via that method, along with some division between the categories. Regarding the first point, the mean values identified for all four categories are effectively single digit figures, with the Restaurants and Holidays categories both recording mean values less than one, which in the context of a fixed quantity variable such as a comment is of questionable use.

In the case of both the Restaurants and Holidays categories, once taking into account the standard deviation values the mean values for both categories would be greater than one. However the point remains that the level of engagement via comments is not particularly high. This particular finding would be somewhat in keeping with the statistics identified by both Saric (2015) and Harris (2013) that highlight the lack of use of comments by Instagram users as a means of engaging with Instagram posts. Furthermore, the highlighting of the heavy reliance on likes by Instagram users in relation to comments by Saric (2015), Harris (2013) and Smith (2015) is also reflected to an extent by the results for the Instagram posts sampled in this study. In this regard, the likes variable recorded higher mean values than the comments variable across all four categories.

The visible difference in the mean values for the Number of Comments variable between the products based categories of Cars and Clothes, and the services based categories of Restaurants and Holidays, is confirmed by the results of both the One-Way ANOVA and Scheffe Post-Hoc tests. Both tests recorded a statistically significant difference between the categories and, more specifically, that the Cars and Clothes categories received more comments on their sampled Instagram posts than the Restaurants and Holidays categories.

This difference between the products and services based categories in terms of the number of comments on the sampled Instagram posts could be considered a reflection of the availability of more visible and accessible alternative eWOM channels for those service based categories. The most obvious alternative in this regard would be the online consumer review platform of Tripadvisor (Tripadvisor, 2015), which enables consumers to share experiences in relation to both Restaurants, and components of a Holiday purchase, such as hotels or attractions. These review derived platforms are emphasised relatively widely in the existing literature (Cheung & Lee, 2012; Chen & Xie, 2005; Chevalier & Mayzlin; 2006).

Moreover, they do offer similar benefits to Instagram in both enabling users to share images and integrate with the reviewer's chosen social media or social networking platforms. Furthermore, the motives for eWOM participation in the form of self-enhancement and social status seeking identified by Hennig-Thurau et al (2004) could potentially be considered as a reason for not commenting on an Instagram post when alternative eWOM channels are available. Particularly when those channels place the potential commenter as the primary communicator in the eWOM conversation, as would be the case with a review site, as opposed to a respondent or more secondary communicator.

6.3 Hypothesis Results

Following on from the more background based post and poster level results covered above; the following section will identify and discuss the key patterns relating to the four research hypotheses presented in Chapter 3.

6.3.1 Emotive Content

Hypothesis one was presented in relation to the content theme of Emotive Content and expected the two service based categories of Restaurants and Holidays to record higher levels of emotive content than the product based categories of Cars and Clothes. The basis for this difference between the two more aggregate categories was the identification of the important role played by emotion in the delivery and consumption of services identified by Zeithaml et al (2013), Edvardsson, (2005), Morrison and Crane (2007), Cronin (2003) and Sherry (1998). In particular, Morrison and Crane's (2007) point regarding the higher level of intimacy involved in the purchase of services translating to a higher degree of emotional involvement in the purchase or consumption process was regarded as a key basis for the hypothesis. Extending this concept to this research, it was felt that the bi-product of this higher emotional involvement in the purchase or consumption process in the context of services would be represented in the sampled Instagram posts. Thus resulting in Instagram posts featuring service purchases (Restaurants and Holidays), along with the comments on those posts, would contain a higher level of emotive content than those featuring product purchases.

Despite this underlying notion of greater emotional involvement in service purchases, the results of the Descriptive Statistics, One-Way ANOVA and perhaps most importantly the Scheffe Post-Hoc test, all indicated that this was not reflected in the sampled Instagram posts. In the case of the selected Instagram posts themselves, the mean values and subsequent statistically significant differences recorded for the four categories were somewhat varied in nature, in the sense that they did not occur along product or service category lines. To elaborate, the category with the highest mean level of emotive content was the Clothes category (5.58 units), followed by the Restaurants category (4.84 units), then the Cars category (4.24 units), with the Holidays category (4.12 units) recording the lowest level. Furthermore, in terms of statistically significant results, differences were recorded between the Clothes category and both the Cars and Holidays categories, with the Clothes category recording a higher mean level of emotive content than the other two categories. It is important to note that the mean differences identified in both cases were greater than one, an important consideration given the non-divisible nature of the chosen units of measurement.

In terms of attempting to explain the recording of the highest mean value by the product based category of Clothes, the concept of clothing representing a form of extension of one's personality or self may provide a useful answer. The notion of the extended self is principally identified by Belk (1988) in the consumer research context, and is expressed through the idea of possessions representing a means of extending the self. Particularly appropriate given the highlighting by Koons (2015) of 90 percent of Instagram users being under the age of 35, is Belk's (1988) point that "possessions help adolescents and adults manage their identities." (p. 139). The link between this statement and this research is the fact that Clothes can be considered a form of possession that enables the extension of one's self, whilst Instagram is a platform that can be considered to present the extension of one's self to a broader audience.

In the context of clothing specifically, the idea of clothing acting as a form of extension of one's self was expressed by Kernaleguen and Compton (1968) nearly fifty years ago, and has since been reiterated in some capacity by a number of authors (Fennis & Pruyn, 2007; Coskuner & Sandikci, 2004; Goldsmith, Flynn & Clarke, 2012; O'Cass & McEwen, 2004). Goldsmith, Flynn and Clarke (2012) make the particularly good point that "If owning goods generates self-identity, then wearing those goods achieves the end in a powerful way" (p. 106). An extension of this being that this powerful attainment or expression of self-identity is reflected in a higher level of emotion surrounding the purchase. This concept of extension of the self can also be readily linked back to Hennig-Thurau et al's (2004) eWOM motives of self-enhancement and advancement of social standing. This can be attained through combining the use of clothing as a means of self-extension, with the sharing of that clothing based image via Instagram.

In the context of the comments on the selected Instagram posts, the results of the statistical tests and the subsequent hypothesis are far more clearly defined than those pertaining to the posts, with the opposite results occurring to those expected in the hypothesis. The results indicated that the Cars and Clothes categories recorded higher mean levels of emotive content than the Restaurants and Holidays categories, at a statistically significant level. As was the case for the level of emotive content contained in the sampled Instagram posts, the mean difference values recorded in each case was greater than one, meaning the difference between the categories was measurable in real terms.

A straightforward initial explanation for this occurrence can potentially be offered by the lower number of comments obtained on the service based category posts in comparison to the product based category posts. As Table 1.28 demonstrates, the Cars and Clothes categories recorded higher mean values for the number of comments on the selected Instagram posts than the Restaurants and Holidays categories at a statistically significant level, albeit with mean difference values under one. While the mere presence of more comments on the selected posts does not necessarily equate to more emotive content, it does provide greater potential for higher cumulative levels of emotive content by simply having more comments to draw upon.

An additional potential explanation may be found in the increased level of intangibility and intimacy (Morrison & Crane, 2008; Zeithaml et al, 2013) associated with the purchase of services from the Restaurants and Holidays categories, despite this providing the basis for the hypothesis. It was due to this identification of the more intangible and intimate nature of services, along with their non-reusability (Zeithaml et al, 2013), that it was felt that posts featuring the Restaurants and Holidays along with their comments would feature more emotive content. This was expected on the basis that they effectively showed one off events.

However, in the case of both a Restaurant experience and a Holiday, the experience may be too individualised and situational to be relatable for other Instagram users, particularly those not directly affiliated with the poster. This potential for reduced relatability of experience, coupled with the low level of use of comments by other Instagram users for engaging with Instagram posts (Saric, 2015; Harris, 2013; Smith, 2015) may explain to some extent this lower level of emotive content.

6.3.2 Company Linking

Hypothesis two identified an expected difference in the level of Company Linking between the four categories of Cars, Clothes, Restaurants and Holidays of the product based categories of Cars and Clothing recording a higher level of company linking than the service based categories of Restaurants and Holidays. This expected difference was largely based on the premise of the difference in the level of tangibility between products (goods) and services based upon the definitions of goods and services offered by Elliot et al (2010) and Zeithaml et al (2013) respectively. One concession was made

however in relation to the Restaurants category; that despite the relative uniqueness and intangibility of the experience, its occurrence at a definable location may still enable clear company links to be made.

In the case of the selected Instagram posts, the results indicate firstly that the second hypothesis is at best partly supported and also that the concession presented above did occur. This is evident through the Cars, Clothes and Restaurants categories all recording higher mean levels of Company Linking than the Holidays category at statistically significant levels. This higher level of reference, as it were, to companies in the Restaurants category posts could be seen as being somewhat consistent with the survey results from Synthesis Alliance/Harris Interactive (2006) presented by Allsop, Bassett and Hoskins (2007). These results indicated that approximately 85 percent of respondents provided information about Restaurants via online information platforms.

In attempting to explain this lower level of Company Linking, it is perhaps most useful to identify the way in which a Holiday is conceptualised in comparison to a Car or Clothing purchase, or even a Restaurant experience. In this regard, Hyde and Laesser (2009) make the useful point of highlighting the fact that a vacation “represents the consumption of multiple commercial products, services and experiences” (p. 241). The essence of this statement is that a Holiday “purchase” effectively represents a collection of multiple experiences that may or may not involve a number of companies. The inherent difficulty in this regard when sharing the “purchase” via a static and content limited medium in the form of Instagram, being what element of the experience to focus on.

The Instagram posts selected in this study conveyed the impression that much of the emphasis was placed on the geographic location being visited, as opposed to a specific company playing a role in the holiday experience. In this sense, it may have been more appropriate to consider integrating the concept of place branding, or in this context place linking, identified by authors such as Papadopoulos (2004), Dinnie (2004), Kavaratzis (2004) and Palmer (2002) amongst others. This may have been appropriate on the basis that whilst components of a Holiday experience such as hotels, restaurants or transport providers play a role in the holiday experience, the actual physical location of the holiday could be considered to be of equal importance.

The situation in relation to company linking levels recorded for the comments on the same sampled Instagram posts from the Cars, Clothes, Restaurants and Holidays categories is somewhat different to the levels recorded for the posts in that all four categories recorded low levels of linking. In this regard, all four categories recorded mean values of less than one, and even accounting for the standard deviation this value of less than one still remained across all four categories. Furthermore, no statistically significant difference was found in the results of the Scheffe Post-Hoc test between any of the four categories of Cars, Clothes, Restaurants and Holidays at an individual level.

In regards to this lower level of Company Linking across all categories in the comments, this can potentially be linked once again to the lower use of comments by Instagram users when engaging with posts highlighted by Saric (2015), Harris (2013) and Smith (2015). However, the finding can also be considered somewhat consistent with the Harris Interactive (2006) survey results presented by Allsop, Bassett and Hoskins (2007) that indicated that frequent or very frequent participation in online communities by a sample of consumers was only 22 percent. To put this figure in some form of context, the same survey results indicated that more non-participatory means of accessing information via online channels such as reading blogs (24%) or reading newspapers online (48%) recorded higher percentages of frequent use.

An additional point to consider in relation to the level of Company Linking is the notion of the poster being the primary communicator in terms of identifying and subsequently linking to the company. To elaborate, in posting an image that features a product or service purchase, it is the poster who is best positioned to include the link in their post. This concept of the role of the primary communicator appears to be touched on by a number of authors, (Wang, 2006a, 2006b; Stille, Primack & McLaughlin, 2007; Hutul, Carpenter, Tarpley & Lomis, 2006; Longan, 2007) particularly in the context of both government roles in society and healthcare.

In the context of this study and the content theme of company linking, it is perhaps best conceptualised that the poster establishes the link between their post and the company, with the commenters then providing their reaction to the link. This may differ if the poster or commenters are engaging in the Instagram based eWOM conversation under the motive of post purchase advice seeking (Hennig-Thurau et al, 2004). In this case it may be logical to expect commenters to include other company links for comparative or information sharing purposes.

6.3.3 Commercial Intent

The content theme of Commercial Intent was hypothesised to record higher levels of presence in the Instagram posts selected from the product based categories of Cars and Clothes than the posts selected from the service based categories of Restaurants and Holidays. As with the Company Linking theme, this was primarily on the grounds of the differences in tangibility between products and services. Pursuing this tangibility line of logic, it was expected that the ability for viewers of the post to go out and purchase in many cases the same product as featured in the post, as opposed to going to the same restaurant and receiving an identical service experience would be of influence. In addition to this, it was also highlighted in Chapter 3 (section 3.2.3) that the level of Commercial Content contained in the selected Instagram posts, along with the comments on those posts, was expected to be quite low overall. This was expected on the trust related grounds identified by authors such as DeBruyn and Lilien (2008); Martin and Lueg (2013) and Lee and Youn (2009).

In terms of the results, the hypothesis was not supported in the case of either the selected Instagram posts or the comments on those selected posts, with no statistically significant difference being recorded between the four product and service based categories. Despite this, the results of the sampled posts, along with their comments, did exhibit very low levels of commercial intent content across all four product and service based categories. In this regard, the mean values identified for both posts and comments recorded at most .08 phrases. This can be considered in keeping with the assertions made by DeBruyn and Lilien (2008) and Martin and Lueg (2013) that in order to ensure the effective operation and use of eWOM as a communication channel, it should be free from commercial influence. Likewise, the findings presented by Ranaweera and Prabhu (2003) and de Matos and Rossi (2008) that trust was pivotal in the occurrence and success of WOM communication provides some further validation for the low Commercial Intent counts.

Furthermore, the low level of Commercial Intent content identified in the results for both the selected Instagram posts, and the comments on those posts, also conforms to a certain degree with Lee and Youn's (2009) identification of the role played by attribution theory in eWOM. In this regard, the results indicate that the posters selected in the sample, along with the commenters, have for whatever reason not chosen to include commercially oriented messages in their communication, with emotive content in particular appearing to be far more prominent. In addition to the low mean values recorded across all four categories it should also be noted that in some cases, namely the posts selected from the Restaurants and Holidays, the mean value identified was zero. In particular, the posts selected from the Holidays category recording no phrases containing Commercial Intent in the entire 250 post sample.

6.3.4 Recommendation Content

The final content theme of Recommendation Content and its related hypothesis were fundamentally based upon the idea of recommendations being an intrinsic component of eWOM communication, regardless of medium. This notion of the somewhat intrinsic role played by recommendations in the context of eWOM was effectively based upon Steffes and Burgee's (2009) assertion that "the focus of the communication is the sharing of information regarding individuals' experiences with various products and services." (p. 43, 2009). Additionally, the highlighting of the motives of post purchase advice seeking and the desire to assist other consumers presented by Hennig-Thurau et al (2004) for engagement in eWOM communication were also considered.

Following this, it was expected that the service based categories of Restaurants and Holidays would record higher levels of Recommendation Content. This was expected on the grounds of eWOM enabling consumers to reduce the uncertainty associated with service purchases (Mangold, Miller & Brockway, 1999). Additionally, the concepts of increased intimacy and intangibility identified by

Morrison and Crane (2007) and Zeithaml et al (2013), along with the nature of the service purchase process identified by Mitra, Reiss and Capella (1999) were also identified to underpin this view.

In the case of the Instagram posts selected from the four product and service based categories, the results (see Table 2.33, 2.34, 2.35) indicate that the hypothesis is supported, with the service based categories (Restaurants and Holidays) recording a higher mean level of Recommendation Content than the product based categories (Cars and Clothes) at a statistically significant level. This result is somewhat consistent with the assertions by Mangold, Miller and Brockway (1999), Bansel and Voyer (2000) and Mitra, Reiss and Capella (1999) about the importance of recommendations in the context of service purchases. Furthermore, it is somewhat consistent with the Synthesis Alliance/Harris Interactive (2006) survey results presented by Allsop, Basset and Hoskins (2007). This survey indicated Restaurants were the category where the greatest proportion of respondents sought or provided information about an experience.

While not at quite the same level, the purchase or purchase decision of where to go on vacation was also identified as scoring reasonably high amongst respondents in terms of either seeking or providing information about the purchase. Despite this apparent alliance with these other studies in terms of highlighting the importance of recommendations in the context of service purchases, it should be noted that the actual level of recommendation content was not particularly high. This was a consistent theme for the Instagram posts selected from all four categories despite the highlighting of the role of recommendations in eWOM by Steffes and Burgee (2009) and the motive of assisting other consumers by Hennig-Thurau et al (2004).

Whilst the results indicated that the hypothesis pertaining to the Recommendation Content theme was supported in the case of the Instagram posts selected from the four categories of Cars, Clothes, Restaurants and Holidays, this was not the case in relation to the comments on those posts. The results (see table 2.37, 2.38, 2.39) indicate that no statistically significant difference was present between the four categories, and additionally indicated a similarly low level of Recommendation Content across the four categories. Once again, this result could be seen to be somewhat at odds with the conceptualized relevance or importance of making recommendations as part of eWOM conversation identified by Steffes and Burgee (2009). It is also at odds with the Synthesis Alliance/Harris Interactive (2006) survey results presented by Allsop, Bassett and Hoskins (2007), which indicated that at least three of the chosen categories in Cars, Restaurants and Holidays were more frequently the subject of advice seeking or providing by eWOM communication. Additionally, this low level of Recommendation Content recorded for the comments on the sampled Instagram posts would perhaps suggest that in the context of the sample taken from the four categories, the motive of post purchase advice seeking (Hennig-Thurau et al, 2004) is less prominent.

6.4 Frequency Patterns for Content Theme Units

Following on from the discussion relating to the four research hypotheses presented above, the following section will briefly outline the patterns present in the frequency tables relating to the different units of measurement used for each of the four content themes. The discussion will also aim to integrate all frequency tables pertaining to a content theme into one more rounded discussion where applicable, as opposed to covering each table individually.

6.4.1 Emotive Content Unit Frequencies

The Emotive Content theme could be considered to be somewhat unique in relation to the three other content themes in terms of unit frequencies due to the fact that four different units of measurement were identified as being applicable to the theme. In this regard, the units of analysis can effectively be divided along the lines of primary and supplementary content, with the emotive words and phrases being the primary content forms, and the emoji's and emotive symbols being the supplementary forms. The Oxford Dictionary (2015a) defines words as "A single distinct meaningful element of speech or writing, used with others (or sometimes alone) to form a sentence and typically shown with a space on either side when written or printed." Additionally, the Oxford Dictionary (2015b) defines a phrase as "A small group of words standing together as a conceptual unit, typically forming a component of a clause." In the case of both of these definitions, the key ideas of a meaningful element of speech in the case of words and the conceptual unit component of the phrase definition both highlight the greater degree of substance underpinning both units.

Somewhat by contrast, the definition offered for emoticons defines them as "A representation of a facial expression such as a smile or frown, formed by various combinations of keyboard characters and used in electronic communications to convey the writer's feelings or intended tone." (Oxford Dictionary, 2015c). The definition offered for emoji's presents a similar concept; "A small digital image or icon used to express an idea or emotion in electronic communication." (Oxford Dictionary, 2015d). The definitions offered for both emoticons and emoji's and, effectively by extension, other emotive symbols indicated that their role is to effectively provide additional emphasis to points made by the communicator.

Despite the role of providing additional impact to the emotion conveyed through the words and phrases, the total frequencies recorded for the emoji and emotive symbols units was not unduly low in comparison to those recorded for the emotive words. However, given the role identified earlier of providing further emphasis to the meaningful element or concept of a word or phrase (Oxford Dictionary, 2015a, b) this may not be particularly unusual. This could be particularly applicable if the poster or commenter chooses to provide further emphasis to each individual word or phrase used in their message.

The most relevant point pertaining to the emotive content frequency counts however is the sheer volume of emotive content present in the sample across all four of the product and service based categories of Cars, Clothes, Restaurants and Holidays. This point was made somewhat evident in Chapter 3 via the hypothesis results (see Chapter 3, section 5.2.1), which indicated mean values for the level of emotive content that were higher than those mean values identified for the other three themes. This prominence of emotive content in relation to the other content themes will be discussed in more length later in the chapter. However it does conform to Hennig-Thurau et al's (2004) identification of the expression of positive emotions and venting of negative feelings as motives for participating in eWOM communication. Furthermore, both the frequency values recorded for each of the four units of measurement and the hypothesis test results pertaining to the emotive content theme conform to the expression of feelings component of Hennig-Thurau et al's (2004) eWOM definition.

One final point of interest in relation to the patterns in the frequency tables for the four emotive content units of measurement is the discrepancy that exists in the context of all four units between the number of individual units used and the total number of units used. In some cases, such as the Comments on Instagram posts selected from the Restaurants category in the context of both emotive words and emotive phrases, this discrepancy is as low as twelve and six respectively. However, in a number of other cases, such as the emotive words used in the Restaurants posts (219), the emotive symbols used in the comments on the Clothes posts (192) and in particular the emotive symbols used in the comments on the Cars posts (248), the discrepancy is quite large.

This large discrepancy would suggest fairly extensive use of a number of individual units, examples of which include Delicious (22, Words - Restaurants Posts) and a single exclamation mark (!) in the case of the emotive symbols for the comments on both the Clothes (117) and Cars (155) posts. While a discrepancy is still present, the frequencies recorded for the emotive phrases unit of measurement appear relatively subdued in comparison to the other units. In this regard, the largest discrepancy was seen to exist in the Instagram posts selected from the Cars category with 53. This suggests to some extent that phrases may provide greater scope for heterogeneity in content than the three other more singular units of measurement in the form of words, emoji's or symbols. As mention in the results chapter, a full list of the individual units recorded from the selected Instagram posts and their corresponding comments can be found in Appendices 8.6, 8.7, 8.8 and 8.9.

6.4.2 Company Linking Frequencies

The need to make some form of reference to a company could be regarded as an essential component of either offline WOM or online or electronic WOM communication, particularly in light of the definitions offered in the extant literature. The most fitting examples of the definitions are those offered by Hennig-Thurau et al (2004), Litvin, Goldsmith and Pan (2008) and to a lesser extent Steffes and Burgee (2009). In this regard, it was felt as being almost essential to include some form of

content theme focused on the identification and measurement of the linking to companies in this study. Thus the coding scheme endeavoured to not only record the frequency of company links contained in each selected Instagram post and the comments on those selected posts, but also the form of link used given the diverse array of linking options available to Instagram users. In terms of patterns in the first frequency table pertaining to Company Linking, the first notable point is the relative absence of extensive discrepancies between the number of individual company links present in the selected posts and comments and the total number of company links present.

In this regard, the occurrence of large discrepancies between the individual and total link frequencies was confined to the Instagram posts selected from the two product based categories of Cars and Clothing, with the Cars category being the most notable with a discrepancy of 99. This would suggest that in the context of the sample, the Instagram posts featuring the product based categories of Cars and Clothing feature a number of individual links with relatively high frequencies in comparison to the service based categories of Restaurants and Holidays. An example of a company link from the Cars category posts with a relatively high frequency of use is that of the more indirect link #audi, with a frequency of fourteen, along with #nissan with a frequency of ten.

Where a more noticeable discrepancy is present in the first frequency table (Table 3.13), is that between the frequencies recorded for the posts and those recorded for the comments. In this regard, a clear difference appears to be present across all four categories of Cars, Clothes, Restaurants and Holidays. This discrepancy is in favour of the Instagram posts selected from the four categories, with the number of both individual company links used and the total number of company links used recording higher values for the posts than the comments.

As with the discrepancy based results discussed previously, the size of the discrepancy between the posts and comments varies from as low as 70 in the case of the Holidays category to as high as 213 in the case of the Restaurants category. The occurrence of this discrepancy was touched on earlier in this chapter (section 6.2.2), and can to some extent be seen as reflective of the concept of the extended self principally identified by Belk (1988), but also emphasised by Goldsmith, Flynn and Clarke (2012). Furthermore, it could also be seen, to a certain degree, as a reflection of Chu and Kim's (2011) concept of social media based eWOM being comprised of opinion seeking, opinion providing and opinion passing. In this sense, the higher level of company linking by posters could be viewed as them playing more of the opinion providing or passing role, whilst the commenters could be seen to play more of the seeking or, in a congratulatory sense, opinion providing role.

The playing of these roles by the poster and the commenters can be fundamentally conceptualised as the poster introducing the company by providing the link in their post, thereby providing or passing the opinion. Following this, the commenter then responds to that link in some capacity that at the least

appears to involve less linking to other companies. This notion would also appear to be supported by the comparison of the proportion of the selected Instagram posts containing at least one company link, with the proportion of the selected posts with comments containing at least one company link. In this regard, the proportions recorded for the Instagram posts containing company links was higher across all four categories than the proportions recorded for the number of Instagram posts with comments containing company links.

The second frequency table (Table 3.14) relating to the Company Linking content theme, identifies the frequencies recorded for the different types of company link used in the sampled Instagram posts and their comments. There appears to be three forms of company link that are far more extensively used than the others, with these link types being links to a company Instagram account, location tag based links and other electronic links, largely in the form of hashtags. All three of these link types recorded total frequencies across both the selected Instagram posts and the comments on those selected posts of greater than one hundred. Most notably, the other electronic links stood in a league of their own with a frequency of 579 links. By contrast, all of the remaining link types recorded frequencies of less than fifteen with the Facebook, Twitter and Email link types all recording frequencies of zero.

This would suggest that in the context of the sample, the posters of the images, and to a lesser extent the commenters on those images, rely upon three key functions of Instagram in the form of location tags, hashtags and account links to link to companies featured in their posts. While determining the reasons behind using these different forms of links was not the objective of this study, the extensive use of this more indirect form of linking could be interpreted as a desire by posters to be more discreet in their linking of companies within their posts. This interpretation of the more subtle reference to companies could be seen to be somewhat more aligned with the view of Martin and Lueg (2013) and Lang and Hyde (2013) that eWOM communication should be relatively free from overly commercial messages.

6.4.3 Commercial Intent Unit Frequencies

The content theme of Commercial Intent content, along with the Recommendation content theme, recorded particularly low frequencies for the selected Instagram posts and their associated comments across all four categories of Cars, Clothes, Restaurants and Holidays. In terms of the frequencies recorded, Table 3.15 indicates that only two of the frequencies recorded were above ten. These two double digit frequencies were recorded for the comments on the Cars category posts (20) and the comments on the Clothes category posts (12). In a somewhat opposite result to that of the Company Linking content theme, and at a lower frequency level, the use of Commercial Intent content appears to be more prevalent in the comments than in the posts.

Given that the sampling process endeavoured to exclude “Influencers” (Keller, Fay & Berry, 2007) or ‘Opinion Leaders’ (Hennig-Thurau et al, 2004; Litvin, Goldsmith & Pan, 2008; Jeong & Jang, 2011), a possible explanation for this occurrence is the presence of spam or hijacking comments (O’Reilly, 2015; Lee, 2014; Moon, 2014). As noted by Lee (2014), Moon (2014) and McCormick (2014), the issues of spamming and fake accounts has been identified and to some extent addressed by Instagram, however some spam oriented accounts may still remain. Additionally, in a small number of cases a company that was linked to by the poster has commented on the users post, and either alerted them to more company initiatives such as sales or encouraged the poster to regularly interact with the brand via the Instagram channel.

As identified in the previous paragraph, the key point to take from the frequency tables pertaining to the number of phrases containing Commercial Intent is that in the context of both the selected Instagram posts, and their comments, the level of Commercial Intent content is quite low. As mentioned earlier, Lang and Hyde’s (2013) definition of WOM, which can appropriately be applied to eWOM, explicitly identifies the absence of commercial participants in the WOM/eWOM communication process. Furthermore, the low frequencies recorded for the Commercial Intent phrases across all four categories conforms with Martin and Lueg’s (2013) assertion of eWOM functioning most effectively when free from the attempt to influence other participants in an overt commercial sense. It also indicates that in the context of the sampled posts and comments, the motive of engaging in eWOM to help the company (Hennig-Thurau et al, 2004) is somewhat lower in motivational stack than other motives such as the expression of positive or negative emotions.

6.4.4 Recommendation Content Unit Frequencies

The final unit frequency is that for the content theme of Recommendation content, which as identified in section 6.2.4 with reference to Steffes and Burgee’s (2009) definition of eWOM, could be regarded as a key component of the form of communication. In a similar sense to the Commercial Intent content, the Recommendation content was not particularly extensive in its use in the Instagram posts or their corresponding comments selected from the four categories of Cars, Clothes, Restaurants and Holidays. However, while in the case of the Commercial Intent content the phrase frequency count was largely dominated by the comments on the post selected from the Cars and Clothes categories, Recommendation content was by and large more prevalent in the service based categories. Furthermore, both the selected Instagram posts and their accompanying comments from the service based categories of Restaurants and Holidays recorded double digit frequencies for the number of phrases containing recommendation content. While the frequency recorded in each case was not particularly high, the double digit frequency recording for both the posts and comments does suggest a slightly higher level of consistency between the two content sources.

With the exception of the comments on the Instagram posts selected from the Cars category (11 phrases), this higher frequency recorded for the service based categories of Restaurants and Holidays is unsurprisingly consistent with the results of the Recommendation content research hypothesis (H4). Furthermore, it is consistent with the assertions by Mangold, Miller and Brockway (1999), Bansel and Voyer (2000) and Mitra, Reiss and Capella (1999) about the importance of recommendations in the context of service purchases, to a certain extent. Despite this consistency in relation to other research assertions, the fact remains the overall the frequency of recommendation phrases does not appear to be particularly high. This is most notable in comparison to the seemingly dominant content theme of Emotive Content. This would suggest that whilst Hennig-Thurau et al's (2004) motives of expressing positive emotions and venting negative feelings are perhaps the pre-eminent motives amongst the sample of posts in this study, that those emotions are less focussed on the company that is the subject of post. Additionally, this low frequency may also be seen to imply that the motive of concern for others in a consumer advice context is not particularly prevalent amongst either the posters or the commenters present in the sampled posts.

6.5 Image Classifications

As touched on in the Introduction and Literature Review chapters, a unique property of Instagram is the nature of the interface that positions an image as the dominant feature in the post, with the hashtags, caption, likes and comments positioned underneath. In addition to recording the content unit frequencies for the four content themes of Emotive Content, Company Linking, Commercial Intent content and Recommendation content, the frequencies relating to the types of images used in the sampled Instagram posts were also recorded. Despite the four post categories being divided evenly into product based categories in the form of Cars and Clothes, and service based categories in the form of Restaurants and Holidays, the number of different image types varied between the four categories.

In the case of the Cars category, many of the images placed the focus on the product or product attributes through featuring the entire car (74 images), part of the exterior of the car (128 images), part of the interior of the car (36 images), or the poster posing next to the car (39 images). In addition to this, a large number of the images used in the posts selected from the Cars category also featured the badge, and therefore brand logo, of the car in a clearly visible position (156 images). This therefore meant that even if a company link was not used by the poster, there was reasonable potential for the car brand to be identified by a receiver of the image.

In the case of the Clothes category, the bulk of the image frequencies were occupied by a smaller selection of the overall image types, in a similar sense to those posts selected from the Cars category. Once again, the focus of the images can largely be interpreted as product oriented, with images

featuring the purchased clothing items recording the second highest frequency (53 images). However, overlaid on top of this was the effective expression of one's appearance in the purchased clothing items. In this regard, the image type with the third highest frequency were images that featured the poster posing in their new clothing items as taken by another person (24 images). Perhaps more importantly however, selfie photos of the poster in their new clothes (192 images) recorded the highest frequency of use amongst the sampled posts.

While the concept of purchases representing an extension of the self (Belk, 1988) can be applied in the context of all four of the product and service categories, clothing is perhaps the most applicable category for this theory due to the somewhat persistent visibility of the products. This more unique attribute was touched on earlier in the chapter, and is perhaps best exemplified by Goldsmith, Flynn and Clarke (2012) through the idea of clothing not only acting as an extension of one's self, but a portable and clearly identifiable extension of one's self.

The image type frequencies recorded for the Restaurants category present a slight contrast to those recorded for the product based Cars and Clothes categories. This is the case in the sense that aside from one image type with a very high frequency (image showing food, 117 images), there is a broader array of image types with similar frequency of use levels. In this regard, the results (see Table 4.2) indicate that in addition to the dominant food centric image type there were six other image types that recorded double digit frequencies between fourteen and thirty two. These image types appear to focus on a mixture of servicescape or physical evidence based elements (Zeithaml et al, 2013), a variant of the extended-self idea (Belk, 1988), and the presence of a social experience.

These servicescape and social experience elements, coupled with the high frequency recorded for the featuring of food or beverages in the sampled Instagram posts is reflective of the dining experience elements identified by Andersson and Mossberg (2004) and Namkung and Jang (2008). Both studies identify elements of the restaurant experience such as tasty food, food presentation, fascinating interior design and good company as elements that contribute toward both the nature of the restaurant experience in general, and a positive restaurant experience. The use of these forms of image can be considered to be depicting the more tangible elements or cues (Zeithaml et al, 2013) in the Restaurant experience to a certain degree. Additionally, they may also be interpreted as the more defining points in an experience that effectively consists of a number of individual elements or component parts.

Lastly, the Holidays category image frequencies present a different picture again in terms of the image use patterns and focuses. In this regard, the Holidays category contained the largest and possibly most diverse array of image types, with seventeen different image types used in the Instagram posts selected from the category. As with the frequencies covered in relation to the Cars, Clothes and Restaurants categories, there are some image types that recorded more standout

frequencies than others. For the Holidays category these included images featuring a view from a particular location, surrounding scenery or a major attraction (91 images) and images featuring the poster or their partner (48 images). However five of the image types (Hotel Exterior, Selfie, Group/Couple photo, Activity photo, Food or drink photo) featuring a number of different elements of the holiday experience recorded frequencies between twenty and twenty three. The Holidays category is somewhat unique in the sense that a holiday or vacation can be seen to be comprised of a number of individual purchases and experiences, rather than obtaining a tangible product/products or an experience that occurs in a single location.

In terms of the image type with the highest frequency of use in the Instagram posts selected from the Holidays category, the results indicate that this position was occupied by images featuring a view, scenery or a particular attraction such as a major landmark or historical building (91 images). This suggests that in the context of the sample, the role played by the physical surroundings in which the holiday is taking place was regarded as somewhat of an important component of the holiday experience. This contribution of surrounding scenery to the tourism experience has been highlighted in a number of tourism and tourism marketing oriented studies, such as those by Bolan and Williams (2008), Phillips, Wolfe, Hodur and Leistriz (2013), O’Leary and Deegan (2005) and Wenger (2008).

Furthermore, in both O’Leary and Deegan (2005) and Wenger’s (2008) cases, scenery, along with local architecture, were identified as key contributors to either the tourism experience or the conceptualisation of the destination by tourists. This emphasis on the importance of scenery or scenic imagery by authors such as Phillips et al (2013), O’Leary and Deegan (2005) and Wenger (2008), coupled with the high frequencies recorded for scenery based images in the sampled posts links back to the concept of place branding. This concept, touched on by Papadopoulos (2004) and Kavaratzis (2004), effectively utilises this contribution of scenery and attractions and emphasises the influence that this scenery and attraction based element has on the tourism or holiday experience.

One final point in relation to the Holiday category image types identified above as recording higher frequencies of use within the category is their focus on what would be considered some of the more tangible elements of an intangible purchase, at least at a more overarching level. As was the case in relation to the Restaurants category, the relative focus on the “Physical Evidence” (Zeithaml et al, 2013) components of the holiday experience appears to be widely used by posters sampled from the Holidays category. In the case of elements such as the most frequently used image type in the form of scenery, this corresponds with the findings presented by both O’Leary and Deegan (2005), Wenger (2008) and Phillips et al (2013) who all identified the high importance of the more tangible element of scenery to the tourism experience.

Furthermore, the other more tangibly focused image types such as images focused on the hotel exterior or the poster partaking in a particular activity also align with the findings of Andersson and Mossberg (2004) and Namkung and Jang's (2008) studies. In both cases, the authors identified the more tangible elements of a service based purchase as being more highly valued by consumers. Despite the studies by Andersson and Mossberg (2004) and Namkung and Jang (2008) focusing on Restaurants, a large number of elements that they identify as being valued by consumers are transferable to a Holiday purchase or consumption context. Examples of these transferable elements include fascinating interior design or spatial arrangements (Namkung & Jang, 2008). Their findings seem particularly applicable in the context of this research as they appear to correspond particularly well with the higher frequency image types identified in the Instagram posts selected from the Holidays category.

6.6 Overarching Themes Derived from the Research

This final results oriented section of the discussion chapter will briefly highlight the key overarching themes derived from the hypothesis test, content unit and image type frequencies discussions presented above. This brief discussion will effectively lay the platform for the final sections of the chapter covering the limitations, along with the implications, both theoretical and practical, prior to the conclusion of the thesis. The key themes to be presented and covered below come in the form of the prominence of emotion, the relative focus on self as opposed to others and the lack of commercialisation present in the selected Instagram posts.

6.6.1 Prominence of Emotion

The underlying role of emotion in a eWOM communication context was highlighted perhaps most prominently by Hennig-Thurau et al (2004) through the identification of expression of positive emotions and venting of negative feelings as two motives for engaging in eWOM communication. Additionally, Hennig-Thurau et al's (2004) definition of eWOM makes it somewhat explicitly clear that emotion in either positive or negative form has a considerable role to play in eWOM communication. This definition by Hennig-Thurau et al identifies eWOM as "any positive or negative statement made by potential, actual or former customers about a product or company, which is made available to a multitude of people and institutions via the internet." In the results based sense, the mean values identified in Tables 2.0 and 2.13, along with the identification and recording of four different measurement units in Tables 3.0, 3.1, 3.11 and 3.12, highlight the extent to which emotion appears to be used throughout the sample.

The role of emotions in a marketing and consumer decision making context has been highlighted by numerous authors in a number of contexts, including Belch et al (2012), Bagozzi, Gopinath and Nyer (1999) and Quester et al (2011). This reference to emotion has also been presented in relation to both

product (goods) and service based purchases (Zeithaml et al, 2013; Edvardsson, 2005; Morrison and Crane, 2007; Mahajan and Wind, 2002). In a more service specific sense, Morrison and Crane (2007) leverage the intimate and intangible nature of services as a means of highlighting why emotion may be of particular influence in service purchases.

In more of an integrated product and service sense, Mahajan and Wind (2002) identify a number of different areas in which emotions may be more likely to be of influence to consumers. Areas identified by Mahajan and Wind (2002) as relatively more emotionally influenced that are applicable to this study are those of “Big-Ticket items”, “Service” and “Credence Goods” (for example clothing). In terms of integrating the four products and services based categories used in this study into these areas, the Cars category could appropriately be placed under the “Big-Ticket” category, possibly along with the Holidays category. Additionally, the Holidays and Restaurants categories could be considered to fall under the “Service” category, whilst the Clothes category could appropriately come under “Credence Goods.”

In addition to this, authors such as Belch et al (2012), Quester et al (2011), and to a certain extent Mahajan and Wind (2002), present the idea that this use and reliance upon emotion by consumers can be usefully leveraged for marketing purposes. Although, as Martin and Lueg (2013) identify, eWOM communication should be free from the influence of marketers and commercial behaviour, the notion of emotion contained in both Instagram posts and comments influencing other viewers of the post can still be considered applicable. Taking into account the view that WOM/eWOM is considered a more trusted source of information by consumers (DeBruyn & Lilien, 2008; Martin & Lueg, 2013), the potential for this high level of emotion, even if self-focused, to influence viewers of the post must be kept in mind.

One final point to consider or keep in mind in relation to this more prominent use of emotion by posters and commenters on the selected Instagram posts from the four categories of Cars, Clothes, Restaurants and Holidays is concept of the extended self (Belk, 1988). Although earlier in this chapter this concept has been referred to primarily in relation to the Clothes category, it could be regarded as applicable to all four of the product and service based categories to various degrees. As Belk (1988) somewhat touches on, the acquisition of possessions and experiences can both contribute to the concept of the extended self. This logic can be appropriately extended to all four product and service based categories used in this study, with more tangible possessions such as Cars and Clothing conveying some sense of the poster’s identity through what they drive or wear. Of additional relevance in this regard being Belk’s (1988) identification of these possessions’ significance at a particular age in conveying some sense of prestige.

Belk's (1988) logic can also be applied to both the Restaurants and Holidays categories, with an individual's choice of Holiday destination and their choice of activities whilst there, along with their ability or choice to dine in a particular Restaurant, able to be seen as a partial reflection of their social status, character or identity. Taking into account this notion of the extended self and its applicability to the four categories of Cars, Clothes, Restaurants and Holidays, it may be possible to suggest that in light of this consumers feel some greater degree of emotional involvement with the purchase. This suggestion of a greater sense of emotional involvement in the purchase could then conceivably be conveyed through their Instagram activity relating to that purchase.

6.6.2 Relative Focus on Self

Somewhat building on this idea of purchases or possessions, including those from the categories of Cars, Clothes, Restaurants and Holidays, representing in some capacity the extended self is the results derived theme of a relatively strong focus on self. This theme is relatively more post than comment oriented and was derived from the sampled Instagram posts themselves, along with the content units and statistical results relating to the four content themes present in those posts. As Hennig-Thurau et al (2004), Schaedel and Clement (2010) and McKenzie et al (2012) all touch on in some capacity, the focus on one's self can be seen as one potential motivator for engagement in eWOM communication and the generation of content amongst consumers. As mentioned previously, the eleven motives identified by Hennig-Thurau et al (2004) have served as the primary basis for the selection of the content themes used in the application of the content analysis methodology in this study. A number of these motives could be regarded as relatively more self-oriented or focused than community or viewer focused. Examples of these more self-focused motives include social benefits received, self enhancement, expression of positive emotions and venting of negative feelings (Hennig-Thurau et al, 2004).

Whilst other motives identified by Hennig-Thurau et al (2004) such as economic reward or exerting power over a company could also be deemed self-focused in nature, the integration of the statistical and frequency results suggests that in the context of this study they are of less relevance. In terms of the integration of the results into this discussion, the theme has arisen due to the high mean values recorded for the two more self-oriented themes of Company Linking, and in particular Emotive Content. The relative levels of these mean values are considered in comparison to the more socially oriented content themes of Commercial Intent and Recommendation Content.

In addition to this, the frequencies recorded for the content units for the two more self-oriented content themes of Emotive Content and Company Linking also recorded higher frequencies at a more holistic level than the other two themes of Commercial Intent and Recommendation Content. Augmented with these higher mean values and frequency counts is the nature of the content units recorded from the posts, particularly in relation to the emotive content, which can be found in full in

Appendices 8.6 and 8.7. Some examples of more self-focused emotive content in the form of emotive phrases recorded from the selected Instagram posts include statements such as; “Feeling pretty”, “Time I treated myself”, “This is just what I needed” and “I was the happiest bunny.”

Although there appears to be a self-oriented focus present in the Instagram posts sampled from the four categories of Cars, Clothes, Restaurants and Holidays, there is insufficient evidence to suggest definitively that the posters sharing behaviour was purely motivated by self-interest. This would require more in-depth research and discussions with Instagram users concerning their overall Instagram usage behaviour, and their posting behaviour in regards to products and services. However, its presence as a theme does have associations with media coverage of social media derived behaviour and generational values. This notion of self-focus or self-obsession on behalf of younger people in society, of which Instagram’s user base is reputedly predominantly comprised of (Koons, 2015), has been touched on in numerous articles from a variety of news outlets (Malcolm, 2014; Foster, 2014; Carey, 2010; Smithstein, 2010).

It should be noted that a number of the articles presented above, such as Foster (2014) and Carey’s (2010) articles seek to dispel this notion of self-obsession, or in a more extreme sense narcissism, amongst “millennials” or “Generation Y”. That being said, Foster (2014) does attach a sense of vanity to the behaviour of selfie taking, although does not continue pursuing that line of argument. Although social media or social networking sites such as Instagram are based upon an individual profile and individualised content (Chu & Kim, 2011), and could therefore potentially be expected to be self-oriented in terms of content, they can still be accurately conceptualised as eWOM channels. In this regard, it would not be inappropriate to consider it to be somewhat important to broaden the focus of the post content when featuring products or services, such as Cars, Clothes, Restaurants and Holidays, to include some form of recommendation or advice. Despite the fact that more research would be required in order to substantiate this seemingly present theme, it is still worth keeping in mind in conjunction with the news commentary on self-obsession and a number of Hennig-Thurau et al’s (2004) previously identified eWOM motives.

6.6.3 Lack of Commercialisation

The final broader theme to be derived from the results and the initial section of this discussion chapter is that of the very low level of commercialisation or commercial oriented or intended content present in the sampled Instagram posts. As noted previously, this relative lack of commercially oriented content, as indicated through the statistics results and frequency counts (see Chapter 5), is more of a positive result than a negative result. This is on the basis that the presence of commercially based content can actually undermine the entire basis of eWOM communication (Martin & Lueg, 2013). As Martin and Lueg (2013) note, eWOM communication is most useful and effective “when the speaker is not concerned with whether the listener engages in a specific behaviour as a result of the

communication.” (p. 802). This is by and large attributable to the basis of trust upon which WOM communication operates in both an offline or traditional setting (Lang & Hyde, 2013; Ranaweera & Prabhu, 2003; de Matos & Rossi, 2008), and an online or eWOM setting (Martin & Lueg, 2013, De Bruyn & Lilien, 2008).

In a theoretical sense, this can be viewed as an application of Weiner’s Attribution Theory (University of Twente, n.d.; Kelly, 1973), which in this particular context can be considered to be based upon the nature of the content contained in Instagram posts featuring products and services. As identified in the Literature Review chapter, studies such as that undertaken by Lee and Youn (2009) have effectively adapted and applied attribution theory to the eWOM context. In doing so, they have identified how the process of attribution may impact the level of trust in eWOM messages. In this sense, Lee and Youn (2009) indicated that eWOM communication comprises of stimulus or product oriented communication, and non-stimulus or communicator and environment oriented communication.

While in the context of this study both Emotive Content and Commercial Intent content could both be classified as more non-stimulus based content, the nature of the emotive content present in the study may not be truly reflective of Lee and Youn’s (2009) conceptualisation. The more self-oriented nature of that emotive content would suggest that in the context of this study, the emotive non-stimulus content is derived from the poster’s state resulting from the purchase rather than emphasising a specific company. In this sense this emotive content, along with simply identifying a company through company linking as opposed to overtly promoting them, may not impact on the level of trust applied to the post on the basis that it comes across as being more genuine.

As identified earlier (section 6.2.3), the results indicating the low level of Commercial Intent content contained in the sampled Instagram posts were consistent with assertions made by De Bruyn and Lilien (2008) and Martin and Lueg (2013) that eWOM should be free from commercial messages. In some respects, and in a somewhat narrow context, the presence of the more overarching theme of minimal commercially oriented content indicated to a certain extent that this concept is adhered to by Instagram users. In this regard, it is important to keep in mind that this low level of commercially oriented content across the sample may be a reflection of the intentional exclusion of “Celebrity” users or users with large follower counts. As mentioned, this policy was implemented in order to minimise the presence of so called “Opinion Leaders” (Hennig-Thurau et al, 2004; Litvin, Goldsmith & Pan, 2008; Chu & Kim, 2011) or “Influencers” (Keller, Fay & Berry, 2007) in the sample.

Additionally, it may also be a reflection of the more creativity oriented role that Instagram as a social media or social networking platform plays as a communication tool (Bevins, 2014; Kontu et al, 2013). Furthermore, the integration of aesthetic attributes into the communication process that it and other visual platforms are based upon (Kontu et al, 2013) may also be a factor to consider. This aesthetic

focus, coupled with the concept of purchases and possessions acting as an extension of the self (Belk, 1988; Goldsmith, Flynn & Clarke, 2012) may partially account for the low recorded level of commercially oriented content in favour of more self-oriented emotive content. Of additional import in this sense is the ability to broadcast that extended self to numerous people with little to no difficulty in real-time.

Although these results are housed in the context of a sample of 1000 Instagram posts, they do conform to varying degrees with findings and concepts presented by previous research in the eWOM domain. Furthermore, the three preceding themes covered in this section that are derived from the actual content itself, present the picture that manifestations of the motives identified by Hennig-Thurau et al (2004) and others do actually appear to be present in the communication.

6.7 Research Implications

6.7.1 Theoretical Implications

This study endeavoured to fill a gap in the social media and electronic word of mouth (eWOM) area by utilising a content analysis approach to gain an understanding of the nature of product and service oriented eWOM communication in the context of the social media platform Instagram. The adoption of the content analysis approach enabled the focus of attention to be turned to the actual eWOM communication itself as opposed to focusing on related factors. These factors include motives (Hennig-Thurau et al, 2004; Bumgarner, 2007, Schaedel & Clement, 2010; Brown, Broderick & Lee, 2007), antecedents or influencing factors (Lang & Hyde, 2013; Martin & Lueg, 2013) or consequences (Lang & Hyde, 2013, Schindler & Bickart, 2005) of eWOM. It is hoped that the identification of broader themes derived from the results for the four content themes of Emotive Content, Company Linking, Commercial Intent and Recommendation Content will provide some basis for future research in the eWOM area.

As has been touched on throughout this chapter, the results of the content analysis both in terms of the hypotheses test results and the content unit and image type frequency results align with a number of concepts and assertions identified in the extant literature. This literature is drawn from both the WOM/eWOM area and other marketing areas such as consumer psychology (Belk, 1988; Goldsmith, Flynn & Clarke, 2012). In this respect, the present study has been highly useful, albeit on a small scale, in identifying the manifestation of these concepts and assertions in the eWOM communication itself. Furthermore, the present study has highlighted to some extent that these concepts and assertions are represented in the nature of product and service oriented eWOM communication taking place via the Instagram platform. In particular, the motives for engagement and participation in eWOM communication identified by Hennig-Thurau et al (2004) over ten years ago were identified as being somewhat reflected in the sampled eWOM communication.

The relative prominence of the content theme of Emotive Content in comparison to the three other content themes is example of this, in that it relates strongly to the two motives of expression of positive emotion and venting of negative feelings identified by Hennig-Thurau et al (2004). In a somewhat similar manner, the low level of commercial intent content identified in both the hypothesis results and the frequency tables can be strongly linked to the conceptualisation of the nature of eWOM communication identified by Martin and Lueg (2013). The low frequency recordings and lack of statistically significant variance between the Cars, Clothes, Restaurants and Holidays categories suggests that in the context of the sampled posts and their associated comments that consumers appear to be adhering to this non-commercialised ideal. This lack of commercialised content, combined with the emphasis of the importance of trust to the eWOM process (Martin & Lueg, 2013; De Bruyn & Lilien, 2008) would provide a useful basis for future research. In particular more in depth interview based research with Instagram users surrounding the use of commercial content would be of considerable interest.

In addition to this, the decision to adopt a content analysis methodology in favour of a perhaps more conventional survey based approach also makes some contribution to the eWOM area by demonstrating how a content focused approach can be usefully applied to a content based medium. As touched on earlier, this approach enables some degree of reconciliation between eWOM definitions, motives and assertions such as those presented by authors such as Hennig-Thurau et al (2004), Martin and Lueg, (2013), and Steffes and Burgee (2009) and the actual eWOM communication itself. This reconciliation is useful in two respects, in that it creates a more definitive link between these more theoretical elements and the actual eWOM content, and also provides some sense of validation to the coding scheme used in the content analysis.

This latter point is achieved on the basis that the content levels recorded for the four content themes were able to be linked in some capacity with the concepts and assertions provided in the extant literature by authors such as Hennig-Thurau et al (2004) and Martin and Lueg (2013). Despite the lack of statistically significant results or results supporting the stated research hypotheses, the study provided a useful basis from which to work in terms of providing some understanding as to the nature of content contained in Instagram based eWOM communication.

6.7.2 Practical Implications

As touched in the initial chapters of the thesis, the area of WOM and its electronic or digital offshoot eWOM is a major source of information for consumers. This information can be of use to them in terms of informing their purchasing decisions, identifying a new want or need and providing some sense of validation for their purchasing decisions (Brown, Broderick & Lee, 2007; Schindler & Bickart, 2005; Cheung, Lee & Rabjohn, 2008). Given this reliance on eWOM and its potential for behavioural influence, it would seem highly appropriate for it to be taken into consideration by

marketing practitioners. This point has been alluded to by Martin and Lueg (2013) in particular, and it is hoped that this study will provide somewhat of an alternative basis for approaching the area in order to make the best use of eWOM communication, particularly when carried out via Instagram.

As identified in the literature review (Chapter 2), the issue of trust is perhaps the most important consideration in attempting to harness the power of eWOM communication, in light of its importance to the functioning of the eWOM communication process (Martin & Lueg, 2013; De Bruyn & Lilien, 2008; Lang & Hyde, 2013). Taking this into account, along with the low level of commercial intent content recorded in the sample, companies may be better off using their official Instagram account to disseminate more commercially oriented messages rather than incorporating that content into user posts. The implementation of this approach may provide organisations with the best of both worlds in the sense that they can still stimulate interest and interaction in a more commercial manner, whilst simultaneously maintaining the trust of users and consumers. In turn, this could enable them to continue to capitalise on a frequently used consumer communication channel at minimal direct cost to themselves.

In addition to this, the relative prominence of emotion or emotive content contained in the sampled Instagram content suggests that focusing on product or service experience elements that are to some degree centred on emotional appeals (Belch et al, 2012) may be useful to consider. As is somewhat identified through examples presented in Belch et al's (2012) book, this would not be an unknown or foreign concept for marketing practitioners. However, it would require a slight shift in orientation to focus on the actual development and delivery of the product as opposed to endeavouring to more directly influence the perceived needs of the consumer.

Finally, the implementation of a content analysis style approach (Harwood & Garry, 2003; Duriau, Reger & Pfarrar, 2007) may be a highly useful approach to consider taking in relation to Instagram content in particular, but also other eWOM based content. Obviously in a number of text based eWOM channels text mining software can be usefully applied in order to analyse the large volumes of product and service oriented eWOM content available for marketing practitioners. Likewise, analytics and data visualisation software packages such as the Adobe Marketing Cloud (Adobe, 2015) suite and Tableau (Tableau Software, 2015, 2013) enable practitioners to draw brand oriented social media communication based, to some extent, on particular content terms that it contains. The application of the content analysis approach to a social media platform that combines both words and images in the form of Instagram indicates how useful both forms of content can be in creating an integrated picture of consumers' reactions particular purchase. Additionally, the content analysis approach enables the actual nature of the communication to be observed in an unadulterated form, and for that content to be reconciled with consumer motives and purchase behaviours evaluated via other means, such as surveys or focus groups.

6.8 Limitations and Suggestions for Future Research

This final section of the discussion chapter will provide an outline of the limitations of the present study along with providing suggestions for future research in this facet of the eWOM domain.

Limitations of the present study were identified in relation to the product and service category selection, sampling and content theme operationalisation, while suggestions for future research are based upon a modification of the present study and the offering of different approaches.

6.8.1 Limitations of the Present Study

As with any form of research, the present study was subject to a number of limitations that largely relate to the implementation of the content analysis methodology in some capacity. To begin with, the first limitation pertains to the product and service based categories that were identified and used to collect data, in the form of Instagram posts, from. As was highlighted earlier, the four categories from which Instagram posts were to be based and selected were divided along the lines of products and services, as largely defined by Elliot et al (2010) and Zeithaml et al (2013). Furthermore, the individual categories themselves were selected on the basis of survey results presented by both Keller, Fay and Berry (2007) and Allsop, Bassett and Hoskins (2007), that identified in some capacity the four chosen categories of Cars, Clothes, Restaurants and Holidays as areas with a greater reliance upon consumer derived information.

What was not taken into full consideration in this regard was the somewhat distinctiveness of the Holidays category in terms of its nature as a purchase in comparison to the other three categories, on the basis that a holiday purchase may include numerous “sub-purchases” or experiences. As noted earlier, the categories of Cars, Clothing and Restaurants have the ability to focus on either a singular purchase or consumption context or, as a minimum, offer a higher level of ease in combining the purchases into one Instagram post. This limitation is most applicable in the context of the Company Linking content theme, where in the context of the selected Instagram posts the Holidays category recorded a lower mean value than the three other categories at a statistically significant level. This lower recorded level was also noticeable in terms of the frequency of individual and total links used.

An additional limiting factor in this regard could be the decision to not include the concept of place branding identified by Papadopoulos (2004), Dinnie (2004), Kavaratzis (2004) and Palmer (2002) amongst others, in the Company Linking content theme. Had the place branding concept been included under the Company Linking content theme, 121 additional posts selected from the Holidays category could have been identified as containing at least one company link. When combined with the 69 existing posts selected from the Holidays category identified as having at least one company link, the category would have recorded the highest proportion of selected posts containing at least one company link, as opposed to recording the lowest proportion.

The second area of limitation relates to the area of sampling, and in the context of the present study is based upon the sample size, which was set at 1000 Instagram posts. In accordance with Kassarian's (1977) paper on the methodology and implementation of content analysis the sample size was chosen on the basis of ensuring an appropriate level of manageability in the implementation of the content analysis approach. Given the vast number of Instagram posts estimated to be made by Instagram users on a daily basis (80 million plus photos on average (Instagram, 2015)) a larger sample size for each of the four categories and in aggregate would have been preferable. However, given the difficulty in applying automated coding programmes to Instagram due to its combination of images and words, this desire for a larger sample size must be tempered with the practicalities of applying the methodology to a larger sample size.

In addition to this, it must also be kept in mind that in the context of digital communication and in particular social media communication such as Instagram posts, that the "population" from which the sample is drawn is able to increase by large volumes in a very short space of time. As a result, what may have been an "appropriate" sample size in accordance with sampling guidelines outlined by authors such as Malhotra (2010) five minutes prior, may no longer be "appropriate" given this potential for exponential growth in the nominated population. With this in mind, a broader limitation could be seen as the research representing a form of "snapshot" in time using a selection of Instagram posts featuring a selection of products and services. However this "snapshot" concept would seem to be applicable in many research contexts with the possible exception of longitudinal studies (Malhotra, 2010).

The final limitation to be covered relates to the four content themes that provide the basis for the coding scheme used to implement the content analysis methodology in relation to the selected Instagram posts from the categories of Cars, Clothes, Restaurants and Holidays. As noted previously, the four content themes of Emotive Content, Company Linking, Commercial Intent and Recommendation content can all be associated with key findings, concepts and definitions from the eWOM area, such as those offered by Hennig-Thurau et al (2004) and Steffes and Burgee (2009). However, in the case of the themes of Commercial Intent and Recommendation content there is no defined lexicon as in the case of Emotive Content with the NRC Word-Emotion lexicon (Mohammed, n.d.), nor is either theme more binary in nature like the Company Linking theme.

In both cases the application of simple rules, along with strict accordance to definitions offered by both academic literature and the Meriam-Webster and Cambridge dictionaries in relation to the content theme terms such as Commercial, Intent and Recommendation were relied upon. In the case of the Commercial Intent theme, Meriam Webster (2015d, 2015e) and Cambridge Dictionary (2015) definitions, along with the definition offered by Die et al (2006) of Online Commercial Intention or

OCI were used as the rules upon which the content was selected. As the University of Colorado writing guide (Writing@CSU, 2015) identifies, the use of specific “rules” in the coding process is an acceptable means of applying content analysis to the selected material, which in the case of slightly broader or less rigid content themes may be more practicable.

6.8.2 Suggestions for Future Research

The final component of the discussion chapter in the lead up to the concluding remarks presents a number of suggestions for future research that it is felt could usefully contribute to the marketing field and, in particular, the area of eWOM communication. These suggestions come in a variety of forms, including an expanded replication of the present study, an altered version of the present study that similarly employs the content analysis approach, along with a different study approach focused on the same topic area.

The first and most obvious suggestion for future research, particularly bearing in mind the sample related limitation identified above, would be to replicate the study with the same content themes and product and service categories but with an expanded sample size. An example of the implementation of this could be to have a sample of one to two thousand posts per category, and to compare the levels recorded for the four content themes across the two studies. In implementing this approach however, Kassirjian’s (1977) guideline of ensuring that the sample size is manageable should be kept in mind, particularly given the need for a manual coding procedure given the text and image content contained in an Instagram post. In this regard, it may be most appropriate to use multiple coders in a similar sense to the study carried out by Duriau, Reger and Pfarrer (2007) in order to process a sample of that size in some manageable timeframe. This approach would help to build on, and to some degree validate, the findings of the present study, and also demonstrate the applicability of the approach to a larger sample size.

In addition to this approach but still continuing on the content analysis path, would be the inclusion of more product and service categories and potentially more content themes that leverage in a more direct sense a larger number of the eWOM motives identified by Hennig-Thurau et al (2004). In relation to the product and service categories element of this suggestion, the Synthesis Alliance/Harris Interactive (2006) survey results presented by Allsop, Bassett and Hoskins (2007) would make a useful starting point. The categories identified in the survey as having a higher level of reliance on consumer conveyed information include health care providers or movies, and could provide some basis for further categories. Additionally, the inclusion of more experience based purchases such as museum or art gallery visits, along with concerts or festivals, musical or otherwise, would also make for very interesting comparisons in relation to the different forms of content included.

In relation to these experience-oriented purchases, the services based literature and concepts offered by authors such as Zeithaml et al (2013) and Morrison and Crane (2007) can provide a useful basis for their position in relation to research hypotheses derived from the content themes. In terms of the content themes, as touched on previously, expansions could include a number of themes relating to the motives for eWOM participation and engagement identified by Hennig-Thurau et al (2004) such as exertion of power over a company. Alternatively, the identification and recording of content that is simply utilitarian in nature could also be applicable. The inclusion these additional product and service categories, along with additional content themes such as exerting power over companies (Hennig-Thurau et al, 2004), would help to develop a more comprehensive picture of Instagram denominated eWOM communication in the academic literature.

In terms of additional research suggestions that could usefully contribute to the marketing and eWOM areas, the implementation of some form of experimental research design (Malhotra, 2010) that is based upon Instagram posts containing particular content could be useful. An example of this would be an approach that draws upon the trust based assertions and findings presented by Martin and Lueg (2013) and Lee and Youn (2009), along with attribution theory. An implementation of this approach would be to include posts containing high levels of commercial content and low levels of commercial content in an online based experiment. This approach could require participants to evaluate the content contained in the two post forms and answer survey questions related to their levels of legitimacy and trust in the content contained in each post.

An alternative approach could leverage the opinion leader or influencer concepts presented by Hennig-Thurau et al (2004) and Keller, Fay and Berry (2007). In this case, participants could be presented with product or service oriented posts made by “influencer” or “opinion leaders” along with more “average” Instagram users. Following this exposure the participants could be asked to evaluate the content themes present in the different posts, rate their level of trust in the content, and identify the impact of the post on their purchase intentions. The experimental design based approaches would also provide a similarly real world approach to the eWOM, and in particular, Instagram or social media derived eWOM area to that offered by a content analysis approach.

6.9 Concluding Remarks

The primary aim of this research was to gain an understanding of the nature of product and service oriented eWOM communication via the social media platform Instagram based upon the level of different content themes. Additionally, the research also aimed to identify any statistically significant differences between product and service categories in relation to the levels recorded for each of the content themes, along with the nature of the responses to those sampled Instagram posts. The results, presented in statistical, unit frequency and image type frequency form indicated that certain forms of

content, particularly emotive content, were more prominent than others, such as Commercial Intent or Recommendation content.

In the case of the Emotive content, Company Linking and Recommendation content themes, statistically significant results were identified in relation to the sampled Instagram posts, and in some cases such as emotive content, the comments on those posts as well. In all cases bar the Recommendation content theme in the context of the sampled Instagram posts, the research hypotheses were not supported. This was the case despite the presence of statistically significant results for the Emotive Content and Company Linking themes. Despite this outcome and the lack of statistically significant results in the case of the Commercial Intent theme, the results could be usefully related to the findings, concepts and assertions presented in the contributing literature.

Ultimately, the results of both the hypothesis tests and unit and image frequencies provided a sufficient basis for the identification of the key themes of Prominence of Emotion, Relative Focus on Self and Lack of Commercialisation. These key themes are once again somewhat reflective of concepts and assertions presented in the contributing literature around topics such as trust, the extended self and the role of emotion in consumption. Despite the small but manageable sample size and somewhat narrow focus on just four product and service categories, it is hoped that the research will offer a basis for further understanding of the nature of the actual messages exchanged in Instagram based eWOM communication. Furthermore, it is hoped that the results and findings identified by the present study and linked back to the existing concepts and assertions presented in the eWOM literature will highlight the representation of those concepts and assertions in the actual eWOM messages. Finally, it is hoped that the present study will provide a basis for developing a better understanding of how to most effectively utilise an evolutionary mode of highly important consumer and marketing communication going forwards.

7 References

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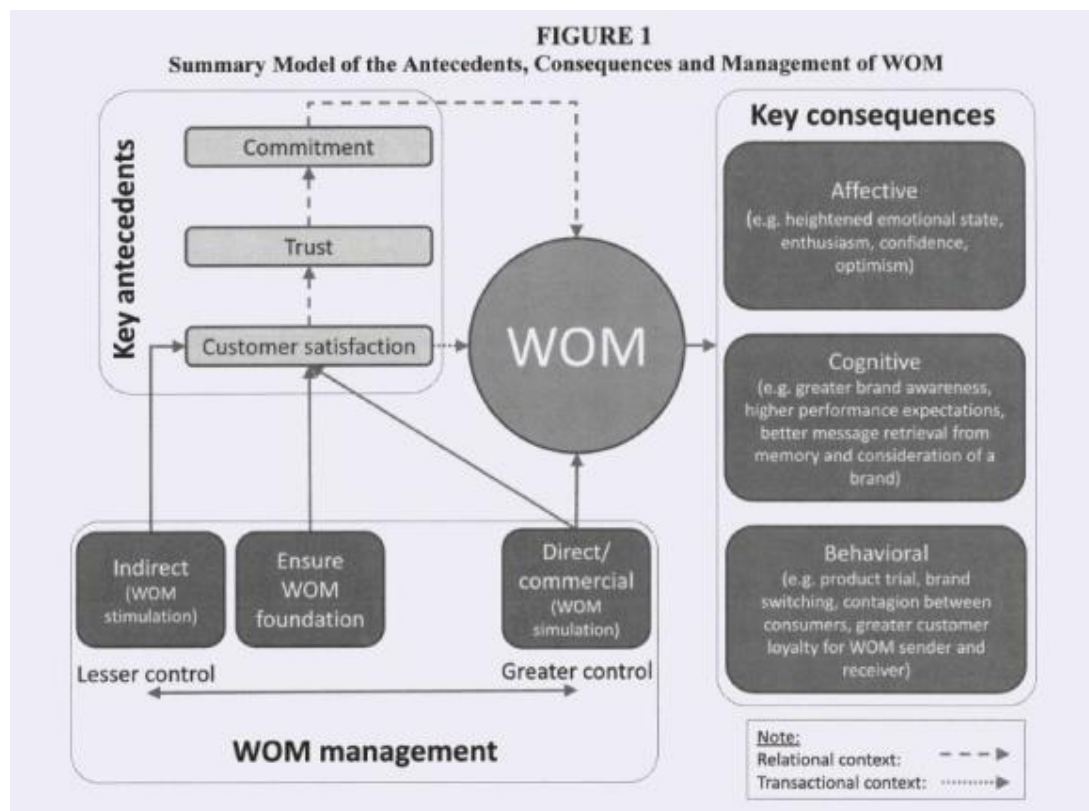
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8 Appendices

8.1 Summary Model of the Antecedents, Consequences and Management of WOM (Lang & Hyde, 2013, p. 2)



8.2 Benefits and Limitations of Content Analysis (Harwood & Garry, 2003, p.493)

Table 1 Summary of Benefits and Limitations of Content Analysis

Benefits	Limitations
<ul style="list-style-type: none"> flexibility of research design ie., types of inferences supplements multi-method analyses wide variety of analytical application may be qualitative and/or quantitative may be automated – improves, reliability, reduces cost/time range of computer software developed cope with large quantities of data unobtrusive, unstructured, context sensitive development of standards applicable to specific research, eg., negotiations 	<ul style="list-style-type: none"> analyses the communication (message) only findings may be questionable alone, therefore, verification using another method may be required underlying premise must be frequency related reliability – stability, reproducibility, accuracy of judges validity – construct, hypothesis, predictive and semantic less opportunity to pre-test, discuss mechanism with independent judges undue bias if only part data is analysed, possibly abstracting from context of communication lack of reliability and validity measures reported, raising questions of credibility

8.3 Full Coding Scheme (Note: Due to the size of the scheme it is presented in section across multiple pages)

Poster Information					Post Information				
Post number	Number of Posts	Number of Followers	Number following	Date posted	Time since posted	Number of likes	Number of comments	Featured brand	Product/Service Category
1	293	102	156	24/02/2015		1	0	Jeep	Cars
2	358	154	215	24/02/2015		5	2	Seat	Cars
3	66	107	152	24/02/2015		7	0	Nissan	Cars
4	256	161	172	24/02/2015		14	0	Chevrolet	Cars
5	311	174	379	23/02/2015		32	7	Nissan	Cars

Section 1: Post and Poster Information and Product/Service Category

8.3 Full Coding Scheme Continued

Emotive Content - Post						Emotive Content - Comments					
Image	Caption	Hashtags	Total	Terms Used	Further comments	Poster Comments	Respondent comments	Commenters	Total Comments	Terms Used	Further Comments
1	1	2	4	In love, keep	Love heart symbols used (x3)	0	0	0	0	0	0
1	5	1	7	My new baby, can't wait, him, so excited, !!		3	1	2	2	It's a nippy lil thang, XD, x	Smiley face (x1) emoticon used
1	0	0	1	n/a	No emotive content present	0	0	0	0	0	0
1	3	0	4	Bright side, finally, good decision	None	0	0	0	0	0	0
1	8	3	12	Beast (x2), I, thank you, great, you've served me well, me and my nissan have great things ahead of us, adventures	Use of smiley face emoticon (x1)	6	15	6	21	PRETTY, I know, I love it, I'm happy for you, you deserve it, ! (x1), Thank you, so happy with it, Very	Smiley face (x2), smiley face with heart eyes (x5), love heart (x2) and star (x1) emoticons used

Section 2: Emotive Content theme recordings for both selected Posts and Comments on selected posts.

8.3 – Full Coding Scheme Continued

Company Linking - Poster													Company Linking - Commenter												
Instagram Account	Website	Location/Address	Facebook	Twitter	Phone	Email	Youtube	Other Electronic	Other	Total links	No Link	Comments	Instagram Account	Website	Location/Address	Facebook	Twitter	Phone	Email	Youtube	Other Electronic	Other	Total links	No Link	Comments
0	0	0	0	0	0	0	0	0	0	0	0	Term wrangler used in caption	0	0	0	0	0	0	0	0	0	0	0	1	No comments
0	0	0	0	0	0	0	0	0	1	0	1	Use of #Seat (car brand)	0	0	0	0	0	0	0	0	0	0	0	1	No comments
0	0	0	0	0	0	0	0	0	1	0	1	Use of #nissan	0	0	0	0	0	0	0	0	0	0	0	1	No comments
0	0	0	0	0	0	0	0	0	0	0	0	Chevrolet badge clearly visible in image	0	0	0	0	0	0	0	0	0	0	0	1	No comments
0	0	0	0	0	0	0	0	0	1	0	1	Use of #nissan	0	0	0	0	0	0	0	0	0	0	0	1	No comments

Section 3: Company Linking content theme for selected Posts and Comments on selected posts.

8.3 Full Coding Scheme Continued

Commercial Intent Content - Post						Commercial Intent Content - Comments					
Image	Caption	Hashtags	Total	Terms Used	Further comments	Poster Comments	Respondent comments	Commenters	Total Comments	Terms Used	Further Comments
0	0	0	0	0	0	0	0	0	0 0		
0	0	0	0	0	0	0	0	0	0 0		
0	0	0	0	0	0	0	0	0	0 0		
0	0	0	0	0	0	0	0	0	0 0		
0	0	0	0	0	0	0	0	0	0 0		

Section 4: Commercial Intent Content theme for selected Posts and Comments on selected posts.

8.3 Full Coding Scheme Continued

Recommendation Content - Post						Recommendation Content - Comments					
Image	Caption	Hashtags	Total	Terms Used	Further comments	Poster Comments	Respondent comments	Commenters	Total Comments	Terms Used	Further Comments
0	0	0	0	0		0	0	0	0	0	
0	0	0	0	0		0	0	0	0	0	
0	0	0	0	0		0	0	0	0	0	
0	0	0	0	0		0	0	0	0	0	
0	0	0	0	0		0	0	0	0	0	

Section 5: Recommendation Content theme for selected Posts and Comments on selected posts.

8.4 Sampled Post Examples

8.4.1 Cars Category

560k15.5K18k

LikeTweet+1

ICONOSQUARE
Formerly Statigram

VIEWERSTATISTICSMANAGEPROMOTECONTESTSEARCH

Users and #

SIGN IN WITH INSTAGRAM

HELP / FEEDBACK

HELP / FEED

2.37 am 2/23/2015Crema

Nothing better than walking outside and seeing your new beast... just waiting. #itwantstoplay #jeep #itsajeepting #icansaythatnow #newcar #jeepliberty #goodbye grandam

itsajeepting newcar jeepicansaythatnowitwantstoplaygoodbye grandamjeepliberty

14 Like

bradguy94tamaletimecody926stefstonekingVIEW ALL

4 Comments

Just wait for one jeep owner to nod or wave at you... That's when you know #itsajeepting #missmyjeep
stefstoneking - 2 days ago

@stefstoneking I'm so amped. I love it. Better believe I climbed the first snow pile I saw.
kellyj_d - 2 days ago

@kellyj_d I know! I stopped driving in the snow when my jeep blew up. If they weren't so dang expensive I would own one still! I really wish they would bring the commander back! Those things were sick! And perfect for moms like me!
stefstoneking - 2 days ago

@stefstoneking I got a killer deal on it... it was nuts.
kellyj_d - 2 days ago

Do you have an Instagram account?
Login to Instagram to like or comment on this media

8.4.2 Clothes Category

561k15.8K18k

LikeTweet+1

ICONOSQUARE
Formerly Statigram

VIEWERSTATISTICSMANAGEPROMOTECONTESTSEARCH

Users and #

SIGN IN WITH INSTAGRAM

HELP / FEEDBACK

HELP / FEED

10:09 am 3/3/2015Sunder

#shoppingdone #eastereggbought #newclothes #presentssorted #productivedaysofshopping #shopping

shoppingdone newclothes shoppingeastereggboughtpresentssortedproductivedaysofshopping

2 Like

potenciaofficialmelissa18000

7 Comments

You still going Barnstable Saturday? 🤔 x
melissa18000 - about 21 hours ago

Idk yet 🤔 went on my own today and spent a bit more than I wanted to x
melissa18000 - about 21 hours ago

@melissa18000
melissa18000 - about 21 hours ago

I still want my food 🤔 I kid but seriously are me u and @charlotteccams doing anything then? x
melissa18000 - about 21 hours ago

Idk tbh x
melissa18000 - about 21 hours ago

@melissa18000
melissa18000 - about 21 hours ago

Okay let me know 🤔 x
melissa18000 - about 21 hours ago

8.4 Sampled Post Examples Continued

8.4.3 Restaurants


562k16K18k

LikeTweet8+1

ICONOSQUARE
Formerly Statigram

VIEWERSTATISTICSMANAGEPROMOTECONTESTSEARCHUsers and #SIGN IN WITH INSTAGRAM

HELP / FEEDBACK



#thislondon#instalondon#london#citylife#londonlifestyle#nottinghill#portobelloroad#trailerhappiness#bar#restaurant#cocktail#70s#vintage#decor#interiordesign#design#insta#instacool#instlikes#instafollow#instadaily#instamoment#igers#instamood#instagood#drinks#happyhour

2:12 pm 3/13/2015Sierra

designnottinghillinstalondonhappyhourcocktail
londonlifestylethislondontrailerhappinessportobelloroad
70slondonigersinstadailyinstamomentdrinksdecor
barinstarestaurantvintageinteriordesigninstagood
instacoolinstafollowinstalikesinstamoodcitylife

15 Like

kelali sarusan_majid rumi1718 marijasphoto >VIEW ALL

0 Comments

Do you have an Instagram account?
[Login to Instagram](#) to like or comment on this media

8.4.4 Holidays


562k16K18k

LikeTweet8+1

ICONOSQUARE
Formerly Statigram

VIEWERSTATISTICSMANAGEPROMOTECONTESTSEARCHUsers and #SIGN IN WITH INSTAGRAM

HELP / FEEDBACK



Sunset in Dubrovnik🌅🇭🇷#sunset#dubrovnik#croatia#oldtown#sun#beach#adriaticsea#pearloftheadria#photooftheday#photo#inspiration#instacool#instafun#history#view#nature#citystyle#holiday#TagsforLikes#travel#dalmatia#TTLers


8:34 am 3/13/2015X-Pro II

naturephotoviewhistoryoldtowncitystyleinspiration
dalmatiaadriaticseattlerspearloftheadriaticdubrovniktravel
tagsforlikesinstacoolsunsetsuninstafuncroatiaholiday
beachphotooftheday

19 Like

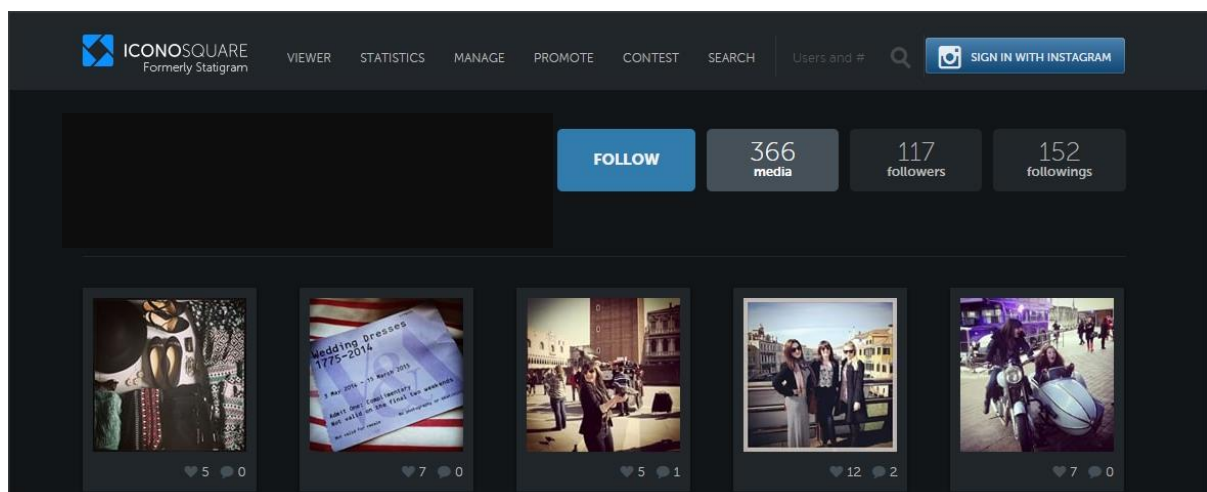
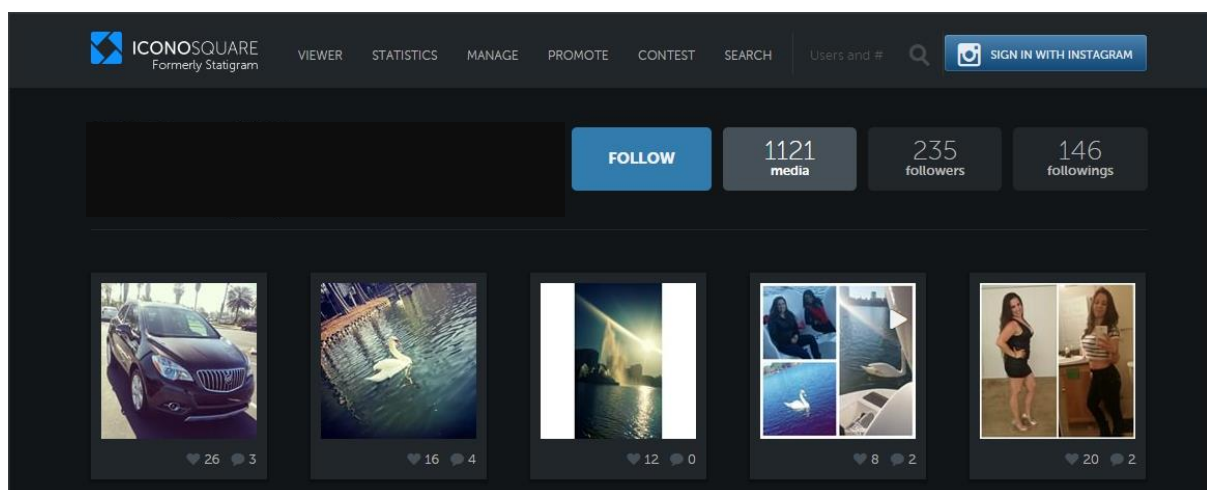
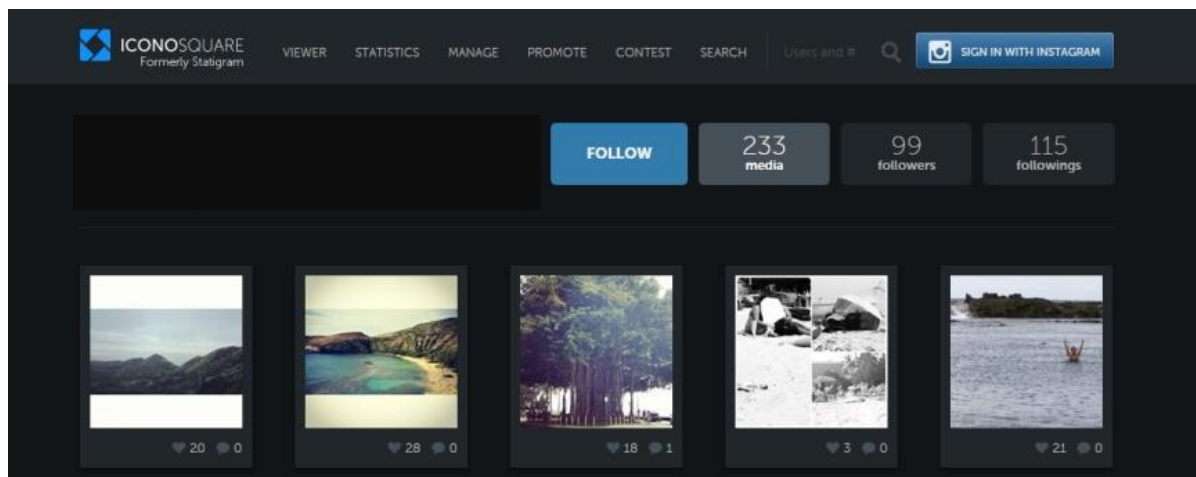
richardmoldoveanu discovercroatia ouzcolak tanyatitovka >VIEW ALL

1 Comments

_enk 30 minutes ago
Lovely 😊

Do you have an Instagram account?
[Login to Instagram](#) to like or comment on this media

8.5 Sampled Poster Information Examples



8.6 Emotive Content Units – Words

Emotive Content Words	Instaperfect - 1	Whoops - 1	Thanks - 13
	Istagood - 1	Wife - 2	Uhhhhhhuuuummm
	Jealous - 1	Winning - 1	mmm - 1
Emotive Words	Keep - 1	Woo - 1	Unreal - 1
Cars Category – Posts	Lifestyle - 1	Woohoo - 1	Whaaat - 1
Accomplishment - 1	Likes - 1	Yay - 2	What - 1
Adventures - 2	Lol - 1	Yayyyyy - 1	Woah - 1
Amazing - 1	Love - 19	Yeah - 1	Wooo - 2
Awesome - 2	Loves - 1	Yes - 1	Woot - 1
Baby - 2	Lovesit - 1	Your - 1	Wow - 3
Babygirl - 1	Loving - 1		Yay - 2
Bae - 2	Loyal - 1	Emotive Words	yayy - 1
Beast - 3	Lucky - 1	Cars Category – Comments	Yayyy - 1
Beaut - 1	Luxury - 2	Amaze - 1	Yes - 1
Beautiful - 5	Mate - 1	Awesome - 5	Yew - 1
Beauty - 2	Memories - 1	Badass - 1	Emotive Words
Better - 1	Mine - 1	Bravo - 1	Clothes Category – Posts
Blessed - 2	My - 1	Clean - 1	Addicted - 1
Boyfriend - 3	Nice - 2	Congrats - 13	Adorable - 1
Buzzing - 1	Nicer - 1	Congratulations - 10	Adventure - 1
Carporn - 1	None - 2	Cool - 1	Alternative - 1
Celebrate - 1	Obsessed - 1	Coool - 2	Amazing - 2
Changan' - 1	Olivia - 1	Danger - 1	Androgenous - 1
Chill - 1	Ooops - 1	Dedication - 1	Awake - 1
Clean - 1	Our - 1	Enjoy - 1	Awesome - 1
Congrats - 1	Passed - 1	Excited - 1	Baben - 1
Congratulations - 1	Perfect - 1	eyyy - 1	Baby - 1
Couple - 1	Power - 1	Finally - 2	Bae - 3
Cruising - 1	Presenting - 1	Great - 1	Barbie - 1
Cute - 1	Pretty - 1	Haha - 6	Bargain - 1
Deserving - 1	Project - 1	Hahaha - 3	Beautiful - 5
Ermagherd - 1	Proud - 7	Heh - 1	Best - 1
Excited - 9	Pumped - 1	Hottie - 1	Better - 1
Explorer - 1	Rash - 1	Jealous - 2	Birthday - 3
Extremely - 1	Sad - 1	Lmao - 2	Blessed - 2
Family - 1	Safe - 1	Lmfao - 2	Boohoo - 1
Fancy - 1	Shiney - 2	Lol - 4	Booze - 1
Finally - 10	Shiny - 1	Love - 1	Bored - 1
Fluke - 1	Silly - 1	Lovely - 2	Boring - 1
Fresh - 1	Smile - 1	Nice - 16	Brat - 1
Fun - 2	Sorry - 1	Niceee - 1	Campaign - 1
Gift - 1	Spoilt - 1	Noooo - 1	Change - 1
Grateful - 1	Sporty - 1	Ohhh - 1	Chill - 2
Great - 1	Stoked - 1	Party - 1	Classy - 1
Guilty - 1	Sunrise - 1	Pretty - 1	Comfy - 5
Haha - 1	Surprised - 1	Prick - 1	Confessions - 1
Happiness - 1	Swag - 3	Primo - 1	Confidence - 1
Happy - 20	Swanky - 1	Sharp - 1	Content - 1
Him - 2	Sweetie - 1	Sick - 1	Cool - 1
Hint - 2	Upgrade - 3	Swag - 1	Couple - 1
Impulse - 1	Upgraded - 2	Sweet - 5	Cozy - 1
Independence - 1	Vroom - 1	Sweet - 1	Crazy - 1
	Welcome - 1		
	Welcoming - 1		

Cute - 4	Neat - 1	Awesome - 1	Stunner - 1
Cutesssstt - 1	Ok - 1	Babe - 1	Stunning - 1
Cutie - 1	Oops - 1	Bae - 1	Super - 2
Dedication - 1	Opportunities - 1	Beautiful - 8	Superb - 1
Delivery - 1	Party - 1	Bestfriend - 1	Sweet - 1
Determined - 1	Poor - 1	Bro - 1	Thanks - 8
Dork - 1	Poser - 2	Cheers - 1	Unbelievable - 1
Eek - 1	Pout - 1	Clean - 1	Undefeated - 1
Elegant - 1	Present - 2	C'mon - 1	Wife - 1
Engaged - 1	Presents - 2	Congrats - 1	Woah - 1
Epic - 1	Pretty - 8	Cool - 4	Woohoooo - 1
Excited - 4	Princess - 1	Coool - 1	Wow - 1
Excitement - 1	Progress - 1	Cute - 2	YESSSS - 1
Exciting - 3	Pumped - 1	Dweeb - 1	
Fabulous - 1	Represent - 1	ehhh - 1	Emotive words
Fairytale - 1	Romantic - 1	Excited - 1	Restaurants
Faith - 1	Sad - 1	FAB - 1	Category – Posts
Family - 5	Sassy - 1	Fancy - 1	Adorable - 1
Fashionista - 1	Shopaholic - 1	Fresh - 1	Adventures - 1
Favourites - 1	Shredding - 1	Gorge - 2	Ahhh - 1
Fewf - 1	Silly - 1	Gorgeous - 3	Always - 1
Finally - 4	Skulls - 1	Great - 3	Amazing - 9
Fit - 2	Slouchy - 1	Ha - 2	Awesome - 5
Fitness - 2	Smart - 2	Haha - 4	Bae - 1
Flowy - 1	Smile - 8	Hahaha - 2	Bday - 1
Fluffy - 1	Smiles - 3	Hahahaha - 1	Beast - 1
Fresh - 6	Snug - 1	Happy - 1	Beautiful - 6
Friends - 2	Soul - 1	Headless - 1	Beauty - 2
Friendship - 1	Spending - 1	Healthy - 1	Bf - 1
Fun - 3	Spoiled - 1	Heart - 1	Bff - 1
Funny - 1	Spoilt - 2	Hopefully - 1	Birthday - 7
Girlfriend - 1	Ssstupid - 1	Husband - 1	Blessed - 1
Goal - 1	Style - 3	Jealous - 1	Bonap - 1
Gorgeous - 2	Stylish - 1	Like - 1	Bored - 1
Grumpy - 1	Summer - 1	Lmao - 1	Boyfriend - 2
Haha - 1	Swag - 1	Lol - 5	Catchup - 1
Handsome - 3	Swagallova - 1	Love - 5	Charming - 1
Happiness - 3	Tgif - 1	Lovee - 1	Cheers - 4
Happy - 25	Thanks - 2	Loveee - 1	Chill - 1
Hardwok (assume meant to say hardwork) - 1	Therapy - 1	Loveeee - 2	Chilling - 1
Haul - 1	Transformation - 1	Lovely - 1	Concerned - 1
Health - 1	Treated myself - 1	Loves - 1	Cool - 3
Healthy - 6	Unique - 1	Loves - 1	Coolest - 1
Hipster - 1	Valentine - 1	Newlyweds - 1	Couple - 1
Inspiration - 1	Warm - 3	Nice - 3	Crew - 1
Instacool - 1	Woohoo - 1	NP - 1	Cute - 4
Instagood - 3	Woop - 1	Omg - 1	Daddy - 1
Joy - 1	Yay - 1	Oulalaaaa - 1	Daughter - 1
Lol - 1		Perfect - 1	Delicious - 22
Love - 19	Emotive words	Player - 1	Delight - 1
Loveee - 1	Clothes Category	Pretty - 6	Delish - 3
Loving - 1	– Comments	Qt - 1	Detox - 1
Lush - 1	Ahaha - 1	Rad - 2	Enjoy - 4
Missguided - 1	Ahahaha - 1	Sasstag - 1	Enjoying - 1
Motivation - 3	Ahhh - 1	Seriously - 1	Explore - 2
	Amazing - 1	Smile - 1	Fam - 1
	Anticipation - 1	Snug - 1	Family - 9

Fantastic - 1	OMG - 1	Cheers - 1	Chill - 4
Father - 2	Omnomnom - 1	Cute - 1	Chilled - 1
Favorite - 1	Party - 2	Delicious - 1	Chillen - 1
Favourite - 3	Passion - 1	Elegant - 1	Chilling - 2
Feast - 1	Peace - 1	Family - 1	Cillin - 1
Fitness - 1	PERFECT - 2	Friend - 2	Cliched - 1
Foodgasm - 6	Pray - 1	Friends - 1	Colourful - 1
Frd - 1	Pretty - 2	Gentlemen - 1	Cool - 1
Free - 1	Private - 1	Gents - 1	Countdown - 3
Fresh - 2	Really - 1	Good - 1	Couple - 1
Friend - 4	Relax - 2	Haha - 2	Cousin - 1
Friendly - 1	Relaxing - 1	Hahaha - 2	Cozy - 1
Friends - 20	Sharing - 1	Health - 1	Cute - 2
Friendship - 1	Siblings - 1	Healthy - 1	Dad - 1
Full - 1	Sister - 1	Hummmm - 1	Delicious - 1
Fun - 12	Smile - 6	Instagood - 1	Destress - 1
Funny - 1	Special - 1	Instalike - 1	Discover - 1
Girlfriend - 1	Speciality - 1	Instamood - 1	Enjoy - 2
Good - 3	Spectacular - 1	Lol - 1	Enjoying - 1
Gossiping - 1	Success - 1	Love - 2	Escape - 1
Grandparents - 1	Sunny - 2	Luxe - 1	Excited - 4
Great - 2	Surprise - 1	Luxury - 1	Experience - 1
HAHAHAHAHA	Survived - 1	Nice - 3	Experiences - 1
HAHAHA - 1	Swag - 1	Perfect - 1	Explore - 5
Happiness - 3	Sweet - 5	Scrumptious - 1	Explorer - 1
Happy - 11	Tasty - 7	Super - 2	Exploring - 1
Health - 1	Together - 1	Swanky - 1	Family - 6
Healthy - 2	Treat - 1	Sweet - 2	Fiancee - 1
Heavenly - 1	Trendy - 1	Tasty - 1	Finally - 1
Hooray - 1	Unforgettable - 1	Thanks - 1	Friends - 6
Hungry - 2	Unhealthy - 1	Treat - 1	Friendship - 1
Instacool - 1	Unique - 1	Vain - 1	Fun - 30
Instagood - 12	Vocation - 1	Vanity - 1	Getaway - 1
Instahappy - 1	Warm - 1	Weird - 1	Girlfriend - 4
Instalikes - 1	Warmth - 1	Wooah - 1	Glorious - 1
Instalove - 2	Wasteful - 1	Wow - 3	Gorgeous - 1
Instamoment - 2	Wonder - 1	Yum - 2	Ha - 1
Instamood - 5	Yammy - 1	Yummy - 1	Handsome - 1
Instlove - 1	Yamy - 1		Happiness - 8
Joy - 1	Yay - 1	Emotive Words	Happy - 12
Laugh - 1	Yayy - 1	Holidays	Healthy - 1
Lifestyle - 1	Yum - 12	Category – Posts	Heaven - 2
Live - 1	Yummi - 3	Adventure - 6	Holiday - 1
Living - 1	Yummmy - 1	Aloha - 1	Hubby - 1
Lol - 1	Yummy - 18	Amazing - 6	Hubband - 1
Love - 24	Yummylicious - 1	Atmosphere - 2	Incredible - 1
Lovely - 1		Baby - 1	Inspiration - 1
Meeting - 1	Emotive Words	Banter - 2	Instacool - 3
Memories - 3	Restaurants	Beautiful - 7	Instafriends - 1
Mine - 1	Category –	Beauty - 1	Instafun - 2
Mmmmm - 1	Comments	Best - 1	Instagood - 12
Mood - 1	Ahhh - 1	Birthday - 1	Instahappy - 1
Nan - 1	Amazing - 2	Blessed - 1	Instalove - 3
Nanny - 1	Awesome - 1	Booked - 2	Joy - 1
Neighbor - 1	Bankrupt - 1	Boss - 2	Laugh - 1
Nice - 1	Best - 1	Boyfriend - 4	Laughs - 2
Nom - 1	Boss - 1	Break - 2	Love - 23

Luxory - 1	Yes - 1	Jealous - 1
Luxury - 1	Yummy - 2	Lol - 2
Memories - 3		Love - 4
Miss - 1	Number of	Lovely - 2
Moody - 1	individual emotive	Nice - 9
Mrs - 1	words used - - 121	Oooooooo - 1
Nice - 1		Pretty - 1
Noooo - 1	Total number of	Queen - 1
Packing - 1	emotive words	Rad - 1
Paradise - 2	used - - 284	Relax - 1
Party - 1		Royal - 1
Peace - 1	Number of posts	Scary - 1
Perfect - 2	containing emotive	Super - 3
Premium - 1	words: 128 =	Superb - 2
Pretty - 2	128/250 = 51.2%	Thanks - 3
Princess - 1		Thanx - 1
Relationship - 1	Emotive Words	Thx - 1
Relax - 10	Holidays	Wow - 6
Relaxing - 2	Category –	YESS - 1
Remember - 1	Comments	Yesss - 1
Rio - 1	Aaaaaaarrrrrggggg	
RnR - 1	ghhhhhh - 1	
Romantic - 1	Amazing - 1	
Salvation - 1	Attraction - 1	
Serene - 1	Awesome - 1	
Sharing - 1	Babe - 1	
Sister - 1	Babez - 1	
Skyporn - 1	Beautiful - 6	
Smile - 4	Beauty - 1	
Spoilt - 2	Best - 1	
Surprise - 1	Cool - 3	
Tlc - 1	Cousin - 1	
Treat - 3	Cute - 1	
Treats - 1	Excited - 1	
Triumphant - 1	Forever - 1	
Unwind - 1	Fun - 5	
Vibes - 1	Gorgeous - 1	
Victorious - 1	Great - 1	
Victory - 1	Haha - 1	
Waiting - 1	Hahaaa - 1	
Warm - 1	Happy - 1	
Wedding - 1	Instagood - 6	
WHAAA - 1	Instalove - 1	
Winner - 1	Instamood - 1	
Withdrawals - 1	Jealllllooooouussss	
Wolfpack - 1	- 1	
Wow - 3		

8.7 Emotive Content Units – Phrases

Emotive Content Phrases

Emotive Phrases

Cars Category -

Posts

1st car - 1
 A night with Iriz - 1
 Absolute treat - 1
 Ahh SO excited - 1
 Ahhh my new baby - 1
 All mine - 1
 Audi gang - 1
 b5 society - 1
 Beaut of a day - 1
 Beauty dog - 1
 Beep beep - 1
 Best boyfriend ever - 1
 Best boyfriend status - 1
 Best dad ever - 1
 Best friend (x2) - 2
 Big Sis - 1
 Birthday present - 1
 Birthday prezzie - 1
 Birthday surprise - 1
 Birthday treats - 1
 Bless the child that have her own - 1
 Blessed and grateful - 1
 bmw squad - 1
 Boss modus - 1
 Both my babies - 1
 Bought a new car way back on
 Valentine's day - 1
 Bought myself a nice little ford focus - 1
 Brand new - 1
 Brand new 2015 Hyundai Elantra at that - 1
 Bright side - 1
 Buying her first ever car - 1
 By myself - 1

Bye old car - 1
 Can not wait to pick up my new car - 1
 Can ya feel my vibe - 1
 Can't believe how easy it was to spend that much money - 1
 Can't even drive her because of the weather - 1
 Can't wait - 3
 Can't wait to get this baby - 1
 Can't wait to pick it up - 1
 Car lover - 1
 Car owner - 1
 Car porn - 2
 Check out my new car - 1
 Check that number plate - 1
 Clue no. 2 - 1
 Couldn't be happier - 1
 Cruisin in style - 1
 Custom built - 1
 Cutie patouti - 1
 Didn't stay standard - 1
 Drive myself - 1
 Driving is amazing - 1
 Early brithday present for myself - 1
 Enjoy the result - 1
 Even sometimes I think I'm ridiculous - 1
 Everyone meet the new addition to my lil ohana - 1
 Everything happens for a reason - 1
 Expensive day - 1
 Feel blessed - 1
 Finally did it - 1
 Finally getting my shit together - 1

Finally starting to pay off - 1
 Finished my lessons with a brand new car - 1
 First big people car - 1
 First car - 1
 First love - 1
 First new car in 10 years - 1
 Fit girl - 1
 Found someone better - 1
 Fun times - 1
 Get to drive my new car today - 1
 Give me tlc - 1
 God help you all - 1
 Good day - 1
 Good decision - 1
 Good times - 1
 Goodbye grand am - 1
 Goodbye my love - 1
 Got my new L plates yesterday - 1
 Got that new Jeep flow - 1
 Got themselves there own golf - 1
 Growing up - 1
 Grown up decisions - 1
 Guess I'm moving up - 1
 Guessing game - 1
 Happy birthday - 2
 Happy birthday to me - 1
 Happy life - 1
 Happy waz - 1
 Hard work - 1
 Hard work pays off - 3
 Has car - 1
 Haters gonna hate - 1
 He loves me - 1
 Hello my pretty - 1
 Hello new babe - 1

Hey baby you lookin good - 1
 Hot ride - 1
 How do you feel? - 1
 I crack myself up - 1
 I deserve it - 1
 I deserved it - 1
 I do miss it - 1
 I knew you would - 1
 I love her - 1
 I love him and this so much - 1
 I love it - 1
 I love the bow - 1
 I love you - 1
 I want one - 1
 I wonder if it has a lava warning? - 1
 I'll miss you - 1
 I'm excited - 1
 I'm Happy - 1
 I'm satisfied with my investment - 1
 I'm sorry - 1
 Import alliance - 1
 In love - 6
 Independent woman - 1
 Is this real life - 1
 Isn't she gorgeous - 1
 Isn't so bad - 1
 It rocks - 1
 It was never luck - 1
 It's awesome - 1
 It's finally home - 1
 It's my name - 1
 Killin it - 1
 Last gift I will ever get from my poppop - 1
 Learner driver - 1
 Lemme borrow that - 1
 Leo the Rio - 1
 Like it - 1
 Liking the new ride - 1
 Live life - 1

long last - 1	New possibilities - 1	So so chuffed - 1	Work hard play hard - 2
Look what showed up - 1	New to me - 1	So this happened - 1	Working hard - 1
Looks pretty smart - 1	New Toy - 1	Sooooo can't wait - 1	Years of hard work - 1
Love at first sight - 1	Newest member to the family - 1	Sooooo this just happened - 1	You are now mine - 1
Love at first site - 1	No holidays this year - 1	Stay classy san deigo - 1	You will be mine - 2
Love her - 3	No more minivan - 1	Staying ambitious - 1	You've been replaced - 1
Love him - 1	Not too shabby - 1	Still a chevy - 1	You've served me well - 1
Love it - 8	Officially plated - 1	Stoked to be driving - 1	
Love my new car - 2	Olivia Pope - 1	Suit game - 1	Emotive Phrases
Love of my life - 1	Our new baby - 1	Sunrise over this dash - 1	Cars Category - Comments
Love Subaru - 1	Out with the old and in with the new - 1	Super excited - 1	100 Happy Days - 1
Love this car - 1	Pays off - 1	Thank you - 2	About time - 1
Lovin it - 1	Pet love - 1	Thank you lord - 1	Ah congrats - 1
Loving life - 2	Pick this beauty up on Thursday - 1	Thank you papa - 1	Aweeee so cute the girls want to ride in it - 1
Loving my new baby - 1	Present to me - 1	Thanks Dad for selling it to me - 1	Awesome car - 1
Loving my new brum brum - 1	Present to myself - 1	This baby has caused so many tears and smiles - 1	Awesome pic - 1
Me and my nissan have great things ahead of us - 1	Pretty girl - 1	This beauty is officially mine - 1	Awh thanks - 1
Meet my new car - 1	Pretty nice upgrade - 1	This cutie made his first big purchase - 1	Aww congrats - 1
Might of accidentally ordered this little beauty - 1	Proud of him - 1		Awww congrats mamas - 1
Mom car - 2	Proud of myself - 1	Time I treated myself - 1	Badass Jeep - 1
Mom mobile - 1	Psych joke - 1	To me - 1	Bags first ride - 1
Money Money - 1	Ready for summer - 1	Tomorrow you are mine - 1	Beautiful picture - 2
Mother & Son - 1	Really hard to control - 1	Trade up - 1	Better late than never - 1
Mumma bear - 1	Reinforcing asian stereotypes - 1	Trusty steed - 1	Bloody hell this is dangerous - 1
My baby - 3	Say hello to Taylor - 1	Uh oh - 1	Check it - 1
My fav - 1	Sexy beast - 1	v happy - 1	Congrats big guy - 1
My new baby - 7	She mine - 1	Very important - 1	Congrats bitch - 1
My new bae - 1	She's arrived - 1	Violet is officially mine - 1	Congrats bro - 1
My very own - 1	She's beautiful - 1	Vroomvroom - 1	Congrats girl - 2
My wonderful amazing boyfriend bought me this car - 1	She's home - 1	VXR lovers - 1	Congrats my love - 1
Need him now - 1	She's pretty - 1	Way up I feel blessed - 1	Congrats to your new car - 1
New addition to the family - 1	Smiling so much I can't feel my face - 1	We are in love - 1	Congrats you deserve that and more - 1
New adventures - 1	So excited - 4	Weim crazy - 1	Congratulations bby girl - 1
New Baby - 5	So freaking excited - 1	Weim love - 1	Congratulations bro - 1
New beginnings - 1	So grateful and beyond excited - 1	Welcome home baby - 1	Cool pic - 1
New car fever - 1	So happy - 7	Well Jealous - 1	Cute I love it - 1
New girlfriend lol - 1	So in love - 1	Work hard - 3	
	So pretty - 3		
	So shiney - 1		
	So shiny - 1		

Dam wikid - 1	I love it so far - 1	Love it - 9	Show off - 1
Don't forget to	I love min - 1	Love it love it love	Sick bru - 1
share your	I love you more - 1	it - 1	Sick pic - 1
adventures with us	I really wish - 1	Love mine - 1	So exciting - 1
- 1	I wanna be like	Love that car	So fancy - 1
Don't worry - 1	you when I grow	especially the	So happy - 1
Drive safe - 1	up - 1	colour - 1	So happy for you -
Enjoy it - 1	I wanna join too -	Love this - 1	1
Enjoy the comfort	1	Love your boots -	So happy with it -
of a SUV - 1	I will - 1	1	1
First ride - 1	If they weren't so	Lovely picture - 2	So jealous - 1
First time it'll ever	dang expensive I'd	Lovin your page -	So jealous man - 1
be my choice do	still own one - 1	1	So nice - 2
I'm pumped - 1	I'm a learner - 1	Luv it - 1	So Shineyyy - 1
Fukn sickkk tanga	I'm happy for you -	MAD GRAMMAS	So your sister
- 1	1	LOOKIN FLY - 1	doesn't cut off my
Get it girl - 1	I'm obsessed - 1	May he RIP - 1	legs lol - 1
Get rid of the L - 1	I'm so excited - 1	My mom loves	Started a trend
Give me - 1	I'm stoked - 1	hers - 1	that's swept across
Go Conner that's	Iron man - 1	Needed something	the family - 1
my man - 1	It does - 1	better - 1	Started this
Good lad - 1	It is sad - 1	Nice page - 1	Madness - 1
Good luck - 1	It looks awesome -	Nice photo - 1	Starting to fall in
Good shot - 1	1	Niiiiice congrats -	love with you - 1
Got the exact same	It was nuts - 1	1	Stay blessed - 1
one - 1	It's a nippy lil	No more fun - 1	STFU hahahah - 1
Great knowing you	thang - 1	No way - 2	Super cool - 1
- 1	Its a beaut - 1	No your jealous - 1	Sweet ride - 1
Great photo - 1	Its beautiful - 1	Not as bad as the	Tell them you
Ha you know it - 1	It's cool as a	ice cream or	won't buy it till
HAHA mad	keyring - 1	garbage badge	they clean their
retirement checks	It's so good - 1	pokemon - 1	floors - 1
payin for your car -	ITS SO PRETTY -	Not the pinnacle of	Thank you - 10
1	1	their creative	Thank you for my
Haha yeah - 1	It's such a sweet	genius - 1	beautiful girl - 1
Hard work - 1	car - 1	Oh haha - 1	Thank you hunny -
Heartily	Jettas are great - 1	Oh my gosh no - 1	1
Congratulations - 1	Just in love my	Oh my lord - 1	Thank you Jesus -
Honda lover - 1	dear - 1	Oh my word - 1	1
Hopefully when	Just like mine - 1	Old man wagon - 1	Thank you to all
I've finished uni I'll	Just to restrict my	OMG I just fell in	im very happy - 1
be able to get a car	view out of the rear	love - 1	Thanks boo - 1
- 1	window - 1	OMG I want this	Thanks bro - 1
How exciting - 1	Just wait for one	so bad - 1	Thanks cousin - 1
I am so amped - 1	Jeep owner to nod	Ooo fancy - 1	Thanks for sharing
I am so happy for	or wave at you - 1	Ooo nice car - 1	- 1
you - 1	Just wasn't for me	Oooooo pretty - 1	Thanks for sharing
I bet its going to be	lol - 1	Perfect for mom's	this - 6
great - 1	Keep it up - 1	like me - 1	Thanks girl - 1
I got a killer deal -	Klefki is lame - 1	Seen your ass - 1	Thanks lady - 1
1	Left is best - 1	She was a beauty	Thanks man - 1
I had to have an	Left is definitely	and a beast - 1	That ice cream one
SUV - 1	best - 1	She'll love it - 1	was shit too - 1
I know - 1	Like it - 1	She's a beaut to	That would be nice
I like that shift	Lol hate you clown	drive - 1	- 1
knob - 1	- 1	Show me a proper	That's awesome
I love it - 5	Looks sweet - 1	pic - 1	proud of you - 1

That's awesome - 2
 That's fantastic
 congrats - 1
 That's hectic - 1
 That's so awesome
 - 1
 The audi is really
 nice - 1
 The colour is beaut
 - 1
 The weather's
 getting nice - 1
 There great - 1
 They're awesome -
 1
 This is by far my
 fav instagram acc -
 1
 This is great - 3
 This photo is so
 great - 1
 This pic is so nice -
 1
 This was the only
 one I test drove
 and loved - 1
 Thnx Bro - 1
 Those things were
 sick - 1
 Thought I'd join
 gran - 1
 Too cute - 1
 Totally want to do
 a road trip with
 that baby - 1
 Very cool - 3
 Very nice - 2
 Voltorb isn't that
 great either - 1
 VW all the way - 1
 Wahhhhhh so
 exciting - 1
 Welcome to the
 club - 1
 Welcome to the
 dart side - 1
 We've already
 declared it would
 be a great road trip
 car - 1
 What do you mean
 - 1
 What happened - 1
 What's her name -
 1
 Wish you safe and
 happy driving - 1

Wishing you many
 happy kilometres -
 1
 Woot wooo - 1
 Wow like it - 1
 Yay
 congratulations my
 love - 1
 YAY YOUUUU -
 1
 Yea cool pic - 1
 Yeah I'm sure you
 will - 1
 Yes lee po - 1
 Yesss I love it - 1
 You deserve it - 2
 You deserve it
 buddy - 1
 You made my day
 - 1
 You work hard - 1
 You'll love it - 1
 Your mom's first
 car was a honda
 too - 1
 Your posts are so
 amazing - 1
 You're doing so
 well we're all very
 proud love you
 cousin - 1

Emotive Phrases Clothes Category - Posts

"How to not give a
 fuck" - 1
 A hero needs a
 new uniform - 1
 Absolutely
 mesmerized by this
 beautiful coat - 1
 Actually got ready
 today - 1
 Alternative girl - 1
 Always makes my
 day - 1
 Always wanted - 1
 And it's only a size
 8 - 1
 Another successful
 shopping day - 1
 Babes gift - 1
 Baby fashion - 1
 Baby fat - 1
 Baby girl - 1

Back in my normal
 pre pregnancy size
 - 1
 Bad in plaid - 1
 Barney Stinson
 would be proud - 1
 Be kind - 1
 Be my sunshine - 1
 Best buds - 1
 Best day - 1
 Best thing to do is
 go shopping - 1
 Best time in a
 while - 1
 Big bag of
 happiness - 1
 Big brother - 1
 Birthday presents -
 1
 Bit of weekend
 sass - 1
 Body confidence -
 1
 Booty game strong
 - 1
 Bring back the sun
 - 1
 Brought myself - 1
 Bye bye - 1
 Can I pull off the
 green? - 1
 Can't wait - 3
 Can't wait for
 spring - 1
 Can't wait to get
 my new bike - 1
 Cant wait to wear
 this - 1
 Caught myself
 some great deals
 today on
 somethings - 1
 Cheeky bathroom
 selfies - 1
 Cheer my
 hungover face up -
 1
 Chick is lookin fly
 - 1
 Closer to 30 - 1
 Clothes shopping
 for the win - 1
 Clothes that fit - 1
 Cool box - 1
 Cool kid - 1
 Country love - 1
 Crazy girl - 1

Curly hair don't
 care - 1
 Cute clothes - 1
 Cute jewellery - 1
 Cute n country - 1
 Cute print - 1
 Cutie pie - 1
 Daddy mommy
 baby - 1
 Dat booty doe - 1
 Date night - 1
 Date night look - 1
 Day out - 1
 Dear fat prepare to
 die - 1
 Decided to treat
 myself - 1
 Definitely born in
 the wrong
 nationality - 1
 Definitely my
 favourite - 1
 Delivery time - 1
 Didn't even cry - 1
 Doing good - 1
 Don't even care - 1
 Don't care - 1
 Dorm life - 1
 Dream come true -
 1
 Dress to impress -
 1
 Dressed up - 1
 Dropped a size - 1
 Eight more days
 till I see X
 (instagram account
 of person
 excluded) - 1
 Embracing a
 French/Italian
 fashion vibe I feel -
 1
 Even if it's fake - 1
 Everythings good
 (x2) - 2
 Excited for
 summer - 1
 Fake bake - 1
 Family love - 1
 Fashion Diva - 1
 Fat boy - 1
 Favourite colours -
 1
 Feeling cute - 1
 Feeling damn good
 - 1

Feeling good - 3	Goodbye money - 1	I can fit a small and a 30 inch waist - 1	Just need an excuse to wear them now - 1
Feeling pretty - 2	GOT MY ORDER - 1	I can go from makeup to mud in 2 seconds flat - 1	Just the beginning - 1
Feeling pretty darn sexy today lol - 1	Got some nice new clothes - 1	I feel damn good today - 1	Kick ass - 1
Feels amazing - 1	Got to spoil myself rotten - 1	I feel pretty - 2	Kid at Christmas - 1
Feels good - 2	Got treated - 1	I got for my birthday - 1	Last day being 25 - 1
Feels good to finally buy some clothes that fit - 1	Great day - 1	I hate shopping - 1	Lazy day - 1
Feels like im winning - 1	Great morning - 1	I have a problem - 1	Let the summer clothes begin - 1
Fighting to get fit - 1	Gym freak - 1	I love clothes - 1	Life is good - 1
Fighting to get healthy - 1	Had the best time - 1	I love fashion - 1	Long hair don't care - 1
Finally arrived - 1	Had too - 1	I love getting new clothes - 1	LOOK AT MY NEW SHOES + SHORTS - 1
Finally running without pain - 1	Happier healthier me - 1	I love it - 1	Lookin fresh - 1
First day of the holidays - 1	Happy days - 2	I love my mirror - 1	Looks good I think - 1
First nations girls - 1	Happy girl - 1	I love shopping - 3	Losing weight - 1
Fit not fat - 1	Happy girls are the prettiest - 1	I love summer shopping - 1	Love a deal - 1
Fitness freak - 1	Happy happy happy - 1	I love this blue dress so much - 1	Love a holiday shopping spree - 1
Found this pretty - 1	Happy me - 2	I need rehab - 1	Love fashion - 1
Fresh clothes - 1	Happy snaps - 1	I need sun - 1	Love guess - 1
Fresh to death - 1	Hard work is paying off - 1	I was sad then I bought something I'm ok now - 1	Love her - 1
Frist day - 1	Hard work pays off - 2	I'm happy - 1	Love him - 1
FuckDaShit - 1	Has the bestest friend ever - 1	I'm so excited (x2) - 2	Love him lots - 1
Fucked up hand positioning - 1	Haters gonna hate - 1	I'm so fancy - 1	Love it - 7
Fusey baby - 1	Have a great day - 1	Im so fly - 1	Love it live it breath it - 1
Gay pride - 1	Having a giggle - 1	I'm so in love with my new jumper - 1	Love London - 1
Get dressed like an American - 1	Having fun - 1	Sincerely I'm so proud - 1	Love my - 1
Get fit - 2	Healthy body - 1	I'm spoiled - 1	Love my new top - 1
Get in my belly - 1	Healthy eating - 1	In love - 4	Love my son - 1
Get in my closet - 1	Healthy living - 1	In love with it - 1	Love new clothes - 1
Getting fit - 1	Healthy mind - 1	In love with my new outfit - 1	Love shopping days with the family - 1
Getting overly excited - 1	Hell no - 1	In love with yesterday's purchase - 1	Love Sundays - 1
Getting ready to celebrate - 1	Hell yes - 1	It was worth it - 1	Love that - 1
Getting there - 1	Hello anti aging cream - 1	It's the small thing in life - 1	Love them - 3
Girl friend is the greatest - 1	Hello bombshell - 1	I've developed and addiction - 1	Love u - 1
Girl problems - 1	Hello sexy legs - 1	Jealousy is just love and hate at the same time - 1	Lovely family - 1
Give me a tan - 1	Hooking me up - 1		Lovely Sunday shopping with my favourite - 1
God will give me strength - 1	Hot sexc - 1		Lovely weekend - 1
Good day - 2	I am in love with this new outfit - 1		loves it - 1
Good food - 1	I be stylin this summa - 1		Lovin my new jeans - 1
Good mood - 1			
Good time - 1			
Good vibes - 1			

Loving life - 1	Not much makes	Shopping addict -	Sunday's my
Make me happy - 1	me happier - 1	1	favourite day - 1
Medium's and	Now broke - 1	Shopping is the	Sunny day - 1
small's baby - 1	Now I've got no	best way to relieve	Sweet 16 - 1
Metal fan - 1	money - 1	stress - 1	Sweetie baby - 1
Midweek	Now this is what	Shopping spree - 2	Thank you - 3
Christmas - 1	I'd call a sweet 16 -	Shopping spree	Thank you baby - 1
Modern pin up - 1	1	with this babe	Thank you for the
Money must grow	Obsessed with my	today - 1	gifts - 1
on trees - 1	child - 1	Shopping with one	Thank you jesus -
More issues than	Office job ready -	of my best friends -	1
vogue - 1	1	1	Thanks babe - 1
Moving forward -	Omg I love you big	Short hair don't	The goods - 1
1	- 1	care - 1	The smile of a man
Much needed - 1	On my way up - 1	Show off - 1	spending - 1
My baby - 1	On point - 1	Showing off - 1	This might be the
My boy is the best	On point today - 1	Smile on my face -	first time that I
- 1	Only £7 - 1	1	have worn pants
My everything - 1	Only child - 1	Sneak peak at my	and a shirt to work
My life - 1	Out for lunch with	outfit for my	that both fit
My look - 1	bae - 1	sister's 25th	properly in quite a
My style - 1	Over winter but	birthday night out	while - 1
My whole world -	pretty sweater - 1	next weekend - 1	Thumbholes are
1	Paws and Stripes -	So comfy - 2	amazing - 1
My world - 1	1	So excited to start	Tired of the same -
Needed this - 1	Paying off - 1	this chapter of my	1
Nerd gear - 1	Poor and really	life - 1	Treated myself - 2
Neutral love - 1	behind on work - 1	So flippity flappity	Trying to be happy
Never give up - 2	Presents sorted - 1	excited - 1	and smile - 1
Never in my life	Primark is just cute	So good - 1	Ummm I dropped
have I fit a small -	- 1	So grateful - 1	a size - 1
1	Productive day of	So happy - 2	Valentine gift - 1
Never wearing	shopping - 1	So in love - 1	Wake up - 1
anything else - 1	Pug love - 1	So nice to have a	Want free time - 1
New and Good day	Raise awareness -	tan - 1	Watch out - 1
- 1	1	So that's cool too -	We good - 1
New baby clothes -	Ready for miami	1	Weekend fun - 1
1	after today's	Something that	Weekend lovers - 1
New clothes heal	shopping - 1	feels good about	Weight loss - 3
the soul - 1	Retail therapy - 5	putting on brand	What cute prints -
New clothes make	Retail therapy	new clothes - 1	1
me happy - 1	sorted me right out	Sorry not sorry - 1	What I like coming
New life - 1	- 1	Spent a pretty	home to after a
New things always	Ridiculous how	penny - 1	long day hard at
makes happy feels	much I've been	Spoiled rotten - 1	work - 1
- 1	going through - 1	Spoiled us - 1	What is saving - 1
Nice day - 1	Rocking his	Spoilt boy - 1	What's in the bag?
Nice day of	TMNT gear - 1	Spring break - 1	- 1
spoiling myself - 1	Rocking the	Stand for the silent	Winter blues - 1
Nike obsessed - 1	grungy barbie look	- 1	Wish me luck - 1
No muffin top - 1	- 1	Stilish kids - 1	Woke up in
No regrets - 1	Rough night - 1	Still smiling - 1	Paradise - 1
Normal people	Rough times - 1	Stronger every day	Woop woop - 1
scare me - 1	Saturday vibes - 1	- 1	Work hard - 1
Not done - 1	Seriously love	Stud muffin - 1	Work hard spend
Not happy about	Target - 1	Such a nice day - 1	hard - 1
his new harness - 1	Shit weather - 1	Summer bod - 1	

Working on a
dream body - 1
Worth it - 1
Wouldn't be who I
am without them -
1
Wrap up warm - 1

Emotive Phrases Clothes Category - Comments

Ahahahahaha nah
dude nahh ahahaha
- 1
Always treats ya
self Bill - 1
And yet your still
so cute - 3
Aw I miss you too
gorgeous - 1
Aw sweet - 1
Aw thanks - 1
Awesome post - 1
Beast mode - 1
Being able to live
another day on this
green earth - 1
Bitch he took the
pic - 1
Both dresses are
amazing though - 1
Btw you're
gorgeous - 1
Buried treasure is
everywhere - 1
But your cute - 1
Celebration of life
- 1
Cheers pal - 1
Cool bro - 1
Cool pics man - 1
Cool shot - 1
Couldn't of done it
without you - 1
Cute rose - 1
Damn hot - 1
D'awwww says
you - 1
day-um - 1
Dear I love this
one - 1
Does want muchly
- 1
Don't get necky
just because you
look good - 1
Don't give up - 1

Dressed up - 1
Eagles nation - 1
Felt better after
spending money -
1
Fit rockstar - 1
Get it girl - 1
Get me a good
bday present - 1
Get out - 1
GET OUT MAH
ROOM FOO - 1
Good Job - 3
Good shot - 2
Great gallery - 2
Great job - 3
Great picture and
feed - 1
Great stuff - 1
Haha cool - 1
Haha oh wow - 1
Haha thank you - 1
Haha thanks - 3
Haha thanks hun -
1
Happily ever after
- 1
Happy bday - 1
Happy Birthday - 1
Have a blessed day
- 1
Have a good day -
1
Headed on the
right track - 1
High school
sweethearts - 1
Hmm nice - 1
Hope it would
happen soon - 1
Hope to stop by
Dublin - 1
Hope you are well
- 1
Hope your having
a fantastic week - 1
Hot momma - 1
How could it not
have been a great
day - 1
How time flies - 1
How's your face -
1
I ain't ugly like he
is hahaha jk - 1

I could treat you
best foods in the
world - 1
I got the same
fanny pack - 1
I have that mcr
shirt - 1
I have the same
shirt - 1
I kid - 1
I know I should be
saving but good
sales though - 1
I like your photos -
1
I likey - 1
I love it - 1
I love my dog - 1
I love or hair - 1
I love these - 1
I miss there - 1
I need a collection
- 1
I need a holiday - 1
I paid only \$5 for
this shirt right here
- 1
I really like your
photos - 1
I think I have that
same plaid shirt - 1
I think you would
love - 1
I try - 1
I want a fanny
pack - 1
If I'd broke my arm
I'd of eaten myself
into a whale from
boredom - 1
I'll always be
necky and I'll
always look good -
1
I'm good bro - 1
I'm sorry - 1
Insert whistle
sound here - 1
It was nice -1
Its good - 1
It's nice - 1
Just trying to be
like you bro lol - 1
Keep it up - 1
Keeps me busy
when I'm bored lol
- 1

Lamo I don't know
about expert - 1
Like I want it - 1
Like it - 2
Look nice - 1
Lookin sharp man
- 1
Looking fab
Danny-poo - 1
Looking good - 2
Looking good babe
- 1
Looking good girl
- 1
Looking great - 1
Love it - 9
Love it all - 1
Love the jacket - 1
Love the photo - 1
Love them - 1
Love this - 1
Love you - 1
Make every
moment count - 1
Miss your beautiful
face - 1
My bro - 1
My Loves it - 1
My mind hurts
from looking at all
your pics all day -
1
My mom got it for
me hahaha - 1
Never remembered
you having a gun
show lol - 1
New body - 1
Nice beard - 1
Nice one - 1
Nice pic - 2
Nice shirt - 1
No luck just
prayers - 1
Not sure if you've
got enough
hashtags - 1
Oh my god - 1
Oh niiiiice buddy -
1
Oh that was good -
1
Oh yeah - 1
Ohhhhhh snap - 1
OMG I love it - 1
One of the nicest
things to do - 1

Really cool - 1
 Right on - 1
 So awesome - 1
 So freaking excited - 1
 So nice - 2
 So pretty - 2
 So sweet - 1
 Sooo pretty - 3
 Sorry bro - 1
 Sound lovely - 1
 Spent a bit more that I wanted to - 1
 Thank u - 1
 Thank you - 11
 Thank you beautiful - 1
 Thank you both - 1
 Thank you lovely - 1
 Thank you so much - 1
 Thanks bro - 1
 That necklace you have on is really nice - 1
 That sibling connection - 1
 That's whats up - 1
 That's a good one - 1
 They look really good on you - 1
 They're great - 1
 This is Incredible - 1
 This is perfect - 1
 Thumbs up - 1
 Totally did the same thing - 1
 Ummm hi - 1
 Very good man - 1
 Was a great first day - 1
 We don't talk but you seem cool - 1
 Weight loss - 1
 We're celebrating my brothers birthday - 1
 What a fun wall - 1
 What is saving - 1
 What is the celebration if you don't mind my asking - 1

Who's this new freaking hottie in town - 1
 Wow haha - 1
 Wow like it - 1
 Wtf I think I have the same duvet as you - 1
 You always have the coolest gym wear - 1
 You are loved - 1
 You choose the right baseball team - 1
 You like to have fun - 1
 You look amazing - 2
 You look beautiful - 1
 You look fab - 1
 You look freaking amazing - 1
 You look great Dan - 1
 You look nice man - 1
 You post more selfies than most girls I know - 1
 You seem like an awesome person - 1
 You will never believe where I bought this beaut - 1
 You're a very beautiful loving person - 1
 Your face looks even younger - 1
 You're both aight haha - 1
 You're too sweet - 1
 Yup lol thanks - 1

Emotive Phrases
Restaurants
Category - Posts
 A fabulous evening dining - 1
 A new fun monthly tradition - 1

A paper menu and no pictures and we where told its innovative lol wow - 1
 After one whole tiring day of eating good food and window shopping - 1
 All n all a 7 on my yummy scale - 1
 Amazing find - 1
 Amazing food - 1
 And Victory was mine - 1
 Another beautiful evening at Archipelago's - 1
 Apart from extremely nice service I miss noodles - 1
 At least give me some crayons - 1
 At my fav restaurant - 1
 Be fit - 1
 Be popular - 1
 Be well - 1
 Bear gets fat - 1
 Bear loves this - 1
 Beautiful day out at the Disney Village today - 1
 BEAUTY & THE BEAST - 1
 Because im happy - 1
 Best day ever - 1
 Best friend - 1
 Best photo - 1
 Better than a restaurant - 1
 Bon app - 1
 Bye bye - 1
 Catch up - 1
 Cause it's the weekend - 1
 Cheat day - 1
 Chilling with my children - 1
 Clean eating - 3
 Come back home - 1
 Date night - 2
 Deep in thought - 1

Def will spread the word - 1
 Delicate Operation - 1
 Detox day - 1
 Dinner date - 1
 Dinner date with friends - 1
 Dinner was lush - 1
 Dinner with the girls last night - 1
 Drinking on this yummy thing - 1
 Dubai makes me fat - 1
 Eat good - 1
 Even better detox with friends - 1
 Even the manager came by and said hi - 1
 Even though he was busy with other customers he still found time to ask me how's food and everything - 1
 Even though this was only a Single D Burger it was Double D-licious - 1
 Everyone needs this in their life - 1
 Extreme Couponing - 1
 Family lunch with mum - 1
 Fatty fat fat pants - 1
 Favourite place - 1
 Finally got my hand's on a Double D Burger - 1
 Fine dining - 2
 Fine food - 1
 Fong's Pizza is freaking amazing - 1
 Food addict - 1
 Food addicted - 1
 Food lover - 5
 Food porn - 30
 For all you people who mocked me for drinking out of

a jar in my dorm - 1	I also met one lovely old couple - 1	Love my life - 1	Old world charm - 1
Free time - 1	I can never find this kind of treatment in China - 1	Love Petit - 1	Omg wow - 1
Friends of the Earth - 1	I love food - 1	Love summer - 1	One of the most unique experiences in the US - 1
Fun at chilis - 1	I love vsco - 1	Love this Guy - 1	Only good things - 1
Get fat - 1	I loveeeee seafood - 1	Love to eat - 1	Open kitchen - 1
Get in my belly - 1	I want more - 1	Loved every single thing about this restaurant - 1	Our last dinner in DR - 1
Get me outta here - 1	I was treated extremely well - 1	Lovely food - 1	Out for supper with some of the crew - 1
Good food - 5	If the whole law thing doesn't work out - 1	Loves Netherlands - 1	Porn food - 1
Good food with good people - 1	I'm off today - 1	Loving this trip - 1	Posh food - 1
Good life - 1	I'm so tired - 1	Lunch away for a friend - 1	Primal cravings - 1
Good time - 1	In food we trust - 1	Luxe dining - 1	Pure happiness - 1
Good to eat - 1	It was very nice seeing you tonight - 1	Magic moment - 1	Quality time - 1
Good vives - 1	It was very yummy - 1	Male friends - 1	Raspberry millie feuille my ass - 1
Gorgeous meal - 1	It's hard to believe this place has been open twenty-seven years and is still going so strong - 1	Me and my love - 1	Reportedly the best - 1
Great atmosphere - 1	It's more fun in the Philippines - 1	Miss him - 1	Rice and shrimp with pickled veggies was not bad - 1
Great food - 2	Its never enough - 1	More moment - 1	Rocked my world - 1
Great hospitality - 1	I've had two for breakfast thanks to coupons - 1	More stunning spaces - 1	Sadly no thai doughnuts - 1
Great lasagne - 1	Just a smile can make a huge difference - 1	Much warmth - 1	She is the BEST Executive Assistant - 1
Great meal - 1	Just wow - 1	Must try - 1	She's so cute - 1
Great place - 1	Lasagne Surgery - 1	My boo - 1	Show cooking - 1
Great restaurant - 1	Last yammy Italian Pizza in Milan - 1	My city - 1	Shrimpin' time to end another great day - 1
Great time with my lovely girls - 1	Lazy day - 1	My fav food - 1	Sleep easy - 1
Great tins - 1	Let's have a beer - 1	My favourite restaurant in the whole world - 1	So good - 2
Guess that's what a 3 Michelin Star restaurant is about - 1	Lots of smiles - 1	My first insta pic - 1	So quiet and sunny - 1
Had a super nice Indian dinner with a friend yay - 1	Love eating - 1	My girls - 1	Sombrero Power - 1
Happy belly - 1	Love food - 1	My love - 1	Still celebrating my mom's birthday with family - 1
Happy birthday - 1	Love her - 1	My thirst aid beer - 1	Stress release - 1
Happy birthday mum - 1	Love it - 1	My wife - 1	Super delicious flan was given to me today - 1
Happy chappy - 1	Love lemon - 1	MyBabies - 1	Swanky hotel - 1
Happy hour - 1	Love life - 2	New but epic experience - 1	Tageda Party - 1
Happy mashi - 1	Love Mumbai - 1	New favourite place - 1	Takeout from my favourite - 1
Happy times - 1	Love my job - 1	Nice ambient - 1	
Health kick - 1		Nice beer - 1	
Healthy food - 1		Nice champagne - 1	
Healthy habbits - 1		Nice place - 1	
Healthy living - 1		Nice view - 1	
Healthy meals - 1		No comment - 1	
Helps to digest - 1		No self control - 1	
Hold friends - 1		Nom nom nom - 1	
Honey mooners - 1		Not what I was hoping for - 1	
How amazing - 1		Office mate - 1	
Huge meal - 1		Old standby AZ88 - 1	

Tell em to give me
 my heart back - 1
 Thai soup was
 great - 1
 Thank you - 1
 Thanks for being
 my friends and
 listening my shits -
 1
 Thanks to one of
 my line guys - 1
 The best - 3
 The best thing
 Jollibee came up
 with would be the
 Jolly Hotdog - 1
 The chocolate is so
 - 1
 The Crew - 1
 The detail - 1
 The flavour
 combination was
 perfection - 1
 The lgs life - 1
 The little café that
 could - 1
 The pita pizza I
 didn't care for - 1
 The place to be - 1
 The soup saved the
 day - 1
 The soup was the
 best thing to me - 1
 The waiter can still
 remember my
 name - 1
 The Crew - 1
 They have stolen it
 from me for
 months now - 1
 This dish was
 actually incredible
 - 1
 This is happening -
 1
 This is just what I
 needed - 1
 This is the best
 desert there - 1
 This is the best I
 can find in Izmit -
 1
 This is the
 delicious desert of
 rice cream - 1
 This was way
 better than any

restaurant steak I
 have eaten - 1
 Tonight we eat
 each other for
 dinner - 1
 Too much good
 food here - 1
 Trailer happiness -
 1
 Turkish people are
 super super nice - 1
 Twas seriously
 THAT GOOD - 1
 Unreal Shabu
 Shabu - 1
 W/cousins - 1
 Waiting for our
 food to be cooked -
 1
 Warm sake is like
 the comfort food of
 the alcohol world -
 1
 Was worth it - 1
 We love food - 1
 Wedding talk - 1
 Weight loss - 1
 Welp its always
 good to explore
 and try new things
 but it's a gamble -
 1
 What a night -1
 What an amiable
 young man with
 great ambitions - 1
 When hunger
 strikes
 With a very good
 friend - 1
 With my babe - 1
 With my family - 1
 Working on my
 summer body - 1
 Works alright I
 guess - 1
 Yum yum - 1
 Yummy foods – 1

Emotive Phrases
Restaurants
Category -
Comments
 Ahhhh I wish I was
 there - 1
 All mine - 1
 Aw Amanda - 1

Beautiful shot and
 interior - 1
 Best of the day - 1
 Bollock sandwich -
 1
 But thank you - 1
 But we love the
 regular yellow tail
 there - 1
 Can't agree more -
 1
 Cool page - 1
 Don't let her hear
 that - 1
 Enjoy your mini
 vacation from your
 vacation -1
 Fine dining - 1
 Food porn - 1
 Great pictures - 1
 Haha thx - 1
 Haha well that's
 good - 1
 Hahaha I know - 1
 Hahaha that's
 amazing - 1
 Hahahahahaha
 love it - 1
 Hard to say
 goodbye to
 paradise huh - 1
 He is allegedly a
 scam artist - 1
 Holy that's a lot of
 onion - 1
 Hope so - 1
 Hope you have a
 lovely day - 1
 Hope you have a
 wonderful day
 tomorrow - 1
 How are you doing
 - 1
 How was the
 burger - 1
 I do not miss a
 dinner there
 whenever I come
 to town - 1
 I don't doubt that
 Steve would do
 that for you - 1
 I had dinner with
 some friends and
 my cousin came
 too at the
 restaurant - 1

I had one extra for
 you last night - 1
 I look like im
 retarded - 1
 I love your account
 - 1
 I really want to eat
 some - 1
 I wanted to them -
 1
 I would always rub
 the belly - 1
 I'm going in a
 couple weeks - 1
 Im no baller - 1
 Is that where your
 money comes from
 haha - 1
 It was very
 delicious with lots
 of great flavours -
 1
 It was yummy - 1
 It'd be worth the
 trip - 1
 It's really hard
 work - 1
 Just gained five lbs
 looking at that pic -
 1
 Just helping her
 prepare - 1
 Like it - 3
 Looks so cool - 1
 Looks so good - 1
 Looks yummy - 1
 Love az88 - 1
 Love it - 2
 Love this - 1
 Love work - 1
 Love you - 1
 Love you girls - 1
 Meanwhile I get
 crappy travelodge
 with overnight
 roadworks outside
 my window - 1
 Miss you friend - 1
 My absolute fave -
 1
 My craving for it
 was so strong - 1
 Nice pic - 3
 Nice shot - 1
 No sharing - 1

Not a flattering photo of me haha - 1
 Oh god - 1
 Oh yeah - 1
 Ohh that looks yummy - 1
 Pretty unique and good so far - 1
 Rubbing the belly is so good that I will be sure to do it next time - 1
 Same to you - 1
 See what you mean about insightful haha - 1
 Such a beautiful couple - 1
 Thank god for the fresh raspberries - 1
 Thank you - 1
 Thanks a lot - 1
 Thanks so much - 1
 The special was just okay - 1
 This is great - 1
 This is my favourite too - 1
 This is such a nice post - 1
 Too cool for school - 1
 Too hungry did not say anything - 1
 Veggie appetizer and the AZ88 burger are my favourites - 1
 Very cool - 2
 Very nice - 1
 We are ready to welcome Mrs Rector - 1
 We love it - 1
 Worth a try - 1
 Would definitely recommend and order again - 1
 Yesss I love this place a lot - 1
 You have been hiding you talents from us - 1

You'll notice Ellie's cute smile - 1
 Your photo's are really nice - 1
 You're so sweet - 1

Emotive Content Holidays

Category - Posts

1 week until our Budapest trip - 1
 10 days until im back in Spain sipping on pink mojitos - 1
 100 Days till Da'merica - 1
 11 weeks to go - 1
 16 weeks and counting - 1
 18th birthday - 1
 2015 is looking up slightly - 1
 20th wedding anniversary - 1
 3 weeks to go - 1
 55 days - 1
 6 sleeps - 1
 93 days until heaven - 1
 A champion of the sea - 1
 Ahhh I'm a spoilt girlie this summer - 1
 All its glory - 1
 All packed and ready to go - 1
 All ready for our flight to Sydney - 1
 All ready to go - 1
 Amazing apartment - 1
 Amazing city - 1
 Another holiday booked - 1
 Appreciating the view - 1
 Archi lovers - 1
 Architecture porn - 1
 Awesome foursome - 1
 Awesome shots - 1

Back up the mountain in less than 2 weeks - 1
 Bad timing - 1
 Beach boy need a beach house - 1
 Beautiful city - 1
 Beautiful day - 1
 Beautiful Paris - 1
 Beautiful part of the world - 1
 Beautiful place - 1
 Beautiful Trinidad - 1
 Before beauty - 1
 Being in Venice was like being in postcard - 1
 Best friends - 1
 Best holiday - 1
 Best of the day - 1
 Best place in the world - 1
 Better than working - 1
 Big old tank of fish - 1
 Birthday boy - 1
 Birthday boy clears up - 1
 Booked a holiday to Croatia - 1
 Bring it on - 2
 Bulgarian Treats - 1
 Bye CA - 1
 Cannot cope - 1
 Cannot wait - 1
 Cannot wait to be here 9/6/15, 1st holiday together - 1
 Cannot wait to be here in 3 months need it now - 1
 Can't believe it - 1
 Can't express how much I love these holidays - 1
 Can't wait - 3
 Can't wait for may - 1
 Can't wait for sun - 1
 Can't wait to be here in the summer - 1

Can't wait to c u again - 1
 Chill out - 1
 Chilling in Camel Bar - 1
 Cold drink chilling in my right hand - 1
 Come fly with me - 1
 Cool berlin tv tower - 1
 Cozy time - 1
 Craving some sun - 1
 Day 1 Barca complete - 1
 Dream tour - 1
 Drunk times - 1
 Enjoying my time - 1
 Enjoying sea view with cocktails - 1
 Everything beautiful - 1
 Exciting times - 1
 Family holiday - 1
 First summer holiday booked - 1
 Flight delayed - 1
 Flights to Bali are go - 1
 Flying to Paris with my friends - 1
 Food baby - 1
 Food porn - 1
 Fun times - 1
 Get me back here - 1
 Get me home - 1
 Get me out of here - 2
 Getting ready for holiday - 1
 Good day - 1
 Good life - 1
 Good time - 1
 Good times - 2
 Good vibes - 1
 Good weather - 1
 Goodbye Estepona - 1
 Goodbye Fam - 1
 Goodbye rain - 1
 Gran Canaria your booked - 1

Great way to end our holidays - 1	I'm happy - 1	Met there with my younger sister for lunch - 1	Sharing my days with the love of my life - 1
Great way to see the city - 1	In (love heart emoticon) with Tel Aviv - 1	Miss you - 1	Sister loving - 1
Had such a good week in Bulgaria at Horizon Festival - 1	In love - 2	Missing it - 1	So excited - 1
Had the best holiday - 1	Incredible india - 1	Much needed holiday with these two - 1	So excited for this years holiday for this beaut's 21 st - 1
Happy anniversary - 1	Incredible mountains of the South Island - 1	Much needed TLC - 1	Some holiday purchases 29 days - 1
Happy days - 1	Is it June yet - 1	My best moment - 1	Summer feelings - 1
Happy hours - 1	It was the first time that I've seen a coca cola truck for 21 years - 1	My boys got a city to run - 1	Summer feels - 1
Happy times - 1	Its time to leave and the water is like a millpond - 1	MY HOLE IS BETTER THAN YOURS - 1	Summer of love - 1
Hard working day - 1	I've had worse Monday's - 1	My new baby - 1	Sunny day in Paris with my (love heart emoticon) - 1
Have fun - 1	Just beautiful - 1	Needed a break - 1	Suntanned toes tickling the sand - 1
Heading to Jerusalem - 1	Just booked a week in this beaut 5* hotel with my girlies - 1	New bikini for my newly booked holiday - 1	Super cool - 1
Heroically exploring - 1	Just what I need - 1	Next stop - 1	Surf's up n' down - 1
Holiday blues - 1	Keep the good times rolling - 1	Nice and Tasty - 1	Surprise view - 1
Holiday over - 1	Last night on out little holiday with the gang - 1	Nice and warm - 1	Take me back - 4
Holiday planning - 1	Last night with darling sister - 1	No better way to clear you head - 1	Thanks to the lord - 1
Holiday to Turkey with Ben officially booked and paid for so excited - 1	Lets fly away - 1	No caption needed - 1	That's just wooow - 1
Holiday to Venice all bookend - 1	Life is great - 1	Not a bad waiting room - 1	The 5 year old in me was really excited for Diagon Alley - 1
Hopefully off to Malta in summer with the mrs - 1	Long hair don't care - 1	Not leaving - 1	The best girlfriend - 1
Hotel looks like an fairytale - 1	Looking brrr - 1	Not long now - 1	The best husband ever - 1
Hurry up - 1	Love it - 1	OMG so excited - 1	The Ibiza purchasing has began - 1
Hurry up summer - 1	Love life - 1	Perfect mate - 1	The place to be - 1
Husband and wife - 1	Love my job - 1	Pool side chilling - 1	They can only get better - 1
I am still in awe of this amazing temple and our stay in Siam Reap - 1	Love nature - 1	Poor Vanuatu - 1	This is what I woke up to this morning - 1
I love dubai - 1	Love Rotterdam - 1	Popped my triangle swimwear cherry and I couldn't be happier - 1	This is what my grandad call 'cardiac hill' - 1
I love my husband - 1	Love skiing - 1	Really good day today - 1	This is where I am next week - 1
I love my man - 1	Love the new shades - 1	Roll on June - 1	This time next week - 1
I miss Redang so much - 1	Love this place - 1	Safely arrived - 1	Tomorrow we are going to a glacier - 1
I really need a beach house - 1	Lovely evening - 1	Santa Marta Baby - 1	
I was the happiest bunny - 1	Loving Greece - 1	Say: Holidays - 1	
	Loving life - 1	Sea champion - 1	
	Lush sunset - 1	Second holiday booked with my partner in crime to Salou - 1	
	Marcus and I just popped over to the palace for a bit - 1		
	Married life - 1		

Top week - 1
 Travel addicted - 1
 Travel Bug - 1
 Travel stoke - 1
 Trip mates - 1
 Trip of a lifetime - 1
 Trying to find
 Madison Square
 Garden - 1
 Victory - 1
 Visiting the
 wilsons - 1
 Way to my heart - 1
 We're going to
 Canada - 1
 When I was
 insanely tanned - 1
 When the flight
 was nice before the
 storm hit - 1
 Winter fun - 1
 Wish I could be in
 the sun right now - 1
 Wish I was that tall - 1
 With my girl - 1
 With my love - 1
 With my team - 1
 Work in progress - 1
 World best sky - 1
 Yes please - 1
 You will be missed - 1

Emotive Content
Holidays
Category -
Comments

Aw that's great bet
 you can't wait - 1
 Awww you cuties - 1
 Beautiful day in
 the city - 1
 Best holiday ever - 1
 Best of the day - 1
 Cannot wait - 1
 Canny wait - 1
 Can't wait babes - 1
 City of love - 1
 Crnt wait 2 go - 1

Definitely keen on
 an adventure - 1
 Enjoy your holiday - 1
 Escaping the snow
 again - 1
 First holiday
 together - 1
 First of many - 1
 Food of gods - 1
 Get to that Camp
 Nou now - 1
 Good for you
 Jemma - 1
 Great photo - 2
 Great shot - 1
 Had an awesome
 trip thanks - 1
 Haha crazy - 1
 Haha holy shit I'm
 flying there on
 Sunday - 1
 Haha yea - 1
 Hahaha love it - 1
 Happy Birthday - 1
 Happy days - 1
 Have a mojito - 1
 Have a wicked
 time - 1
 Have fun - 1
 Hit me uuuup - 1
 Hope you have a
 good time - 1
 I hope it rains tom
 - 1
 I love this city - 1
 I really like what I
 see - 1
 I would love one
 right now bother - 1
 I'm looking at
 these whilst being
 stuck in work - 1
 Im so JEAL of u 4
 - 1
 I'm so jealous - 2
 I'm sorry - 1
 I'm sure he doesn't
 find it hard but we
 do - 1
 It must be hard to
 leave her behind - 1
 It was breathtaking
 - 1

It's seriously
 amazing - 1
 Join us at the beach
 - 1
 Landscape lover - 1
 Landscape_lover - 1
 Like your image - 2
 Lol life savings
 there - 1
 Looking good
 chesty - 1
 Looking good lady
 - 1
 Looks beautiful - 1
 Looks good - 1
 Looks good eh - 1
 Looks lovely - 1
 Love it - 3
 Love this - 1
 Love this shots - 1
 Love wales - 1
 Loveley picture - 1
 Me too (x4) - 4
 Mexico will be
 amazing - 1
 Miss your face - 1
 Missing that lovely
 food lol - 1
 Mmmmm can't
 wait - 1
 My favourite
 combination of
 food EVER - 1
 Nature_obsession - 1
 Natures best - 1
 Never stop
 exploring - 1
 Nice Pic - 3
 Oh hot damn sister
 - 1
 Oh la la - 1
 Oh my glob - 1
 Oh you should
 Rachel I've been
 very lucky to go 6
 times and it still
 amazes me - 1
 Omg its so
 beautiful - 1
 Omg jealous - 1
 One of us (x2) - 2
 Only 132 days to
 go - 1

Please stop - 1
 Rad pic mate - 1
 Sexy lady - 1
 So excited - 1
 So excited girls - 1
 So jealous - 1
 Suffering post
 holiday blues now
 - 1
 Take me with you - 1
 Thank you - 2
 Thanks we're so
 excited - 1
 That sounds
 fantastic - 1
 That's nice - 1
 The best ever - 1
 They are stately
 and majestic - 1
 This is all I'm
 going to be talking
 about for the next 3
 months - 1
 This is so cool - 1
 Too excited - 1
 Truly Amazing - 1
 Uh wtf ur here - 1
 Very best - 1
 Very cool - 2
 Was nice seeing
 you the other day - 1
 We are indeed
 mate - 1
 Well good beach - 1
 What a great shot - 1
 Wish I was going
 lol - 1
 Wish I were back
 there now - 1
 With out a doubt - 1
 Wow - I'd love to
 go there - 1
 Wow like it - 1
 Wowwowwooooo
 w - 1
 Yeah omg I'm
 buzzing man - 1
 Yep sounds good - 1
 Yes I will be super
 keen to see you - 1

You guys will have
a blast - 1
You have been
warned - 1

You lucky little
bitch lol - 1
You're still a beaut
- 1

8.8 Emotive Content Units – Emoji's

Emoji's

Emoji's Cars

Category – Posts

Couple emoticons used - 1
Crying face emoticon used - 1
Excited face emoticons used - 7
Grinning face - 13
Kissing lips - 1
Love heart emoticons - 29
Party streamer emoticon used - 1
Peace hand gesture emoticon used - 1
Smiley face - 22
Smiley face with heart eyes - 26
Smiley face with sunglasses - 3
Star emoticons used - 2
Sun emoticon - 1
Thumbs up - 3
Fist emoticon - 1

Emoji's Cars

Category – Comments

Clapping hands - 5
Crazy face - 3
Crying face - 15
Fist - 1
Grinning face - 7
Love heart - 16
Party streamer emoticon used - 2
Sad face emoticons - 1
Smiley face - 23
Smiley face with heart eyes - 24
Smiley face with sunglasses emoticons - 2
Smiley face with tongue out - 7
Star emoticons - 6
Startled face - 5
Sun - 11

Surprised face emoticon - 1
Thumbs up - 22
Whistling face - 1
Winking face - 5

Emoji's Clothes

Category – Posts

Clapping hands emoticons used - 1
Crazy face emoticons used - 2
Crown - 1
Crying face - 4
Excited face - 1
Exclamation mark emoticon - 1
Friends emoticon - 1
Grinning face - 5
Lips - 2
Love heart - 32
Party streamer - 2
Peace hand gesture emoticon used - 5
Pouting face - 1
Pouting face with love heart emoticon - 1
Rainbow emoticon - 1

Smiley face - 17
Smiley face with heart eyes - 18
Smiley face with sunglasses emoticon - 1
Smiley face with tongue out - 7
Smiling teddy bear with heart eyes - 1
Star emoticons - 1
Sun - 6
Thumbs up - 5
Tired face emoticon - 1

Emoji's Clothes

Categories –

Comments

Clapping hands - 1
Crazy face - 1
Crying face - 26

Excited face emoticon - 1
Flame - 7
Friends emoticons - 2
Grinning face - 2
Lips - 1
Love heart - 28
Party streamer - 2
Peace hand gesture - 2
Pouting face - 2
Praying hands emoticons - 1
Sibling emoticons - 1
Smiley face - 16
Smiley face with heart eyes - 18
Smiley face with sunglasses emoticon - 2
Smiley face with tongue out - 16
Star emoticon - 1
Thumbs up emoticons - 1
Whistling face - 3
Winking face - 4

Emoji's

Restaurants

Category – Posts

Astonished face emoticon - 1
Couple emoticon - 1
Crazy face - 7
Crown - 2
Crying face - 6
Friends emoticon - 2
Grinning face emoticons - 3
Lips emoticon - 2
Love heart - 9
Love heart card emoticon - 1
Love heart with present wrapping emoticon - 1
Peace hand gesture emoticons - 1
Pig emoticon - 1

Smiley face - 28
Smiley face with heart eyes emoticon - 10
Smiley face with sunglasses emoticons - 1
Smiley face with tongue out emoticons - 1
Star - 1
Sun emoticon - 1
Surprised face emoticons - 1
Thumbs up emoticons - 1

Emoji's

Restaurants

Category –

Comments

Alien face emoticon - 1
Birthday cake emoticons - 3
Clapping hands - 3
Crazy face emoticon - 1
Fireball emoticon - 1
Grinning face - 1
Love heart - 16
Peace hand gesture emoticons - 1
Sad face - 2
Smiley face - 6
Smiley face with heart eyes - 10
Smiley face with sunglasses emoticon - 1
Smiley face with tongue out emoticon - 1
Thumbs up - 6
Whistling face - 1
Winking face - 2

Emoji's Holidays

Category – Posts

Coloured circle emoticons - 4
Couple - 1
Crying face - 4

Excited face
 emoticon - 1
 Grinning face - 6
 Love heart - 16
 Peace hand gesture
 emoticon - 1
 Relieved face
 emoticon - 1
 Sad face - 4
 Santa emoticon - 1
 Smiley face - 16
 Smiley face with
 heart eyes - 18
 Smiley face with
 sunglasses - 8
 Smiley face with
 tongue out
 emoticon - 1
 Star emoticon used
 - 2
 Sun - 17
 Thumbs up - 2

Thumbs up
 emoticon used - 9
 Winking face - 5

Emoji's Holidays

Category – Comments

Birthday cake - 1
 Clapping hands - 5
 Crying face
 emoticon - 10
 Flame emoticon - 3
 Friends emoticon -
 1
 Grinning face - 12
 Love heart
 emoticon - 4
 Party streamer
 emoticon - 1
 Sad face emoticon
 - 4
 Shooting star
 emoticon - 1
 Smiley face - 16
 Smiley face with
 heart eyes - 10
 Smiley face with
 tongue out
 emoticon - 1
 Stars emoticon - 1
 Startled face - 2
 Sun - 1

8.9 Emotive Content Units – Symbols/Emoticons

Emotive Symbols	:') - 1	Emotive Symbols
	:D - 1	Restaurants
Emotive Symbols	:-P - 1	Category -
Cars Category -	;) - 1	Comments
Posts	:D - 1	! - 44
! - 60	^ _ ^ - 2	!! - 5
!! - 26	C: - 1	!!! - 6
!!! - 14	S: - 1	!!!! - 1
!!!! - 3	Xo - 1	!!!! - 1
!!!! - 1		:-(- 1
!!!!!! - 3	Emotive Symbols	:) - 6
!!!!!!! - 1	Clothes Category	:-) - 1
:(- 1	- Comments	:~))) - 1
:) - 12	! - 117	?! - 1
:D - 5	!! - 24	
<3 - 2	!!! - 7	Emotive Symbols
	!!!! - 4	Holidays
Emotive Symbols	!!!! - 1	Category - Posts
Cars Category -	-) - 1	! - 34
Comments	:(- 1	!! - 8
! - 155	:) - 19	!!! - 5
!! - 30	:-) - 1	!!!! - 1
!!! - 21	:3 - 2	:) - 1
!!!! - 11	:D - 4	:D - 1
!!!! - 3	:) - 1	?!?! - 1
!?! - 1	?! - 1	^ _ ^ - 1
:(- 1	<3 - 10	xxx - 1
:(' - 2	=) - 1	
:) - 23	X - 8	Emotive Symbols
:-) - 1	XDDDDDD - 1	Holidays
:-0 - 1	XO - 1	Category -
:D - 2	Xoxo - 1	Comments
:-D - 1	xx - 5	! - 73
:p - 1	xxx - 3	!! - 12
:) - 2		!!! - 2
?! - 4	Emotive Symbols	!!!! - 1
?!?! - 1	Restaurants	!!!! - 1
=) - 1	Category - Posts	!!!!!!! - 1
x - 3	! - 25	(: - 1
XD - 2	!! - 7	:) - 6
xo - 1	!!! - 2	:D - 3
xx - 2	!!!!!! - 1	?! - 1
xxx - 2	:) - 7	<3 - 1
	:-) - 3	x - 9
Emotive Symbols	:D - 1	Xx - 6
Clothes Category	:-D - 1	xxx - 4
- Posts	:P - 1	xxxxxxx - 1
! - 72	<3 - 4	
!! - 5		
!!! - 7		
!!!! - 1		
!!!!!! - 2		
:) - 6		

8.10 Company Links

Company Linking Counts

Cars Category

Posts

#350z - 1
#Alfa - 1
#alfaromeo - 2
#audi - 14
#audia3 - 1
#audiA4 - 1
#AudiTTRS - 1
#austin - 1
#Beepi (car dealership) - 1
#billdodge (car dealership) - 1
#bmw - 5
#Bmw-x3 - 1
#buick - 3
#cadillac - 1
#Camaro - 1
#camry - 1
#chevrelet - 2
#Chevy - 2
#chevy Cruze - 1
#ChevyEquinox - 1
#chevyvaeo - 1
#Chrysler - 3
#civic - 1
#deanarbour (car dealership) - 1
#dodge - 4
#dodgedart - 1
#Fiat - 1
#Fiat500 - 1
#Ford - 6
#fordexplorer - 1
#FordFocus - 1
#fordriesta - 1
#grandprix mazda - 1
#Hilux - 1
#Holden - 2
#Honda - 8
#hondacivic - 1
#Hyundai - 5
#HyundaieLANTRA - 1
#infinity - 2
#Jaguar - 1
#Jeep - 5

#JeepWrangler - 1
#kia - 4
#kiasoul - 1
#landrover - 1
#landroveruk - 1
#lexus - 1
#LincolnMTK - 1
#Mahindra - 1
#maserati - 1
#Mazda - 3
#mazda3 - 1
#mbtruenorth - 1
#Mercedes - 5
#mercedesbenz - 4
#mini - 5
#minicooper - 3
#MiniCooperPace man - 1
#minicountryman - 1
#minione - 1
#Mitsubishi - 1
#mitsubishilancer - 1
#mustang - 1
#nissan - 10
#Nissanaltima - 1
#NissanJuke - 1
#nissanmarch - 1
#Nova - 1
#Peugeot - 1
#polo - 1
#proton - 1
#ptcruiser - 1
#redford - 1
#Renault - 1
#saturn - 1
#Scion - 2
#sciontc - 1
#Seat - 1
#Skoda - 1
#Subaru - 1
#Suzuki - 2
#tomhessernissan - 1
#Toyota - 5
#toyotaaygo - 1
#toyotacorolla - 1
#toyotayaris - 1
#Vauxhall - 4
#VauxhallCorsa - 2
#Volkswagen - 7
#Volvo - 2

#VW - 7
@audi_fan_site - 1
@audi_official - 1
@audichicks - 1
@audidrive - 1
@audime - 1
@auditography - 1
@german_forum_cars - 1
@lows_daily - 1
@TagsForLikes - 1
@teambmw - 1
@tomhesserdealerships - 1
@vauxhallowners - 1
Auto Plus Co visible on number plate - 1
Beepi logo visible in image - 1
Carmax Riverside location tag - 1
jeepofficial tagged in post - 1
Location tag for Colonial Hyundai of Downingtown - 1
Location tag for Orlando Mini - 1
Mercedes-Benz Stockport brochure identifies location of dealership in 2 forms - 1
Mini Brochure shown in image - 1
Publika Shopping Mall Solaris Dutamas location tag - 1
Woodland Hills Hyundai location tag - 1

Cars Category Comments

#offleaseonly - 1
#offleaseonlyorlando - 1
#teamVW - 1

@CLICK_HERE_FOR_142_FOLLOWERS - 1
@dartsofamerica - 1
@fitnessandfortune - 2
@fordnews - 3
@hypewellmedia - 1
@jeepofficial - 2
@lows_daily - 1
@roadtrippluggage - 1
@rotarylounge - 1
@royal_oak_ford - 1
@teeboxpro - 1
@theonlinemillionaire - 1
@triple_diamond_society - 1
@universal_exotic_autos - 2
@VinesBeLike - 9
@wheelbasealloys - 1
@wikid_jeeps - 1
Kia Sweden - 1
Nunki.co - 1

Clothes Category Posts

#AcneStudios - 1
#Adidas - 2
#advocare - 1
#alhamravillage - 1
#AmericanHorrorStory - 1
#anastasiabeverlyhills - 1
#anastasiabrows - 1
#ardellashes - 1
#asos - 3
#axparis - 1
#bananarepublicoutletstore - 1
#Barbie - 1
#batman - 1
#blackmilk - 1
#Boohoo - 2
#BooHoo - 1

#bootea - 1
 #bsu (Boise State University) - 1
 #celebboutique - 1
 #chanel - 1
 #Cmyk - 1
 #commesdesgarcons - 1
 #crossjewelery - 1
 #DAVIDBECKHAMCollection - 1
 #dccomics - 1
 #diesel - 1
 #discountstripper - 1
 #Dogtooth - 1
 #dropdead - 1
 #elementsnapback - 1
 #express - 1
 #factorie - 1
 #fitwear - 1
 #fmf2015 - 1
 #forever21 - 2
 #futuremusicbrisbane - 1
 #gap - 1
 #gatorade - 1
 #girlscouts - 1
 #gremlins - 1
 #gstar - 1
 #gstardenim - 1
 #gstarwomen - 1
 #h&m - 2
 #HM - 1
 #hm - 1
 #HMModernEssentialsSelectedbyDAVIDBECKHAM - 1
 #hollister - 1
 #hooters - 1
 #hotelchocolat - 1
 #hottopic - 1
 #hurleyjumper - 1
 #ipod - 1
 #ironmaiden - 1
 #Izod - 1
 #jackthreads - 1
 #jayjays - 1
 #jennysfitness - 1
 #jomalone - 1
 #JournalStandard - 1
 #Kohl's - 1
 #legendofzelda - 1

#levis - 1
 #lipsylondon - 1
 #lornajane - 1
 #loveguess - 1
 #maisonscotch - 1
 #marshalls - 1
 #Marvel - 1
 #maurices - 1
 #metallica - 1
 #michaelkors - 1
 #misfits - 1
 #missguided - 1
 #missselfridge - 1
 #mychemicalromance - 1
 #nanananabatman - 1
 #neverfaternation - 1
 #newbalance - 2
 #nfl - 1
 #nike - 5
 #nikefitness - 1
 #nikekids - 1
 #nirvana - 1
 #nothingtowear - 1
 #oneal - 1
 #pantoffels - 1
 #parfum - 1
 #PawsandStripes - 1
 #philadelphiaeagles - 1
 #poloralphlauren - 1
 #Primadonna - 1
 #primark - 4
 #prodirect - 1
 #pullandbear - 1
 #ralphlauren - 2
 #redbull - 1
 #riverisland - 2
 #rubybrown - 1
 #schismrockclub - 1
 #snapchat - 1
 #Sperry - 1
 #StandFortheSilent - 1
 #starwars - 1
 #sugarhillboutique - 1
 #superdry - 1
 #TallyWeijl - 1
 #tangeroutlets - 1
 #TellyWeijlsweatshirts - 1

#TellyWeijlTshirts - 1
 #timberland - 1
 #timberlandboots - 1
 #TMNT - 1
 #Topshop - 3
 #triangl - 1
 #trianglswimwear - 1
 #tumblr - 1
 #undiz - 1
 #UO - 1
 #urbanoutfitters - 3
 #urbnpanda - 1
 #vans - 1
 #veromoda - 1
 #VeroModa - 1
 #victoriassecret - 1
 #Visvim - 1
 #volcom - 1
 #vsco - 1
 #westgate - 1
 #xpole - 1
 #zelda - 1
 @afterlondoncomes - 1
 @axparis - 1
 @beginningboutique - 1
 @berealapparel - 1
 @boohooofficial - 1
 @celebboutique - 1
 @elephant_brand_co - 1
 @etctacoma - 1
 @factorie - 1
 @fitwear - 1
 @hottopic - 1
 @jackthreads - 1
 @matchesfashion - 1
 @riverisland - 1
 @studio8apps - 1
 @sugrahillboutique - 1
 @topshop - 1
 @urbanoutfitters - 1
 @zara_worldwide - 1
 cndirect tagged - 1
 Localfeverhawaii tagged - 1

Location tag for P&O Larne - 1
 Location tag for Toscana @ Tirana - 1
 neverfalternation.bigcartel.com - 1
 Target tagged - 1
 University of Nevada - 1

Clothes Category Comments

#10Deep - 1
 #culturekings - 1
 #Factorie - 1
 #Factorieclothing - 1
 #ferrari - 1
 @ashleyborgings - 1
 @beginningboutique - 1
 @celebritystrands - 1
 @chipfosterofficial - 1
 @CLICK_HERE_FOR_142_FOLLOWERS - 1
 @cocoonmedicalspa - 1
 @elephant_brand_co - 1
 @heworkzout - 1
 @jand.co - 1
 @makobrand - 1
 @melbournetodo - 1
 @naturalnatch - 1
 @neverfalterapparel - 1
 @posh_thea - 1
 @ragretail - 1
 @resiliencewear - 9
 @sickstreetfashion - 1
 @Snaapiq - 1
 @thepawsandstripes - 1
 @theplug.la - 1
 @versatileme_ - 1
 myjayandco.com - 1
 represent.com/sincerely - 1

Restaurants Category Posts

#acquashard - 1
#aifiori - 1
#Airbus - 1
#amruta - 1
#ashmolean - 1
#ASKitalian - 1
#astrium - 1
#AZ88 - 1
#bait - 1
#bigboy - 1
#bistrocacao - 1
#boontongkee - 1
#borchardt - 1
#browns
#restaurant - 1
#bubbagump - 1
#buffalowildwings - 1
#buonasera - 1
#Cactus - 1
#cafemickey - 1
#Calo's - 1
#candle79 - 1
#carlzeiss - 1
#carlzeisslens - 1
#casabonita - 1
#Cassis - 1
#cestlavie - 1
#char - 1
#charbar - 1
#charbonstakehouse - 1
#cheungchau - 1
#Chili's - 1
#clutchchicken - 1
#CocaCola - 2
#corona - 1
#coyadubai - 1
#derriereparis - 1
#deville - 1
#disney - 1
#DisneylandParis - 1
#disneypark - 1
#disneyvillage - 1
#disneyworld - 1
#DoubleDBurger - 1
#dubaimall - 1
#dxb - 1
#elevenmadisonpark - 1
#ElLoro - 1
#emirates - 1
#essenza - 1
#Fatburger - 1
#fongspizza - 1
#friendsoftheearth - 1
#frittomisto - 1
#gasworks - 1
#GentryMagre - 1
#georgeforeman - 1
#gusto - 1
#hanan - 1
#hardrockhotelandcasino - 1
#harusaki - 1
#Hikaru - 1
#HotelIndigo - 1
#HotelTivoli - 1
#ihop - 1
#isoladelsole - 1
#jackastors - 1
#Jager - 1
#JaiNepal - 1
#jeangeorges - 1
#joes - 1
#Jollibee - 1
#Jones - 1
#kodak - 1
#komaneka - 1
#laroquedesalberes - 1
#LaTasca - 1
#llamber - 1
#Marche - 1
#Marriott - 1
#Martas - 1
#maximalconcepts - 1
#mcdo - 1
#MeirAdoni - 1
#milestones - 1
#milestonesca - 1
#milestonesgrillandbar - 1
#Milestonesrestaurants - 1
#morlang - 1
#movida - 1
#nahalatbinyamin - 1
#nikkormat - 1
#nikkormatft3 - 1
#nibu - 1
#novikov - 1
#novotel - 1
#paulbacuse - 1
#peir2 - 1
#peresettfilles - 1
#pizzaeast - 1
#planethollywood - 1
#porfirios - 1
#PoweRade - 1
#quinns - 1
#rcnocrop - 1
#Rosso - 1
#rubyslipper - 1
#Sagres - 1
#Schneider - 1
#Schochee - 1
#shabushabu - 1
#suntori - 1
#supperclub - 1
#susa - 1
#tagada - 1
#tartufo - 1
#telavivmuseum - 1
#theblakehouse - 1
#thebuffet - 1
#TheCorner - 1
#thehubhk - 1
#theosterclub - 1
#theunionkitchen - 1
#thewhitehorse - 1
#TopoftheHub - 1
#toro - 1
#villandry - 1
#Virginia - 1
#vsco - 3
#vscocam - 4
#vscogoodshot - 1
#Walker's - 1
(<http://mskynd.tumblr.com/tagged/patagonia2015>) - 1
@cerealkillercare - 1
@clutchchicken - 1
@coyadubai - 1
@doubledburger - 1
@gustoitalian - 1
@madamwubris
tagged - 1
@maximalconcepts - 1
@nocrop_rc - 1
@thehubhk - 1
@vscogoodshot - 1
Cactus Restaurant
visible on menu - 1
Location tag for "Harusaki"
Ristorante
Giapponese - 1
Location tag for Amerika Etterem - 1
Location tag for Amrute Hotel - 1
Location tag for ASK Italian - 2
Location tag for AZ88 restaurant - 1
Location tag for Bait restaurant - 1
Location tag for Bob's Big Boy
Burbank, CA - 1
Location tag for Bombay Spice
Venice - 1
Location tag for Boon Tong Kee - 1
Location tag for Buffalo Wild Wings - 1
Location tag for Burger King
Moscow - 1
Location tag for Candle 79 - 1
Location tag for Cassis - French
Fine Dining
Restaurant - 1
Jakarta - 1
Location tag for Cest La Vie
restaurant - 1
Location tag for Char @ Indigo
Hotel - 1
Location tag for Charbon
Steakhouse - 1
Location tag for Clutch Chicken - 1
Location tag for Cote Saison
restaurant Laroque
des Alberes - 1
Location tag for Deville Dinerbar - 1
Location tag for Disney Village - 1

Location tag for
Downtown
Bellevue - 1
Location tag for El
Loro Mexican
Restaurant - 1
Location tag for El
Taco Jalisco
Mexican
Restaurant - 1
Location tag for
Eleven Madison
Park - 1
Location tag for
Essenza Restaurant
- 1
Location tag for
Fortuna Del-Mar -
1
Location tag for
Friends of the
Earth Food Co-Op
- 1
Location tag for
Fujiyama
Ristorante
Giapponese - 1
Location tag for
Gentry Magre - 1
Location tag for
Ginza Sushi - 1
Location tag for
Golden Gans - 1
Location tag for
Hakkasan - 1
Location tag for
Hanan Kitchen - 1
Location tag for
Happy Sushi - 1
Location tag for
Jean Georges
Restaurant - 1
Location tag for
Joe's Seafood,
Prime Steak &
Stone Crab DC - 1
Location tag for
Jollibee Pureza - 1
Location tag for
Jones Restaurant -
1
Location tag for
KAORU - SUSHI
RESTAURANT
CUCINA
GIAPPONESE - 1

Location tag for
Karlsruhe Stadt -
1
Location tag for
Komaneka Ubud
Resort - 1
Location tag for La
Posada Mexicana -
1
Location tag for
L'Argile
Restaurant Halal -
1
Location tag for
Lentil as Anything
- 1
Location tag for
Martas Restaurant
- 1
Location tag for
McDonalds 6th St
- 1
Location tag for
Morlang restaurant
- 1
Location tag for
Moro restaurant - 1
Location tag for
Movida Sydney - 1
Location tag for
Nabud restaurant
in Mexico City - 1
Location tag for
New Asia
Restaurant - 1
Location tag for
Novotel Hotel -
The Square food
outside the Box
restaurant - 1
Location tag for
OHO restaurant - 1
Location tag for
Pasto Misto
restaurant - 1
Location tag for
Pizza East Kentish
Town - 1
Location tag for
Porfirio's
Ristorante - 1
Location tag for
Quinn's
Stakehouse and
Irish Bar - 1

Location tag for
Restaurace Satlava
- 1
Location tag for
Ristorante China
Town laghetto
Milano 2 - 1
Location tag for
Ristorante
Pingusto Eden
Wok - 1
Location tag for
Romolo a
Trastevere - 1
Location tag for
Rosso Restaurant
Manchester - 1
Location tag for
Ruby Slipper Café
- 1
Location tag for
Salus y Chemos - 1
Location tag for
Sushiya on Elm - 1
Location tag for
Tee Mall - 1
Location tag for
The Buffet
restaurant - 1
Location tag for
The Shard London
- 1
Location tag for
The Union Kitchen
- 1
Location tag for
Top of the Hub - 1
Location tag for
Toro Steakhouse
@Hard Rock
Resort Punta Cana
- 1
Location tag for
Vancouver Airport
Marriott Hotel - 1
Location tag for
Virginia American
Bar/Restaurant - 1
Location tag for
Xiao Wei Yang
Shabu Shabu,
Salah Alddin - 1
Mention of
Medieval Times
Georgia in post
and logo visible on
crowns in image

creates clear link to
Restaurant - 1
Pojoy Ice Cream
Ciledug location
tag - 1
www.isoladelsole.c
o.uk - 1

Restaurants

Category

Comments

#blakehouse - 1
#lavista - 1
#loveaz88 - 1
#mazzo - 1
#vsco - 1
#VSCOcam - 2
#vscocam - 1
@CLICK_HERE_
FOR_206_FOLLO
WERS - 1
@empire_pete - 1
@grapefriend - 1
@milestonerestaur
ants - 1
@r2restaurant - 1
@sur3y_supr3m3 -
1

Holidays

Category Posts

#Asiatique - 1
#bodrumimperial -
1
#burjalarab - 1
#calzedonia - 1
#carisma - 1
#centerparcs - 1
#chateau #durantle
- 1
#clublasanta - 1
#clubmed - 1
#cocacola - 1
#contiki - 1
#disneyland - 2
#dogandduck - 1
#drpepper - 1
#dubaimall - 2
#Duplex - 1
#easyjet - 1
#FCBarcelona - 1
#Finnair - 1
#freedomoftheseas
- 1
#harrypotterworld
- 1
#hilton - 1

#holidayinn - 1
 #holidayinnbatam - 1
 #horizonfestival - 1
 #horizonfestival2015 - 1
 #jr - 1
 #knicks - 1
 #krystalcancun - 1
 #LaMamounia - 1
 #LaMamouniaHotel - 1
 #longleatsafari - 1
 #louisvuitton - 1
 #melonoptics - 1
 #mulberry - 1
 #nikesb - 1
 #Oreo - 1
 #parisfashionweek - 1
 #petronas - 1
 #qawrapalacehotel - 1
 #QunciVillas - 1
 #rayban - 1
 #ray-ban - 1
 #redang - 1
 #redanglagoon - 1
 #redcarpetboutiqueipoh - 1
 #reefoasis - 1
 #Riverfront - 1
 #rolex - 1
 #ryanair - 2
 #savoyhotel - 1
 #savoywestend - 1
 #segway - 1
 #seniorfrogs - 1
 #sentido - 1
 #Stella - 1
 #strandhotel - 1
 #TOMSejewear - 1
 #topshop - 1
 #triangl - 1
 #turkish - 1
 #universal - 1
 #universalstudio - 1
 #VSCOcam - 1
 #waldorfastoria - 1
 #windstar - 1
 #windstarcruises - 1
 @drpepper - 1
 @tomsnl - 1

@triangl_swimwear - 1
 @visitsacramento - 1
 Flight Centre travel wallet visible - 1
 Location tag for Aeroporto di Milano Malpensa (Milan Airport) - 1
 Location tag for Asiatique The Riverfront - 1
 Location tag for Barcelo Maya Beach Resort, Riviera Maya - 1
 Location tag for Calcada Da Gloria funicular - 1
 Location tag for Club Mahindra Resort, Varca Beach, Goa - 1
 Location tag for Dubai Mall - 1
 Location tag for Dubai Mall and Burj Khalifa fountain - 1
 Location tag for Fiji Beach and Spa Resort managed by Hilton - 1
 Location tag for Four Seasons Resort at Jumeirah Beach - 1
 Location tag for La Mamounia Hotel Marrakech - 1
 Location tag for Mabalingue Nature Reserve Bela Bela - 1
 Location tag for Old Village Vilamouna - 1
 Location tag for Qawra Palace Hotel - 1
 Location tag for Que Pasa - 1
 Location tag for Reef Oasis Blue Bay Resort & Spa "Official Page" - 1

Location tag for Riu Palace, Paradise Island Bahamas - 1
 Location tag for Strand Hotel - 1
 Location tag for The Attic, Las Ramblas, Barcelona - 1
 Location tag for The One and Only Royal Mirage - 1
 Location tag for the The Penthouse - 1
 Location tag for Tour Eiffel - 1
 Location tag for Universal Studio Japan, Osaka - 1
 Lonely Planet book cover visible - 1
 Nippon travel agency logo/words visible on passes - 1

Holidays

Category

Comments

#ASOS - 1
 #bombed - 1
 #cefnuranfarm - 1
 #easyjet - 1
 #foodersmagz - 1
 #toureiffel - 1
 #vsco - 1
 #vscocam - 1
 @amazingcapetown - 1
 @bombed - 1
 @CLICK_HERE_FOR_188_FOLLOWERS - 1
 @CLICK_HERE_FOR_200_FOLLOWERS - 3
 @CLICK_HERE_FOR_223_FOLLOWERS - 1
 @crewwithwings - 1
 @custommydevice.shop - 1
 @Dailyhumour_4u - 1

@famoussurf - 1
 @foodersmagz - 2
 @makobrand - 1
 @merlinmoonlas Vegas - 1
 @merlinmoonmusic - 1
 @oceangrowngear - 1
 @radtravel - 1
 @westiesandscotties - 1
 @westiesofinstagram - 1
 @westigram - 1

8.11 Commercial Intent Content Phrases

Commercial Intent Phrases

Phrases – Cars Category Posts

TV show promo shoot - 1
Who wants a minivan cheap – 1

Phrases – Cars Category Comments

@lows_daily - 1
check
@vinesbelike - 1
Check out my page - 2
Check out our page - 1
Don't forget to share your adventures with us - 1
Follow me I'll follow back - 1
Follow us - 1
Give us a call - 2
How much - 1
I probably will - 1
I will - 1
I'm not advertising them £30 - 1
Looking to buy a new car - 2
Make sure you check us out - 1
Sure - 1
Thank's
@jeepofficial - 1
Wanna buy some smoked black headlights – 1

Phrases - Clothes Category Posts

Check out my buddy's clothing line - 1
neverfalternation.b
igcartel.com - 1
#neverfalternation - 1

Hooking me up – 1

Phrases - Clothes Category Comments

back up for one more day on represent.com/sincerely - 1
Check out my site - 1
Check out our page - 1
Check out Perfectly Posh - 1
Clothing available from @ragretail - 1
follow us for the latest trends (@versatileme) - 1
Hashtag us for a chance to be featured on our page - 1
I think you would love my products - 1
orders over £100 get free shipping - 1
Perfect for the fashion photo contest we're running in my Snaapiq app - 1
Should have shopped with us.
Myjayandco.com - 1
Thanks bro – 1

Phrases – Restaurants Category Posts

More photos at <http://mskynd.tumblr.com/tagged/patagonia2015> - 1

Phrases – Restaurants Category Comments

Lets connect and talk business
whatsapp me - 1
How was the burger - 1
I work for Bank of America - 1
Follow me if you look to make some extra cash - 1

Phrases – Holidays Category Posts

None

Phrases – Holidays Category Comments

Please follow @foodersmagz for information and amazing food - 1
Got some flight attendant/cabin crew shirts - 1
Check out the link in my bio - 1

8.12 Recommendation Content Phrases and Words

Recommendation Content

Recommendation Phrases and Words – Cars Category Posts

Recommendation Phrases and Words – Cars Category Comments

After about 40k miles it gets the best gas mileage - 1
 After this winter I had to have AWD and an SUV - 1
 Comfort of an SUV - 1
 Jettas are great - 1
 Love mine - 1
 She's a beaut to drive - 1
 Such a sweet car - 1
 The audi is really nice - 1
 They're great getaway vehicles - 1
 Would still own one - 1
 You'll love it - 1

Recommendation Phrases and Words – Clothes Category Posts

Recommendation phrases and words – Clothes Category Comments

Go and buy something at VS and its free - 1
 Check us out too - 1
 You may also like my website - 1
 Check out street fashion feed - 1
 Dollar General - 1
 60% off - 1

Recommendation Phrases and Words – Restaurants Category Posts

A fabulous evening dining
 @gustoitalian - 1
 A paper menu with no pictures and we where told its innovative lol wow - 1
 Amazing - 2
 Amazing Food - 1
 Awesome - 1
 Buonasera Roma.
 Great restaurant, great hospitality, great food - 1
 Def will spread the word - 1
 Extremely nice service - 1
 Fongs Pizza is freaking amazing - 1
 Great atmosphere - 1
 Great food - 1
 Great meal - 1
 Great place - 1
 Laguna de Apoyo is the place to be - 1
 Lots of gluten free options - 1
 Loved every single thing about this restaurant - 1
 Lovely food - 1

Must try - 1
 Nice champagne - 1
 Nice place - 1
 One of the most unique pizza experiences in the US - 1
 Recommended by jamie oliver - 1
 The chocolate is so (love heart eyed emoticon) - 1
 The flavour combination was perfect - 1
 This dish was actually incredible - 1
 This is the best desert there - 1
 This is the best I could find in Izmit - 1
 Too much good food here - 1
 Twas seriously THAT GOOD - 1
 Was treted extremely well - 1
 Wasteful - 1
 You have to check out clutch chicken - 1

Recommendation Phrases and Words – Restaurants Category Comments

But pretty unique and good so far - 1
 Crappy Travelodge - 1
 It was delicious with lots of great flavours - 1
 It was yummy - 1
 It's a surprise menu - 1
 My absolute fave - 1

The special was just okay - 1
 Veggie appetizer and the AZ88 burger are my favourites - 1
 We love the regular yellow tail there - 1
 Worth a try - 1
 Would definitely recommend - 1

Recommendation Phrases and Words – Holidays Category Posts

Amazing - 5
 Beautiful - 1
 Beautiful city - 1
 Beautiful Paris - 1
 Beautiful part of the world - 1
 Beautiful place - 1
 Being in Venice was like being in a postcard - 1
 Best Holiday - 1
 Best place in the world - 1
 Can't believe it - 1
 Great way to end our holidays - 1
 Had such a good week in Bulgaria at horizon festival - 1
 Incredible - 1
 Incredible mountains of the South Island - 1
 No better way to clear your head - 1
 Perfect - 1
 Public transport is a great way to see the city - 1
 Relaxing - 1
 Take me back - 1
 That's just wow - 1
 Wow - 2

Recommendation Phrases and

Words – Holidays

Category

Comments

!!!!!! - 1

:D - 1

Aaaaaaarrrrrggggg

ghhhhhh - 1

Beautiful - 1

Cannot wait - 1

Food of gods - 1

I believe you can

take the bus from

Zal am See to

Saalbach with your

skipass - 1

I love this city - 1

It was breathtaking

- 1

it's seriously

amazing - 1

Well good beach -

1

You should go to

Saalbach for one

day - 1

8.13 Ethics Approval



(N.B. The working title referred to in the Human Ethics approval document above relates to an earlier incarnation of the project intending to incorporate a qualitative interview and focus group approach in addition to the Conceptual Content Analysis approach used in the present study. The content analysis component was included in the approved Human Ethics Application referred to above.)