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Just another ad?

**A qualitative study on the impact of personalized
advertising targeting women aged 55+ on Facebook**

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Dedication

We would like to dedicate this paper to the women who not only shared their private and intimate Facebook feeds with us to complete this paper but also took their time to contribute and participate. Your reflections were very rewarding and gave unique insight into the world online targeted advertising.

Jonna & Louise

Abstract

Marketers often target women because they represent over half of the population in Canada and Sweden and because they are the purchasing agents for 85% of household items. Advertisers and marketers use targeted marketing on Social Media platforms in the hopes of engaging the audience enough to initiate a purchasing action. For this paper the goal was to understand the relationship between women aged 55+ and their attitudes and perception of targeted advertising, to see whether it was effective in engaging them as consumers. Through interviews and the think-aloud method we found that while the overall perception of online advertising was negative, in practice, the ads on their social media feed were either accepted as relevant ads, simply ignored/not noticed, or not recognized as advertising. Finally we conclude that because social media gives users the impression that they are in control of the content on their feed, the consequences may be that targeted advertising can influence audience's perception of who they are, more than they think.

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1 Introduction

Marketing through the internet is a steadily growing phenomenon. As the interest in the digital environment continues to globally increase, it attracts the attention of advertisers and becomes an important channel to reach and immediately engage with a range of audiences and consumers (Cheng et al. 2009; Busen and Mustafa, 2014). Furthermore, with the emergence of the phenomenon known as 'Social Media', the tools and strategies for communicating with customers have changed significantly (Mangold and Faulds, 2009; 357). As social media advertising continues to grow, so do consumer attitudes, behavior and overall awareness of these advertisements. Given this parallel development it makes sense to investigate how advertising on social media is being perceived by the consumers and whether the relationship advertisers hope to create is reciprocated. Learning how today's digital, and rather advanced, communication infrastructure shape the audience is important for anyone who has a desire to gain the attention of the consumer.

1.1 Group work

We decided to work as partners early on. Having completed a project together earlier we knew that not only do we have a similar work ethic but we have, we consider, a unique dynamic in discussion. Also, we found that the time change (Jonna in Sweden and Louise in Canada) works in our favor as we continued to communicate on a consistent basis about the project's progress ensuring that tasks were completed at almost every hour of the day. We scheduled Skype sessions that took place on the weekends that usually lasted for two or more hours. These sessions were disciplined, planned, prepared for and extremely productive. Not only were there practical advantages with working as partners, but having very different past education, work experience and internships resulted in diverse discussions with perspectives coming from different angles. These

angles were also academically based with Jonna having completed a bachelor in graphic design and Louise one in communications. The combination of a creative and design and a theoretical background was found to be very profitable for the project.

1.2 Thesis structure

In the following thesis we begin with formulating the background, context and the purpose of this study. Thereafter, we introduce the theoretical backbone followed by the literature review of previous research. We then explain the methodologies used during the empirical research process, and finally, we present and analyze the empirical results and what they mean in relation to previous research with the support of theoretical standpoints.

2 Background

With this study we aim to understand the relationship that women aged 55+ have with advertising that appear on their social media feeds (specifically on Facebook) and to see whether their perception of advertising as a whole is affected by being represented through this platform. We are interested to look at whether the message that the advertisers aim to send is altered not only by the decoding process of the receivers but whether the form in which the advertising takes changes the attitude towards the brands and products depicted in the ads. We will then see whether the relationship that advertisers attempt to create, especially with target advertising, is reciprocated by the users. This is an important study because audience research, before the internet, was based on television, a one-way communication tool. Even though the audience did indirectly influence the content by choosing what to watch and what not to watch, on the internet, the audience is directly involved in the creation of the content. This larger role has caused advertisers and marketers to target the audience directly in the hopes of influencing their internet behaviour to their advantage. However, before moving on to the study, we will in this chapter clarify the concepts and themes that will be addressed and how they are being used in the context of this thesis.

2.1 Internet advertising

In order to understand internet advertising, it is important to first understand the two concepts separately. The *internet* is a “network of networks that operates on a set of technical protocols that enables people from around the world to access and exchange information” (McMillan 2004; 2). *Advertising*, McMillan explains, was defined by theorists Richards and Curran (2002) along with advertising experts to be “a paid mediated form of communication from an identifiable source, designed to persuade the receiver to take some action now or in the future” (2004; 2). It is “addressed to a selected target audiences with the objective of creating awareness, informing, reminding, influencing, and persuading to buy the product or service or to be favorably inclined towards those ideas, products or services” (Koekemoer 1998, in Busen and Mustafa, 2014; 98-99). These two concepts however do not entirely cover the scope of internet advertising which has the additional elements of interactivity and the ability to target a particular audience. To understand the enormous potential of online advertising, it is helpful to look at how it this type of communication differs from traditional advertising.

2.2 Online vs. traditional advertising

There are four fundamental differences that distinguishes online advertising from other forms of advertising (McNally, 2011). First, as opposed to traditional advertising, it can create a direct connection from the ad to the place of purchase. In other words, it allows relatively immediate purchasing via the use of digital technologies. Second, online advertising can be interactive, meaning that it acts as a two-way communication tool directly, and instantaneously, engaging the audience. In fact, Tuten explains that apart from Art Direction and copywriting, ‘engagement planning’ is predicted to be employed in the creative and strategy departments in the near future (2008; 13) if it hasn’t already. Third, online advertising is uniquely non-intrusive; advertising usually interrupts the flow of either film and television or in the reading of a magazine or newspaper, but on the internet, the message intended to persuade is one click away meaning that the consumer essentially has to request the ad (McNally, 2011). However, we could argue that even though the user often needs to physically click on an ad to be taken to the website, the user does not have the power to request ads; they appear on the social media

feed nonetheless. Finally, the fourth fundamental difference between internet advertising and other forms of advertising, is the capacity of highly personalized communication which, in contrast to ‘informativeness’, emphasizes the content to be customized to consumer’s interests and to be relevant to them (McNally, 2011; Jingjun xu, 2006;11). This is accomplished through three main ways: web bugs (invisible tracking of data that is not stored on user’s computer), cookies (as opposed to web bugs, cookies are stored on the computer leaving traces for the user to track) and the collection of clickstream data (which gives the marketers or advertising agents even more detailed information on user behaviour without the user’s knowledge) (Mangold and Faulds, 2009). Tuten explains that thanks to these tools it is possible to track behaviour such as the length of time a visitor spends on a website, the specific pages that he or she views (including how frequently he or she visit the website), the number of times a video is being played and the clickthrough rates for banner ads.

The above mentioned ways of gathering user data and monitoring patterns of consumer internet behaviour have been regulated through the Privacy Directive because it caused privacy concerns mainly because the many ways of gathering data do not need the consent of the user. These forms gathering previously allowed marketers to track not only what websites consumers visited but for how long they visited the website, how far down the screen they scrolled and what website they had visited just before. Now that the user’s consent is needed to continue on the website, the user can choose to deny and leave the website. This has resulted in significant decrease of advertising effectiveness (Goldfarb and Tucker 2011).

2.3 The emergence of social media

In regards to consumer interaction and engagement, social media marketing embodies the very notion of engagement because of the many shapes that advertising can take. These shapes include consumer-generated advertising, opinion-giving through message boards, review sites, blogs, social networking, social news and video games, to only mention a few (Tuten, 2008; 14). Therefore, when it comes to internet advertising, the concept of ‘Social Media’ is on top of the agenda for many businesses today. Decision-makers, consultants and marketers continuously try to identify ways in which companies can make profitable use of these kinds of applications (for example YouTube,

Facebook and Twitter). This is not surprising seeing that the emergence of online social media platforms, and their high number of users, has made it possible for companies to communicate with thousands of individuals about their products and brands (Mangold and Faulds, 2009; 357). In fact, according to Kaplan and Haenlein, some industry gurus claim that if you do not participate in “Facebook, YouTube, and second life, you are not part of cyberspace anymore” (2010; 67). This is not to say that social media has to be something that exists online; the notions ‘social’ and ‘media’ are such large phenomenons whose meaning heavily depend on context, culture, and on who is doing the talking. In this paper, social media is referred to as “online communities in which people develop relationships by creating, co-creating, sharing, commenting, and engaging in content” (Tuten 2008; ix). Romantically, Kaplan and Haenlein describe the current trend towards social media as “an evolution back to the internet’s roots [...] as it re-transforms the Word Wide Web to what it was initially created for: a platform to facilitate information exchange between users” (2010; 60). One particular platform that has been immensely successful in facilitating such information exchange is Facebook.

2.4 The rise of Facebook and Facebook advertising

Facebook has become a platform for not only communication between individuals and groups but it also provides a strategy for businesses to target audiences and consumers. There were several temporarily succesfull social networks before Facebook such as SixDegrees.com, Ryze.com and Friendster. These were all shut down due to restrictions and lack of popularity often due to the limitations of personalizing and customizing the pages (Todi, 2008). MySpace, established in 2003, became popular, especially among indie rock bands and teenagers, because it allowed users to customize their profiles (Todi, 2008; 6). Facebook followed this trend when it was created in a Harvard door room with the intention of connecting college students with others in their program. The creators of Facebook, Mark Zuckerberg, Dustin Moskowitz and Chris Hughes, did not expect that over 1200 students would have signed up within 24 hours of its launch. The Facebook, as it was called then, opened their doors to other elite universities like Stanford and MIT and soon the website had over a million users. After seeing the potential growth of this new social network, Zuckerberg took a leave of absence from Harvard to relocate to Palo Alto in the heart of Silicon Valley, and in May 2006,

Facebook opened its doors to anybody with a valid email address. The 89% growth of users within the first year proved the popularity of having a personalized and customized social media tool (Todi 2008;10). This in turn attracted many advertisers, especially because of the network's strength in having access to information about its users. When one registers with Facebook, the new user is encouraged to enter information such as birthday (age), hometown, High School, what music they listen to, what books they like and what pages they would like to be associated with (this can range from brands, bands, products, restaurants etc). This can help the user connect with other like-minded people. However, Facebook sharing all this information with advertisers showed to be highly unpopular with its users forcing Zuckerberg to apologize and change privacy policies (Todi, 2008). This did not stop advertisers as they found new ways to gather data and use it to target the audience with successful ad campaigns. The growth of Facebook and other social media networks has made social networks a crucial platform for companies to advertise. In fact, Todi presents four main reasons for why social networks play an important part in company's advertising strategies: they have a large reach, it's cost efficient, they can target their advertising and people are spending more time online allowing advertisers more exposure (Todi, 2008; 6).

Though advertising on social media can be profitable due to the strategies mentioned above, Todi also explains that there are three criteria that should be fulfilled in order to conduct a *successful* advertising campaign on a social network: it has to be unobtrusive, it has to be creative and it has to engage the user (2008; 25-26). The first form of advertising on the internet took the shape of pop-up ads; they opened in new browsing windows steering the user unwillingly from its intended website. Responding to user demands, advertisers instead opted to integrate with the web page. Now, advertisers rely more on users to spread their message online. This means that advertisers have to become more creative and engaging; which, incidentally, are the other two criteria Todi presents. Because advertisers are integrating with websites, advertisers have to find a way to attract the user and distract them from their feed; they have to become more creative in both the content and in the delivery of the ad. Increasing creativity in these two ways will increase user engagement. The technology available today allows the user to "fully display their unique personalities online" (Todi, 2008; 26). Advertisers take advantage of this uncommon characteristic by involving the users in the creation process itself

making them feel more involved with the brand. It's about creating a relationship between the user/consumer and the brand, and for this relationship to be reciprocated, it has to be able to target users of all ages.

2.5 Facebook demographic

In 2009, Facebook had already more than 175 million active users (Kaplan and Haenlein, 2010; 59). This number has increased significantly since, as of March 2016, the platform had increased to an average of 1.09 billion daily active users (Facebook Newsroom, 2016). It is important to point out that this growth is not limited to teenagers. In fact, it is quite the contrary. Kaplan and Haenlein stress that members of "Generation X" (who by the time their study was conducted in 2010, were between the ages of 34-35) increasingly populate the ranks of joiners (Kaplan and Haenlein, 2010; 59). Accordingly, the Facebook Demographic report showed that the biggest growth during 2014 was amongst adults over the age of 55 (Facebook added 12.4 million new users from this range showing the equivalent of a 80.4% growth) (Neal, 2014). Incidentally, this is the demographic we decided to base this paper on.

We chose middle class women aged 55+ for several reasons. First, we find this demographic interesting since it is our hypothesis that if they have children then they are older and more financially independent meaning that the women may have both more access to funds and may have more free time as they get closer to retirement age. Second, this demographic did not grow up with computers and the internet but were instead surrounded by traditional advertising (such as TV, billboards, magazines etc). This adds an interesting component to whether the attitudes and experiences that our demographic have with traditional advertising transfers to the digital world; and third, advertisers target women because not only do they represent over 50% of both the Canadian (StatsCanada, 2015) and Swedish (Statistics Sweden, 2014) population, but they also control approximately 85% of consumer purchases (Banyete et al, 2007 in Talafuse and Brizek, 2014; 2).

We chose to combine this demographic with Facebook because women at that age have often established their identity and may therefore be less likely to be concerned about what others think of what they 'post', 'share' and 'like'. Moreover, given the steady increase of Facebook joiners from this demographic (as shown in previous section), it

makes sense for us to take this group into consideration in this research since they clearly represent a potential target by advertisers who seek success through Facebook advertising.

2.6 Problem

As technology continues to develop and the use of social media platforms continues to increase, the human community system in which it provides and distributes goods and services, is becoming very complex due to the wide range of available goods across all industries (Rai, 2013; 75). And while companies continuously search for new ways to manage these systems, so does the audience. It is our assumption that this development affects the way the audience consumes and responds to advertising, an aspect this paper intends to investigate. The question remains whether advertising on social media reaches the audience in the way it is intended, and in turn, whether the amount of awareness the audience grants the ads varies depending on it appearing in the context of a social media platform.

2.7 Purpose and focus

The main purpose of this thesis is to explore online social media advertising, particularly on Facebook, targeting middle class women aged 55+ and the way this audience perceives and understands these ads. We will explore this by using qualitative interview methods including asking informal questions and using the think-aloud techniques as described by Elizabeth Charters (2013) with participants of this demographic. In addition, the purpose is also to review the literature and analyze the strategies used in social media advertising and the assumptions about audiences that have been made. By approaching the topic from these two angles we aim to gain in-depth understanding of the meaning making process of social media advertising and how it affects the audience. The research and the results are based on Stuart Hall's four-stage communication model of the production (encoding) of a message and how the audience reads (decodes) that message (1977), Sonia Livingstone's explanations on how to approach and study an audience in the digitalized world (2004), and Albert Bandura's study on the cognitive process the audience goes through when associating with symbolic messages (2001).

3 Theory

Ever since the first communication theories were formulated, audience theories have been of crucial importance in understanding how mediated communication has been understood. These theories have radically changed due to the increasing use of digital media in recent years, which is affecting the ways communication processes have been conceptualized in modern research (Littlejohn and Foss, 2009; 63). There are of course many different theories and assumptions about the way audiences react to and perceive online media, however, the general perception among researchers is that the audience belongs to an increasingly diverse and complex reality (Ibid.) This is because in the era of digital mass-media, media production and media consumption increasingly merge and become difficult to distinguish. Early audience theory, for example the metaphorically labeled hypodermic theory (or ‘hypodermic needle’), suggested media to be one-way communication, and something that was “injected under the skin of the audience” (Littlejohn and Foss, 2009; 64). More recent studies however, show a change in power distribution between the content producers and the users of mediated content (Littlejohn and Foss, 2009).

For this research we have chosen to focus on three main theories. Primarily, Sonia Livingstone (2004), professor of social psychology at the London School of Economics and Political Science, explains how the audience has changed in the digital world. Secondly, we use the communication theorist Stuart Hall’s four-stage communication model (1977) as the backbone of the paper. Hall explains the process a message goes through from the first stage when a message is encoded by the producer to it being decoded by the audience. Thirdly, the social cognition theory, as presented by psychologist Albert Bandura (2001), helps us understand the psychosocial mechanisms through which symbolic communication influences human thought and how the human mind is affected, makes associations and how this may lead to action. We chose to focus on these three theories because they all interrelate with the objective of the paper which is to understand how the audience, in a digitalized world, interprets (or decodes) messages due to associations made with symbolic messages.

3.1 How the audience has changed in the digitalized world

Sonia Livingstone

Sonia Livingstone discusses whether previous research on television audiences is outdated or whether that research can be 'recycled' (2004). Livingstone explains the extent to which the television set dominates the lives of their audiences and how it has diversified and extended its scope only to penetrate both the public and private life even further (2004). Even though it is clear that the audience has dramatically changed from before and after the introduction of the common television set, the research has mostly focused on the non-interactive public service along with a "nationally-conceived, consensus-oriented, sit-back on the couch, family audience in the living room" (Livingstone, 2004; 2). With the introduction of the internet, some argue that the studies on the television audiences have become obsolete since the basic communication model of television has changed. The internet meant that broadcasters could attempt to facilitate online communication and connect communities rather than just send one sided communication. Communication when from 'one to one' to 'one to many' (Livingstone, 2004; 76).

3.1.1 One-to-one, many-to-many

When the television became a common commodity in most households it quickly dominated our leisure hours by penetrating further into both the public and private parts of our lives. It has become the "centre stage for our political life, focal point for popular culture and preferred window onto the global drama" (Livingstone, 2004; 4) and Livingstone questions whether "the Internet and its users [have] taken over the agenda" (Ibid.). There are many differences in researching the audience of television and the internet but the most significant one, the one that sets the stage for all other differences, benefits and consequences, is that the internet allows for more than just an elite mass broadcaster taking part in the 'one to many' communication model. It allows all participants to take part in the conversations online. The internet also facilitates communication in its interactivity by "explicitly emphasizing the user's response and active assistance in the formation of the media text itself" (Livingstone, 2004; 4). Because of this interactivity and increasing participation of the audience, keywords such as taste, selection, choice and fandom have become more, rather than less, significant in

the studies of new media because these choices is what help shape the media culture. However, it is important to note that Livingstone mentions how the economics of new media markets can change this balance of communication. Advertising, one source in this study, would fall under this category and therefore may alter the seemingly non-hierarchical stage of online communication.

Even though the internet may have taken over the agenda of television, Livingstone explains, there are still differences that make it challenging to research the audience in the digitalized world. The three main challenges in audience research in new media are that there is often a gap between what people say they do and what they actually do in practice; second, the relationship between text and reader has changed because of the diversity of the media; and third, as it did with television, new media raises questions about potential moral consequences or audience effects (Livingstone, 2004; 7). The first is the most challenging in regards to the gathering of empirical data because the internet has become such a private experience making it difficult to observe and interview users. Additionally, interviews can be inaccurate if the interviewee is asked to recall their behavior because “experiences commonly regarded as trivial and forgettable” (Livingstone, 2004; 8) can be important. Many things can be overlooked especially because of the three-fold problem of virtuality, how temporarily material exists on the internet and the sheer volume (Ibid.). These challenges are highly relevant to this study because it explains challenges we could face in gathering accurate data; this lead us to, as researchers, to modify our research methodology to address Livingstone’s concerns.

3.2 Four-stage mass communication theory

Stuart Hall

The hypodermic communication theory outlines that *one* message is sent from *one* producer via one medium to *one* audience who will interpret it in *one* way (Littlejohn and Foss, 2009). Hall proposes an alternative communication process by presenting a four-stage theory of communication: production, circulation, distribution/consumption and reproduction in the encoding and decoding of a message. Hall (1977) explains this communicative process as a complex structure maintained through connected practices, or moments, by which the ‘objects’ of these practices are meanings and messages in

the form of signs - like any form of communication or language. This creates a chain of discourse from *encoding* of a message (the production of the message), to *decoding* of a message (the consumption, circulation and reproduction of a message by an audience) (Hall, 1977; 508).

3.2.1 From production to reproduction

Production constructs the message. The producer of a message can be an individual, a TV broadcast or an advertising agency whose purpose is to convey some sort of information, or meaning to a selected audience. This message is framed by the meanings and ideas of the producers and is dependent on many aspects, for example the routines of production, technical skills, definitions, general assumptions, knowledge, ideologies, and assumptions about the audience (Hall, 1977; 509). These aspects frame the constitution of the production structure, a structure that draws topics, events, images of the audience, 'definitions of the situation' etc. from other sources and other discourses within the wider socio-cultural and political structure (Ibid.).

The *circulation* of the product takes place in a discursive form and refers to the way individuals are able to perceive the product or event. Thus circulation requires (at the production end) its material instruments - the 'means' by which it is produced (Hall, 1977; 508). Because, as Hall importantly points out, "a raw historical event cannot, *in that form*, be transmitted by, say, a television newscast" (Hall, 1977; 508, italics in original), but rather an event passes through discourses and is a subject to the rules of language and the technical infrastructure available.

Distribution/consumption can be thought of as the "point of departure for the realization" (Hall, 1977; 92). It is the stage where a meaningful and encoded message is distributed and therefore meaningfully decoded. The message must yield encoded messages in the form of a meaningful discourse since, via Hall, "if no 'meaning' is taken, there can be no 'consumption'" (Hall, 1977; 509), in other words, if the meaning is not communicated in practice, it has no effect and will not be meaningfully decoded (Ibid.). This means that in order for the message to be consumed, such as 'satisfy a need', 'entertain', 'instruct' or 'persuade', and in order for it to have an effect it must first be adopted as a meaningful discourse and thereby stimulate reproduction.

Reproduction happens after the audience has interpreted the message. If the message was meaningfully decoded, that is, if the message has had an effect on the audience, it will lead to a complex cognitive process that will cause emotional, ideological or behavioral consequences (Hall, 1977; 510). These consequences determine whether or not individuals take action after they have been exposed to a specific message, which is where the reproduction starts. Their actions however, Hall highlights, cannot be understood in simple behavioral terms, but are framed by structures, as well as produced, by social and economic relations, which shape their 'realization' in the first place (1977; 510).

3.2.2 Producer and receiver

While each of the moments in the encoding/decoding circuit - production, circulation, distribution/consumption and reproduction - are necessary to the circuit as a whole, Hall stresses that each stage has its own determining limits and possibilities; no moment can guarantee the next since each of these moments have their specific conditions of existence that can constitute its own break (1977; 508). Indeed, the meaning structure of the producers may not be the same as the meaning structure of the audiences (see Hall's visualization of the encoding - decoding process in Appendix 1, p. 54). As Hall, along with visually presents in the communication model (Appendix 1), explains, "the codes of encoding and decoding may not be perfectly 'symmetrical'" (1977; 510), which means that the lack of conformity between the two codes, encoding and decoding, depend on structural differences of relation and position between the producer (in Hall's study exemplified as the broadcaster) and the audience. In other words, the level of understanding and misunderstanding in the communicative exchange depends on the relationship established between the encoder-producer and decoder-receiver (Hall, 1977). In the next chapter we will address the receiver and the cognitive processes of interpreting, understanding and acting on a message.

3.3 Social cognitive theory

Albert Bandura

While Hall's mass communication theory focuses on the meaning making process of a mediated message from the producer to the receiver (1977), a different point of view

in theorizing about communication processes comes from the cognitive perspective as presented by Albert Bandura (2001). There are different types of cognitive theories, however in this study, in which the purpose is to study the media consumption process within a context of a personal social media channel, we find the study of *Social Cognition* to be relevant since this area of study is focused on how people perceive, store, and use socially relevant information, especially information related to themselves and others (Littlejohn and Foss, 2009; 112).

3.3.1 Symbolization and self-reflection

In the study *Social Cognitive Theory of Mass Communication* (2001), Bandura provides a conceptual framework to analyze psychological mechanisms through which symbolic communication influences human thought. Most importantly, according to Bandura, humans have an extraordinary capacity for symbolization through cognitive processes, which serves a powerful tool for comprehending their environment (2001). In order to cope with the great amount of information and external influences that the audiences receive daily, information is translated into symbols which are then filtered through cognitive motivational process. Without these processes, the world would be very difficult to manage, not least in social media given the large amount of information that people are exposed to daily through these platforms. In Bandura's words:

“Cognitive factors partly determine which environmental events will be observed, what meaning will be conferred on them, whether they leave any lasting effects, what emotional impact and motivating power they will have, and how the information they convey will be organized for future use. It is with symbols that people process and transform transient experiences into cognitive models that serve as guides for judgment and action. Through symbols, people give meaning, form, and continuity to their experiences.” (Bandura, 2001; 267).

In other words, the impact of external mediated influences is determined by the way humans interpret and understand the mediated symbolic message; the meanings of these messages are re-constructed in the minds of the audiences depending on previous personal experiences and social structures. This leads us to another human capability within social cognition, via Bandura, defined as “self-reflective capability” (2001; 269). This term is used when suggesting that humans have the capability to reflect upon themselves and engage in learning activities. This, in connection with Hall's

communication theory on the decoding process, helps explain what cognitive processes take place when the audience consumes and reproduces material. The self-reflective capability includes verifying thought by reflective means, for example, by generating ideas, act on them, or predict occurrences from them (Bandura, 2001; 269). These kinds of social learnings, Bandura (2001) explains, occur from models in one's immediate environment, where people continuously act on their images of reality. Regarding the idea of 'reality', it should be noted that people's conception of 'reality' is not necessarily based on their own experiential knowledge, but rather, they are often influenced by what they see, hear and read, without direct experiential understanding and experience. Furthermore, "[h]uman self-development, adaptation, and change are embedded in social systems. Therefore, personal agency operates within a broad network of sociostructural influences" (Bandura, 2001; 266). Today, much of the social construction of reality occurs via digital technologies meaning that the symbolic environment occupies a major part of people's everyday lives (Bandura, 2001).

3.3.2 The motivational process

Bandura explain that people cannot be much influenced by observed events if they do not remember them (2001). Further, Bandura goes on to argue that memory is a form of cognitive representation that is aided by "symbolic transformations of modeled information into memory codes" (2001; 727). This assumption goes in line with Hall's theory that in order for a message to have an effect, it has to be meaningfully decoded. Because it is not until the codes are remembered (either consciously or subconsciously) that the symbolic messages may be translated into appropriate courses of action i.e. have an effect (Bandura, 2001; 272). However, a remembered message does not automatically lead to action, since people do not perform everything they learn (Ibid.). In order to have an effect, a symbolic message has to go through motivational processes before it can possibly lead to action; however "people are more likely to exhibit modeled behavior if it results in valued outcomes than if it has unrewarding or punishing effects" (Bandura, 2001; 274). Thus, people learn what has motivated them from previous experiences leading them to take control of potential outcomes from an action. This would not be possible without the human self-reflective capability. It is important to point out that these sources of motivation do not only depend on direct practical experience,

but they often depend on personal standards of conduct; people generate their own self-approving behavior and self-censuring reactions that regulate which observationally-learned activities they are most likely to pursue (Bandura, 2001; 274). Moreover, people are also motivated by the success of other like-minded people, meaning that if people identify themselves with other people's experiences, this may also stimulate motivation to take action.

3.3.3 Associated meanings

One important viewpoint in social cognitive theory is that people react and behave based on their association to things. For example, "people are easily aroused by the emotional expressions of others" (Bandura, 2001; 281); seeing others react emotionally, activates emotion-arousing thoughts and imagery in observers (Ibid.). Furthermore, "as people develop their capacity for cognitive self-arousal, they can generate emotional reactions to cues that are only suggestive of a model's emotional experiences" (Wilson and Cantor, 1985, in Bandura, 2001; 281). Basically, people instantly learn to like what gratifies them, to dislike what repulses them or fear things that frighten them, depending on the emotions that these things or events have previously been associated with (Bandura, 2001).

Because the participants of this study grew up with traditional advertising, these association models are of special interest to us. It is our assumption that their perception and attitude towards social media advertising will be mirrored to however they feel about traditional advertising. This we hope can help bring interesting and fruitful empirical results.

4 Literature review

Goals and strategies in online advertising

While ads are surely created with a variety of objectives in mind - from selling a company's products, services or ideas, to gaining political support or persuading people to take some sort of action (Glowa, 2002; 4-5), previous studies show that the general goal is the same. For instance, the Microsoft Advertising report (2010), suggests that

the use of online brand advertising always has the same fundamental goal to “stimulate a positive reaction towards a brand through attracting an effective level of attention or engagement” (Microsoft Advertising, 2010; 3), or, via Busen and Mustaffa “to turn people’s minds around” (2014; 99). Additional goals may then be applied depending on product, service or target. Once the advertising objectives have been decided, the challenge then remains for the creative team to market the product or service so that the message will have a meaningful impact and thus make an effective appeal to the needs and desires of the target audience (Glowa, 2002; 6). Indeed, as Glowa (2002) rightly argues, different products require different promotional strategies in order to reach different objectives, and the message production strategies between the different mediums differ. For example, while product advertising on TV mainly has the purpose of making the audience aware of a product or brand. The goal in *online* product advertising is to engage the audience and influence their attitudes to encourage them to click on the advertisement and perhaps even make an immediate purchase (Microsoft Advertising, 2010). Important to note is that according to a review of literature undertaken by the Microsoft Advertising report, exposure to online display ads generates awareness and interest in a brand, whether clicked on or not (2010; 4).

4.1 Influencing consumer attitudes

Three of the most specific factors that are especially important in affecting consumer behaviour (particularly on mobile advertising) are identified in an empirical study conducted by David Jingjun xu (2006). These three are *entertainment*, *credibility* and *personalization*. Entertainment, Jingjun xu (2006) argues, is crucial since people’s feelings of enjoyment, associated with advertising, play a great role in accounting for their overall attitudes. This was also found to be true in the research by Microsoft Advertising (2010), where entertainment achieved the highest ‘dwell scores’, or engagement scores (Microsoft Advertising, 2010). *Entertainment* can be achieved through social media since, via Mangold and Faulds, “enabling consumers to see others using the product can entertain and engage customers while communicating product benefits” (2009; 362). *Credibility* refers to the consumers’ perception of the truthfulness of advertising, an important component in acceptance and adoption (Jingjun xu, 2006). According to Mangold and Faulds, “[s]ocial media is being perceived by consumers

as a more trustworthy source of information regarding products and services than corporate-sponsored communications transmitted via the traditional elements” (2009; 360). This is an important factor for success companies and firms strive to adapt to. *Personalization*, Jingjun xu (2006) found, has led to online advertising gaining significant attention as it has provided new opportunities (2006; 10). According to Jingjun xu’s review of literature (2006), previous studies tend to show a generally negative public attitude toward advertising due to the intrusive and annoying tactics that advertisers employ when competing for consumer attention (2006; 10). This problem, can be solved through personalized advertising since users tend to be more receptive and positive to advertising that is personalized and relevant to their lifestyle (Jingjun xu, 2006; 10).

All the possibilities created online have led to a big change in advertising philosophy (Tuten, 2008; 1). For one, Tuten argues, the interruption-disruption model – which explains the goal of catching the audience’s attention to only have it interrupted with a commercial message – is no longer relevant seeing that consumers themselves control their media content. However, as will be seen in our study, this is not entirely right. The audience certainly controls whether to engage in ads more than they could in traditional advertising on television or in magazines, but they do not control the level of dominance of advertising on their social media feeds; this is controlled by the social networks that often have economic interests (see discussion for further analysis). Tuten supports her claim by explaining that while traditional advertising (such as a centerfold in a magazine or TV commercials) usually interrupt the flow and forces the consumers attention, a clear advantage consumers have with online advertisement is the “control they have over the item choosing whether to click on it or not” (Srivastava, 2012; 461). This has in many ways changed the power relationship between advertisers and the audience, seeing that the consumer now has the opportunity to engage with the ad or not, therefore, partially controlling its reproduction. Further, with the growth of interest in social media, in order to adapt to its infrastructure, online advertising has become more about the *conversation* and less about the “passive consumption of packed content” (Tuten, 2008; 3).

4.2 Influencing consumer conversations

Social media allows companies to communicate directly to many of their customers and engage them quickly and directly at a relatively low cost (compared to what can be achieved with traditional communication tools) (Kaplan and Haenlein, 2010; 67). These media may either be company-sponsored, or be sponsored by individuals or organizations. It is important to distinguish these sources of sponsorships because on the one hand social media enables companies to talk to their customers, and on the other hand, it enables customers to talk directly to one another about a product or brand (Mangold and Faulds, 2009; 357-359). It is therefore possible to argue, as Mangold and Faulds point out, that the role of social media can be seen as an extension of traditional word-of-mouth communication (2009; 359). In order to adapt to this development, advertisers are advised to focus on employing a strategy to deliver high level of engagement by encouraging consumers to create and co-create content for the benefit of the company (Tuten, 2008; Microsoft Advertising, 2010). However, this is a risk for companies since they cannot directly control how the content is being co-created. They therefore use different strategies to positively influence the audience and thereby create discussion, debate and chatter in their favor.

There are many different ways to influence consumer-to-consumer conversation in social media. Mangold and Faulds present a study where they reviewed a collection of public relation firms and corporations that have begun to successfully use social media (2009; 361). One of the main things that the authors recognized was that consumers like to network with people who have interests and desires similar to their own (2009; 361). Companies can capitalize on this by creating networking platforms allowing like-minded individuals to talk to each other about a topic that can be related to a product or service. For example, Mangold and Faulds explain that

“a number of online communities exist to serve the needs of new mothers, including Baby-Zone.com, Michiganmoms.com, and Kentuckianamoms.com. These sites provide various types of information for mothers and parents, along with opportunities for interaction through message boards, forums, and chat rooms. Companies that can benefit from communicating with moms may want to have their employees contribute to the conversations that are occurring there, under conditions of full-disclosure. Such sites may also provide excellent sponsorship opportunities (Mangold and Faulds, 2009; 361).

In other words, Mangold and Faulds argue that the experience of participating with like-minded people in emotional events become memorable and are therefore likely to be talked about, since people tend to tell others about things they are emotionally connected to (2009; 361). Their study also shows that products considered “fun, intriguing, highly visible, easy to use, and which engage the emotions” are more likely to stimulate conversation than products that do not meet these criteria (Mangold and Faulds, 2009; 363). In order to achieve this, advertisers use various types of rich media (such as video, audio or dynamic data ads) (Microsoft Advertising, 2010; 5), with “talking points in mind”, so as to stimulate word-of-mouth conversation (Mangold and Faulds, 2009; 363). This, they hope, will influence the consumers overall perception and attitude towards advertising and make them think more positively about a product or brand.

4.3 Effectiveness of online advertising

It is a challenge to influence a targeted audience because of the variety of attitudes, psychology and interests of the audience (Usman, 2013). However, similarly to the preferred element of entertainment mentioned above (Microsoft Advertising, 2010), one emotion frequently evoked in an audience, but often ignored by researchers, is humor. Humor reaches the audience on three levels: cognitive, emotional and interpersonal; advertisers, however, most commonly use the cognitive approach to engage a level of persuasion (Usman, 2013; 77). When using humor to catch the audience’s attention, it is important to consider the advantages as well as the disadvantages (such as cultural differences, political affiliations and past experience that affect how consumers receive and perceive different kinds of humor) of each type of humor because for some advertisers, the goal is to create entertainment; a factor we found to be very significant, for good and bad, in shaping the attitudes of the participants in our empirical research.

The unique way an ad reaches an audience is in the medium used and what level of awareness the audience brings to that medium. The type of medium can also affect the audience’s perceptions of an ad and therefore the product or brand it represents. Usman explains, “each medium has its own reliability that’s why the audience have stronger behavior towards the specific product/service” (2013; 78). Advertising through a standard medium, like the internet, can be effective because, even though there can be

limitations in terms of language, customs and cultures, the purchasing motivations and needs of the consumer remain the same: functional, family or societal (Usman, 2013; 78). Once the medium and the purchasing motivation has been identified, advertisers choose a marketing strategy. The three most common ones are: aggressive marketing (advertisers invest in high quality ads, marketing functions and selective distribution), product specialization (limited range of products) or price leadership (usually take the form of sales and discounts). The most commonly effective strategy is aggressive marketing since it allows for advertisers to invest in audience research, innovative products and concentrate advertising on segmented audiences (Usman, 2013; 78).

A large part of producing effective online advertising then lies in audience research to properly target an audience with relevant products, brands or services. The main way of correctly targeting an audience is done by finding patterns of online behaviour and tracking internet history (which will often point advertisers and marketers towards what the user is looking for *right now*). As mentioned in the Background chapter, the three main ways of collecting consumer online behavior are cookies, web bugs and collection of clickstream data (Goldfarb and Tucker, 2011; 7). Web bugs are pixel pieces of code that allow marketers to track users invisibly as they are not stored on the user's computer; the main difference from cookies which has a designated default folder on computer. Web bugs not only track user's movements from web pages but it also shows how far down the page the user scrolls (2011; 7). Clickstream data provides marketers with even more detailed information as it tracks how long the user spends on the websites, the IP addresses and which website was visited immediately before (2011; 9). Goldfarb and Tucker identify two main concerns with clickstream data: first, the IP address can identify a user and pinpoint a geographical location and second, marketers can collect data considered private data relating to religion and/or medical issues.

The collecting of this information caused severe privacy concerns leading to the implementation of the Privacy Directive in North America and Europe limiting resources available for advertisers and marketers to gather information used to target a particular audience. A study by Goldfarb and Tucker (2011) explores whether the effectiveness of online advertising has decreased since the introduction of the Privacy Directive since all of the three strategies mentioned above have been restricted to some degree. For example, cookies, since the introduction of Recital 25 of the Privacy

Directive, is only to be used when the user is given clear information that continuing on a particular website will cause the collection of cookies giving the user the choice to exit the site if so inclined (Goldfarb and Tucker 2011; 8). One general observation of this study was that ads on specialized websites did not decline because essentially, those websites are ads themselves and have already attracted a particular group. It is a form of non-intrusive target advertising because visitors to specialized websites are already identifying themselves to be a part of a certain group, and therefore, collecting their data is not as crucial in targeting relevant consumers. The implementation of the Privacy Directive, on average, resulted in a decrease of 65% in online advertising effectiveness in Europe. This can be because European law is far stricter than in the US and that “maintaining full compliance with restrictive privacy laws can be costly, particularly since that adherence can result in a loss of valuable marketing data” (Baumer et al 2004; 410 in Goldfarb and Tucker, 2011; 6). After the new privacy regulations were put in place, Goldfarb and Tucker found that users also had a fairly low percentage of ad recall (in a survey with 347 people, ad recall was as low as 26%). This shows that not only has effectiveness decreased by limiting the gathering of user data but the audience has become accustomed to avoiding certain areas of the screen to evade online advertising”.

4.4 Reflection on literature review

The literature above has given us insight on the tactics used to engage the audience even after the implementation of the Privacy Directive which limits the collecting of internet user data. As mentioned above, the three main factors that affect consumer attitudes are entertainment, credibility and personalization (Jungjun xu, 2006), all of which marketers and advertisers take advantage of to sway a potential customer their way. Even though advertising online is cost effective, companies take a risk because not only does it provide a platform for them to communicate with consumers, it also allows for communication *between* the consumers. Therefore companies have had to find more creative ways engage the audience to ensure that they are associated with positive online chatter in this modern version of word-to-mouth. This would suggest a change in the power relation between companies and consumers with customers in more control on the internet than with previous media such as television or magazines. This might be true in terms of having a bigger influence on what appears on your screen but the intention of the

marketers and advertisers remains the same: to use strategies and tactics to advertise a product in the most appealing way on a platform the user is most likely to relate to and thereby encourage the user to complete a purchasing action.

5 Methodology

While discussing the possible methodologies we could conduct for this research, one decision that was made early on was that we wanted to influence the audience as little as possible with technical definitions of terms such as social media and advertising so as to encourage more genuine responses. This decision was inspired and supported by Marshall McLuhan's approach that if you "begin with theory, you begin with the answer; begin with observation, you begin with questions" (McLuhan, 2008; 26). We did this because if you begin with a theory then you are more likely to attempt to prove that theory, but, if you instead start with the questions then the task is to watch and see what happens (McLuhan, 2008). Thereafter, we conducted an empirical qualitative study using two interview techniques with a total of 11 subjects. A semi-structured interview allowed an informal guided discussion to take place and the think-aloud method allowed us to observe the participants' reactions on Facebook. Finally, we analyzed the data based on Hall's mass communication theory (1977) and Bandura's social cognition theory (2001) which we found most applicable to the results.

5.1 Empirical research

This thesis uses qualitative methods to approach the research purpose and focus. Qualitative methods, Neuman explains, has the advantage to give researchers rich information about social processes in specific settings (2005; 140), which is precisely what this study is interested in. Moreover, qualitative methods may also give researchers the potential to critically break through assumptions implicit in, for instance, quantitative approaches (Neuman, 2005; 140). We see this as a clear justification for our choice of method since the main objective of this research is to compare the strategies applied by the advertisers (where success is often based on numbers of clicks/purchases/'likes'/'shares' generated through online advertising) along with the psychological

process in the minds of the audience (including their attitudes towards the ads and the consequences of these). The present study uses a ‘transcendent perspective’, meaning, “it asks critical questions (e.g. who benefits?) by observing the process close up” (Neuman, 2005; 240), and aims to understand the viewpoints from all involved (though in this study the focus remains on the audience).

5.2 Three-stage interview method

Sonia Livingstone raises concerns and potential limitations in audience research in regards to new media mainly because the experiences are becoming more private and most experiences are considered trivial rather than important (2008). The internet has become highly personal and is often located in private spaces, such as the bedroom, on devices designed to allow little sharing. As discussed in the Theory chapter, Livingstone explains that this makes observation and interviews difficult. Taking this into account, our empirical study was designed using careful, systematic interview techniques involving a combination of semi-structured questioning and the think-aloud method, as inspired by Charters (2003). This resulted in the interviews, by the use of these methods, to be less invasive and it allowed the interviewee to ‘think-aloud’ helping us gather quality data despite potential limitations.

The stages of the interviews are depicted below.

For full interview guide, see Appendix 3, p. 56.

1. Stage one consisted of an intro-interview that asked questions regarding the participants thoughts on social media advertising, if they could recall any campaigns that have caught their attention in the past, and how they think this advertising is affected by appearing in the context of their social media feed.
2. Stage two was the think-aloud method. During this stage we asked the interviewee to open their personal Facebook feed (either on a computer, iPad or smartphone depending on what best corresponded to the participants’ normal behavior) and scroll down while verbalizing any thoughts they have about the advertising they find there. The questions in stage one (above) set the context of what the interviewees were to look for in this stage.

3. Stage three, the exit-interview, involved asking retrospective questions where the interviewee was asked to reflect on what they had just seen. These questions included whether they could recall any ads they just saw, how these ads may influence them, whether they think the advertising is targeted because of recent Google searches and if so, what kind of keywords do they think the marketers have associated them with.

The interviews were semi-structured, meaning that they were focused on asking a set of questions, yet allowed for the participants to speak freely about the subject and make digressions. The questions were carefully phrased so as to not be over-influencing and to avoid yes/no answers. All the interviews were conducted face-to-face; this was important since, in order to complete the interview, we observed the participant scrolling and commenting on their Facebook feed. Additionally, we did not include questions asking the participants to define terms such as ‘advertising’ as we aimed to let the participants decide for themselves what they considered to be advertising and what not. This was a strategic decision, inspired by Marshall McLuhan (2008), to not limit the audience, especially since one goal was to find what the participants’ understanding and attitude of advertising is based on their own definition, not on ours.

5.2.1 Justification of Interview technique

The interview structure was purposely designed in these three stages in order to approach the problem from multiple angles. Stage one was a way to gain insight to the participants’ immediate thoughts and opinions about online advertising in general without simultaneously seeing it on a screen. This stage also prepared the participants for stage two. The think-aloud method was implemented as a way to gain qualitative information about the human thought process, or via Charters (2003; 71), the “inner speech”. As shortly described above, we asked the interviewees to open their Facebook feed and verbalize any thoughts they have about the advertising they find; this stage was therefore not guided by continuous questions. However, it should be mentioned that there were exceptions during the think-aloud stage where we did ask questions (e.g., *what are you looking at right now?*) in situations where we found the interviewee to be quiet for a long time; the silence indicated that they were no longer thinking aloud and by asking a quick question we were able to bring them back to the task. Charters

stresses that processes which are not naturally verbal, such as those involving visual images (which was the case in our research), “ha[ve] the risk of being distorted when they are translated to meet the demands of a think-aloud task” (2003; 71). Moreover, a think-aloud transcription can be difficult to interpret since thought is not meant to be understood by persons other than the thinker himself (Charters, 2003). This is something that we were aware of and have taken into account in the analysis and final reflection, and will be discussed further below.

The role of the exit interview was to complement the first and second stages and fill any possible missing links which can evolve since “the quality of these [the think-aloud interviews] may differ [and since] think-aloud data from working memory will always be incomplete and exclude a number of thought processes that was not expressed” (Charters, 2003; 73). Stage three was designed to solve these problems, as retrospective questioning is the most widely used follow-up strategy (Charters, 2003; 73). The retrospective exit questions were asked immediately after the think-aloud method since “retrospective data are most reliable when the time lag between think-aloud recording and exit interview is very short” (2003; 73).

5.3 Participants

The study subjects consisted of 11 women between the ages of 55 to 71 years old (see a combined table of participants in Appendix 2, p. 55), of which five live in Canada and six in Sweden. We came in contact with these women via colleagues and friends and each of the participants were selected based on the criteria of being middle-class women, aged 55 or up, and more or less active on Facebook. We decided to only study one gender in our study in order to see whether we could find a pattern in what type of advertising this particular demographic receives (i.e. targeted advertising). Furthermore, the reason why we chose to study women was because, as mentioned above, they represent more than half of the population and are responsible for such a large amount of household purchases making them the ideal consumer to target.

5.4 Analytical instruments

A qualitative study requires analytical tools and strategies to process the empirical data. Neuman (2005) explains that a qualitative researcher analyzes data by the means of

qualitative coding, that is, by organizing raw data into categories or concepts; coding can be described as tags or labels for assigning units of meanings (Neuman, 2005; 442). In order to do this, the interviews were recorded into audio files and then transcribed into a joint document. The transcriptions were then structurally mapped out with each response belonging to the same question placed after one another thereby keeping the answers categorized. This not only simplified the task of comparing and contrasting the answers but also eased the task of coding them. To identify meaning, we read through each answer carefully through discussion and continuously asked critical questions (e.g. *What is the difference between what happened here, to what happened there?, Are these the same answers, or are they in fact different?, What do these answers suggest?*) whereby key-events were marked with different colours. This way we aimed to, in Neuman's words, "bring themes to the surface from deep inside the data" (2005; 443). Coding is seen as an important part of qualitative data analysis as it, though guided by a research focus, has the advantage of leading to new questions and higher-level thinking (Neuman, 2005) which was also true in our study.

5.5 Limitations

Our methods and analysis helped us make several implications and educated presumptions, however, no methods come without limitations. The think-aloud method especially needs to be challenged since it is so dependant on factors that can be neither controlled nor questioned. The information gained from the think-aloud method relies on the participants to verbalize their inner thoughts and therefore "cannot reveal deeper thought processes in their true complexity because they have to be simplified into words before anyone, even the thinkers themselves, can really know them" (Charters, 2003; 70). This means that once a thought has been translated into words, much of the thought may have already been lost. We are aware of this drawback but accept it as inevitable since "translation into verbal language is necessary before thought can assume a form which others can understand" (2003; 70). Moreover, even if the words would have a precise reflection of inner speech, these words would still be very difficult to understand since "inner speech is not meant to be communicative to anyone but the thinker" (Charters, 2003; 69).

Another identified limitation involved the participants. First of all, although we involved people from two different countries – which in our view can be seen as a

strength – the participants came from a similar background. In other words, we made empirical generalizations based on a fairly small (11 participants) and homogeneous group. As applied to all qualitative studies involving a small group of participants, the reliability of the results may be questioned since 11 homogenous persons certainly cannot fully account for the reality. We understand that in order to collateral certain assumptions, additional research involving more people (perhaps including a complimentary quantitative study) would have been meaningful. However, we still believe that the method we have used is enough to get insight into the meaning making process when in contact with online social media advertising.

6 Results and analysis

In the following chapter we will present and analyse the empirical results and discuss what they mean in relation to the theories and literature reviews studied above. Since the focus of the paper is to gain in-depth understanding of the meaning making process, we will use Hall's encoding and decoding processes to structure the presentation of the results.

We would also like to point out that we have been careful to analyze the empirical results with full respect to the privacy of all participants. Below are quotes taken from the transcriptions though we have given all participants fictitious names. Please note that all quotes from Swedish have been translated into English by us, the researchers (see Appendix 2, p. 55 for details on participants, and appendix 4, p. 58 for full interview transcript).

6.1 Encoding

Production and circulation of social media advertising

Encoding is part of the production process and is where the message is given a meaning and a purpose (Hall, 1977). The producer of the message has to take into consideration how the audience perceives the world and then identify components on how to best visualize and verbalize that perception. Through the literature review we identified key techniques that companies and organizations adopt and put in place in their social media advertising strategies in the hopes of creating a meaningful impact; that is,

to make an effective appeal to the needs and desires of the target audience and thus stimulate some sort of action either now or in the future (Glowa, 2002; 6). First of all, one of the key methods widely used by advertisers to reach success is *personalization*, or targeted advertising (Jingjun xu, 2006; Mangold and Faulds, 2009). By encoding ads with meaning that specific audience group relates to, and then, with the help of the online tools provided, strategically produce these ads in their environment, advertisers can successfully produce effective advertising that influence consumers attitudes (Jingjun xu, 2006). Although this is fairly consistent with what we found during our research (in that we noticed that personalized advertising is widely used among businesses) the psychological effects of these are yet to be explored. For example, as will be shown below in the decoding chapter, many participants reacted to advertising that was incorrectly targeted to them resulting in negative attitudes towards those ads.

One other frequent aspect discussed among advertisers is the importance of stimulating *engagement* (Microsoft Advertising, 2010). To accomplish this, companies produce games or competitions, or create entertaining rich media content encoded with meanings that people are likely to 'share' or 'like' so as to stimulate users to co-create the ad. If this is successful, consumers become co-producers of the ads resulting in the escalation of content credibility (through word-of-mouth conversations) as these messages, in theoretical terms, become encoded with new meanings (Hall, 1977). From a business perspective, users' co-creation of messages is often perceived as a success, but it also means taking a risk since they lose control; they cannot know in what context the message is co-created in the 'circulation' stage of the process (Hall, 1977). We find this to be particularly true on Facebook since the diversity of each user's personal feed allows for even more insecurity of what context the ads appear in. In regards to circulation, Hall also emphasizes the importance of using different mediums since the way a message is circulated will also affect how that message is perceived. Usman too explains that different mediums will carry different levels of reliability (2013). This raises the question to whether Facebook, as a platform and advertising provider, influences how the audience perceives and engages with the ads.

6.2 Decoding

Circulation, consumption and reproduction of social media advertising

Based on the discussion above about the implications in the encoding process, we found five components to be of special interest to analyze in the decoding process.

First, since social media has become a platform where businesses strive to change consumer attitudes to their benefit, we will begin by exploring the participants' general attitudes towards social media advertising. Second, since Hall addresses the importance of choosing different mediums, we will explore the participants thoughts on the effectiveness of ads appearing on this particular platform (Facebook). Third, since personalized advertising is becoming increasingly important in reaching business goals, we will analyze the participants reactions and attitudes to personalized/targeted advertising (consumption). This will give us some insight to whether relevant ads are considered equally than irrelevant ads. Further, because the main goals in social media advertising is to create awareness and stimulate engagement and action (i.e. reproduction), we will analyze participants ability to remember and recall ads, and finally explore their willingness to engage and act on social media advertising (e.g. click on an ad, buy a product, and/or share the ad).

6.2.1 Participants attitudes towards social media advertising

Primarily, we sought to gain insight on the participants' immediate thoughts and feelings on advertising on social media. At this stage, it was clear that the majority of participants expected advertising to appear on their social media feed because it is so common but most also emphasized how that reflected on how heavily commercialized society has become. For example, one of the participants, Ida, immediately said that advertising made her feel angry by saying: *Why do people need this? Why, do people have to earn money on everything?* (Ida, 2016, appendix 4). Similarly, Leah immediately thought of advertising to be restrictive because it focuses on such a small phase in her life. On further analysis it became clear that not all participants reflected on advertising on social media specifically. Some referred to social media platforms such as Instagram, Pinterest and Facebook but others seem to automatically refer to television ads. For example, Rebecka said: *I think it's quite disturbing actually because it interrupts what you have chosen to watch. It interrupts you in the middle of a movie and sometimes, just a half an hour later,*

there's the same commercials again (Rebecka, 2016, appendix 4). Furthermore, one of the participants said that she was [n]ot sure exactly what the difference is between advertising, online advertising and social media advertising. *Maybe I'm old but doesn't it all seem like the same thing?* (Marilyn, 2016, appendix 4). These results suggest that most of the participants in this study don't immediately distinguish between traditional advertising and online advertising as such. Their understanding of social media advertising seem to be in line with what Livingstone questions, whether traditional advertising has simply made the move online. The results also suggest that most of the participants carry a negative attitude towards advertising, which confirms the previous studies suggesting that the public attitude towards advertising is generally negative (Jingjun xu, 2006; 10).

During the think-aloud, we could tell by the use of the coding method presented by Neuman (2005), participants' attitudes towards the advertising that appeared on their Facebook feed was somewhat different, even contradictory, to what they had initially said in the first interview questions. For example, Marilyn mentioned the ads for Mother's day and says that *it shows how up to date these ads are, Mother's Day is next weekend after all* (Marilyn, 2016, appendix 4). Mathilda makes similar comments on finding ads on Greenpeace and Amnesty International by saying that she appreciates seeing those ads because even though she might not participate in those herself, *it's something good in this negative [Social Media] feed* (Mathilda, 2016, appendix 4). In accordance with the review of literature, in which the role of social media is seen as an extension of traditional word-of-mouth communication (Mangold and Faulds, 2009), there was a much more positive attitude to ads that were 'shared' and/or 'liked' by their friends and family. This, however, was inconsistent to responses received before the think- aloud method. Marie from Sweden interestingly had a different view. She was very critical during the think-aloud method mentioning how she doesn't have time to filter through the ads, that she is not interested in seeing what everybody else is posting and that *everytime I see ads I remove them without looking at what they are. It's a statement, I don't want advertising. There so much of it anyway. Everywhere* (Marie, 2016, appendix 4). Regarding this quote it should be mentioned that Marie rarely ever scrolls through her feed, making this procedure quite abnormal for her in the first place.

An important note that we made was that there was some confusion of what constitutes as an ad. As mentioned above in the Methodology chapter, we purposely avoided asking the participants their definition of an ad so the participants could describe their opinions based on their own definitions. Several participants, including Diana and Elizabeth from Canada and Rebecka and Ida from Sweden, questioned whether ‘Suggested Posts’, event marketing, entertaining posts that are ‘shared’ and ‘liked’, short videos and posts that advertised talk shows (such as Jimmy Fallon or Ellen deGeneres) are ads since they don’t require a direct exchange of money (but which we understand aim to elicit brand awareness). Ida made a note on this saying: *I am mad because I feel that they are trying to sneak in the advertising [...] I want them to have a big sign that says ADVERTISING* (Ida, 2016, appendix 4). As mentioned earlier, during the intro-interview, before the observations took place, we found that the general attitude towards advertising was negative. Social cognitive theory suggests that people continuously react and behave based on their modeled association of things; these are either self-created, or created by influence of peers, norms or social structures (Bandura, 2001). If this is true, that means that the participants’ negative association to advertising, even though they were expressed in connection with a question about social media advertising specifically, we believe may be rooted in the participants’ general understanding of traditional advertising (i.e. TV and magazines) as interruptive and annoying. In the context of social media, ads neither blatantly interrupt the flow, force the consumer’s attention nor prompt the user to make a purchase. Consequently, during the think-aloud, these advertisements did not evoke the same emotions that the participants initially claimed to have towards advertising. In other words, these new entertaining and ‘non-disruptive’ marketing strategies are resulting in the target audience to have difficulty identifying which posts count as ads and which don’t (no matter what the correct definition is but in eyes of the audience). As a result, this creates misunderstanding between the producers and the audience. This proves that Hall (1977) is certainly right in claiming that the codes between the producer and the receiver is not symmetrical.

6.2.2 The circulation of ads in the context of social media

It is not enough for ads to be customized to each user, there are more factors that cannot be anticipated (Hall, 1977). With this in mind, we asked the participants whether their perception of advertising changed when it appeared on their social media feeds

(as opposed to traditional media). This question led to a variety of answers. Most Canadian participants said that the ads were taken less seriously because they appeared on a platform they don't take seriously. Brianna said that *I wouldn't say that the ads teach me anything, it's more entertaining and fun, kind of what Facebook is about* (Brianna, 2016, appendix 4). Leah had a similar approach but reflected on the intention when she said: *it doesn't seem too serious but more like entertainment, but if that's the goal then they have succeeded* (Leah, 2016, appendix 4). In contrast, many of the participants in Sweden expressed the opposite. For example, Mathilda explains that the ads on social media have the advantage of being 'fresh' and reflective of what is happening in the world right now; *it becomes more alive because they are there* (Mathilda, 2016, appendix 4). Anna complements this by pointing out that: *I think they get more response from ads on Facebook than a magazine. If it looks interesting you just click and then you're there* (Anna, 2016, appendix 4). However, it should be mentioned that the same participant, upon being asked if she is affected by targeted advertising, said that she was not. Though this is a contrasting observation, it is interesting to note that almost half of the participants thought that once an ad showed up on their Facebook feed it became entertainment, along with all other contents on that platform; this is a distinct difference from a claim by Mangold and Faulds (2009) who state that social media is perceived as more trustworthy source of information. There are many factors that could result in such opposite views the most evident being a culture difference in the two countries; however, this is only an assumption based on the pattern of a group of participants.

As discussed in the Theory chapter above, Hall explains that circulation not only refers to the medium through which the message is sent but also in what form and shape it is presented in (visual, audio, written etc.) (1977). The participants, when asked if they could recall any specific shapes ads take, they answered insecurely that they thought ads appeared in all forms 'like usual', however, many found it difficult to recall specific brands, products, or events. These unclear answers showed a pattern that participants do not pay much attention to advertising on Facebook. If it is true that people cannot be influenced by observed events if they do not remember them, as suggested by Bandura (2001), in our view, the effectiveness Facebook advertising may be questioned.

6.2.3 Participants' attitudes and understanding of *targeted* advertising

When asking the participants about their understanding about personalized advertising, the answers varied widely and the result was interpreted in several different ways. Leah, having been critical from the beginning, immediately complained how limited targeted advertising is and how it restricts her from getting other kind of advertising. Others notices targeted advertising after having searched online for something particular such as flights, holiday destinations or specific products like bathing suites. The participants were indecisive on whether this was helpful (since it often showed discounted prices) or whether thinking that the ads were irrelevant since the booking had been made and that *it is a little stupid, if I've bought one I won't want another one* (Ida, 2016, appendix 4).

During the think-aloud, it was clear that the participants' attitudes were somewhat different from what they had said before as they clearly distinguished *relevant* targeted advertising from *general* (or currently irrelevant) targeted advertising. For instance, Ida, though being critical to targeted ads that don't relate to her current needs, was positive to seeing ads for her local theatre on her feed. She said: *all theaters need more visits and I like the theatre very much, so that is ok* (Ida, 2016, appendix 4). Felicia also accepted some ads that she related to by saying: *I sometimes go there so that's fine* (2016, appendix 4), even though she, before the think-aloud method, claimed that she was annoyed by advertising in the feed because it appears on a platform she wants to be able to control. One reason for this could be that users, according to Jungjun xu (2006), are more receptive and positive to ads that reflect their lifestyle.

These comments made us realize how hypocritical the results in this study are. Advertising, as mentioned above in discussing attitudes to advertising (see chapter 6.2.1), has a very negative connotation to it but when observing the participants and asking them specific questions we found that it is only *certain* advertising that is disruptive and annoying. It became clear that the ads that were accepted and thereby decoded and consumed by the participants, were those that were related to the participant's current lifestyle. For example, ads that came from organizations in which the participants were active in or associations whose members they could identify themselves with were quickly accepted and appreciated. Theoretically speaking, these ads can be thought of as, via Hall (1977), symbolically encoded in a way that matches the

audience's interests and therefore carries a meaningful message that the recipients did not mind being associated with. By using Bandura's words, these ads can be identified as 'self-approved' (2001; 274).

One common thread amongst all participants was that whenever they were exposed to irrelevant advertising they became confused and asked "why is this on MY feed?". Again, note that the majority of participants in our study expected their Facebook feed to contain personal content; whenever they were confronted with ads which did not meet their personal interests and needs, the participants were surprised and immediately dismissed the ad. Interestingly, in other cases they completely ignored the ad. In order for a message to be decoded (i.e. consumed), it has to be meaningfully encoded (Hall, 1977). This, in our view, explains why several of participants simply *did not see* several ads that appeared in their feed. The messages circulated in a context in which they were not re-encoded meaningfully enough to be able to be consumed in the first place (as opposed to what was explained above when a message was meaningfully decoded and consumers). Consequently, from a cognitive perspective, these messages weren't let into the participants motivational process, but were filtered out as a way to cope with the environment (Bandura, 2001).

The reason why some participants noticed some of the irrelevant ads while ignoring others, we assume, was because some ads were so divergent from their interests that they stood out compared to all other more or less personalized information thereby interrupting the flow, like traditional advertising would. This is opposite to what Tuten argued; that the interruption-disruption model is no longer relevant in the digital world (2008), as it was clear to us in our observations, that the participants were quite regularly interrupted and disrupted by miss-targeted advertising. The irregularity of relevant to irrelevant ads could be reflective of the laws put in place in Europe and North America restricting advertisers and marketers to gather user data resulting in a 65% decrease in advertising effectiveness in Europe (Goldfarb and Tucker, 2011).

6.2.4 Participants' ability to recall social media ads

In our attempt to understand whether participants were in any way influenced by brand advertising, we asked if they could recall any ads, brands or campaigns that they had seen; this question was purposefully asked both before and after the think-aloud

stage. At first, participants could only recall ads that were related to any searches done earlier in the day, and as to campaigns, it took several minutes to recall. When they did recall something it was often related to their lifestyle and therefore expected. For example, Diana, who is Canadian, recalled NHL and Ford ads and assumed she notices a lot of these ads because she watches a lot of NHL hockey. Similarly, Marilyn could recall seeing Real Estate ads but again, assumed it was so because it's her field of work. Again, as mentioned above, we noticed that many ads and campaigns that were recalled before the think-aloud interview came from television rather than social media feeds. This, we believe, is because of three reasons: first, the demographic probably doesn't spend as much time on social media as the younger demographic would; second, this demographic became very engaged with television as they grew up parallel to the developments of that medium; and third, because television advertising is more interruptive by completely cutting off the flow of a movie or television show making it memorable.

When bringing the interview back to social media advertising, the participants recalled what form the ads take on their feeds. Many could clearly recall ads in the sidebar and 'disguised' ads in the flow of the feed. The disguised ads were more engaging because they often took the form of entertaining video clips. As mentioned above, this lack of clarity can cause confusion. For instance, Diana said: *when they come in video form then can get a little confusing because sometimes it takes some time before I realize it's actually an ad* (Diana, 2016, appendix 4). Some participants however, mentioned the new level of engagement that ads are committed to by using incentives such as sales, contests, questionnaires etc. This marketing strategy of price leadership, as presented by Usman (2013), is also a way of engaging the audience in a more aggressive manner (Microsoft Advertising, 2010). Seven out of 11 participants pointed out that they take special note to the ads that appear when friends and/or family 'share' or 'like' something; this presents a different opportunity to engage an audience. One participant, Marie, explained that her understanding was that if an ad was 'liked' or 'shared' it was likely done so with the hopes of winning something from the company or organization. This indicates a high level awareness of the methods that companies use for marketing on Facebook and this awareness, we argue, could affect the choices users make online. We also noticed that participants often made more than one association to an ad. For example Anna saw a post from a friend and could clearly recall an ad which she usually posts. The same participant also saw an H&M ad and instead of thinking about their clothing, she

immediately commented on the dangers of child labor that H&M has been accused of employing. This shows that external knowledge of the product or brand being advertised will contribute to the overall perception to the brand and the ad.

The most interesting observation we made on recalling advertising was that even though not many could recall specific ads either before or after the think-aloud, many could recall, in great detail, ad campaigns that had similar characters throughout the campaign. In Sweden, the ICA's commercial was mentioned several times (the commercial has four main characters that appear in each short clip commercial that is renewed every couple of months) and in Canada, the commercials by Canadian Tire were also mentioned (it follows one main character that participates in fun, seasonal and stereotypical Canadian experiments to test equipment sold at the store). This showed us that the audience creates relationships with the characters and therefore the product and/or brand. Again, these ads are mostly on television and this strategy of making ads into a mini-series is because, as Bandura explains, television ads intend to make the audience aware of the brand whereas ads on the internet are meant to engage and cause direct action (2001). Additionally, some participants connected the ads that they recalled to their lifestyles. Diana, from Canada, mentioned that she watches a lot of hockey and therefore recalled the NHL commercials; similarly, Rebecka recalled an ad from *Garden-something* (Rebecka, 2016, appendix 4) because gardening is her hobby. The reason why they could recall these ads specifically, we believe, does not necessarily depend on the design, purpose or frequency of the ad, but rather, because it mirrors their own perception of themselves and what they want to be associated with at this moment; that is, as Bandura has termed it, their self-improving behavior (2001).

6.2.5 Participants' willingness to engage in social media advertising

As discussed in the literature review, the main business goals in advertising is to stimulate some sort of action and/or engagement (e.g. Glowa, 2002; Microsoft Advertising, 2010). Action is what happens after an ad has been consumed, i.e. meaningfully decoded, which takes place in the fourth stage of Hall's communication process, reproduction (1977). To understand this stage from the point of view of the receiver, we first asked the participants about their understanding of the intentions of social media advertising. The follow up question was whether they considered themselves affected or not.

On the question about the participants understanding of the intentions of social media advertising there were many contradicting comments, however, one pattern we could see was the answers were superficial and given without much reflection (this is not a comment on the intellectuality of the participants but the interviews didn't allow for much reflection). It was clear that most participants noted that the purpose of these were either to sell products and/or services to the users/consumers, or influence the consumer one way or another. It is important to note here that most of the participants, although their fundamental attitude towards advertising was negative (as revealed in the beginning of the interview), most participants were not particularly concerned about their intentions. That is, they did not consider the intentions of advertising to be wrong. As Marilyn said: *They have just found an effective way to do it by finding relevant things for us and then after that it's up to us to buy something or not* (Marilyn, 2016, appendix 4). One participant, Ida, however, went further and claimed that advertising not only makes us want other things but that its purpose is to make consumers unhappy and dissatisfied with what they already have:

“Because unhappy people, they want to make their situation better, thus it is a clever concept, they [the advertisers] make use of people's automatic behavior [...] like the travel agency ad that I noticed, which I did not fully understand, it's like they can afford to travel... They travel. Yeah, you know, jealousy, envy, dissatisfaction” (Ida, 2016, appendix 4)

This provided a new angle to the topic that, although it might not be the main intention of the advertisers, there are ethical concerns about the consequences of these ads. As seen via Ida, advertising may not only question ourselves and whether the lives we live are satisfactory or not, but may also further increase the *dissatisfactions* we may have.

On the question to whether the participants considered themselves affected by social media advertising, the result was interpreted in two ways: first, do they engage with the ad itself and second, does it lead to the purchasing on the product. In our study, several factors were considered for both types of answers, most of which were related to the caution taken by participants of 'liking' or 'sharing' an ad because of fear that it *will haunt me forever* (Leah, 2016, appendix 4) or because *I've heard that if you like certain pages you get more of it, and then you get really fun pages. But I don't want them. Even if I think it's fun. [...] It's something I'm trying to avoid* (Marie, 2016, appendix 4). This shows

concern and awareness of how much the participants share on their feed and what consequences the engagement with an ad can have. This is not unlike the cognition theory which explains the human capability to reflect upon oneself and the potential consequences of our actions (Bandura, 2001). However, it must be noted again that because not all ads were considered 'bad', these concerns could be limited to the ads deemed irrelevant at that time.

If a message is realized and actively consumed, it will lead to cognitive and behavioral consequences (Hall, 1977). Furthermore, if the message has a meaningful impact on the audience (i.e. responds to audience's needs and desires, evokes emotions, entertainment and credibility), from Mangold and Faulds point of view (2009), the ad is most likely to be 'shared', clicked on or 'liked'. In our study, although many ads were relevant, positively consumed and even laughed at during the think-aloud, it did not lead to reproduction because, as Bandura points out, people do not perform everything they learn; in order for there to be action, a message has to pass through a motivational process (2001). For example, if a user sees that a friend or family member has 'liked' or 'shared' an ad then that puts an approval stamp on it and can begin a motivational process to also 'share'. However, this motivational process can also take an opposite turn; as users are aware of the consequences of clicking on an ad then that can be motivation enough *not* to share it (Bandura, 2001). This supports Hall's argument that each stage in the communication circuit can constitute its own break (1977). In our study, many of the participants were unsure of what would happen if they clicked on an ad, by which some refrained because they assumed that they would automatically receive more targeted advertising from that company. These concerns demonstrate the audiences' desire to remain control of their media, yet it also shows how little control they actually have seeing that they don't feel free to click on whatever in their personal Facebook feed contradicting Tuten's previous statement of the irrelevance of the interruption-disruption model because the audience has control of the contents on their social media feed (2008).

In regards to whether ads influence any purchasing behavior, the majority of the participants quickly exclaimed that "no, they don't influence me". After some reflection however, they agreed that isn't that the purpose of a good ad: to subconsciously make you form opinions of a product or brand and to evoke some sort of emotion that is

recreated when you see it on the shelf? The purpose of internet advertising, as opposed to television advertising, is not to create awareness but to lead the user to direct action (Bandura, 2001). Clicking on an ad will most commonly guide you that page and prompt you to make the purchase. In our research it was clear that none of our participants usually click on ads, if ever. Moreover, one participant, Rebecka, repeatedly said *if I want something, I will google it* (Rebecka, 2016, appendix 4).

There are many strategies to influence consumers' attitudes and thereby control what their conversations will be with other potential consumers. One strategy is to encourage friends and family members to 'like' and 'share' giving them stamps of approval which, advertisers and marketers hope, will activate a motivation process to also 'share' and 'like'. However, the motivation process can also work in a non-profitable way for companies as consumers are aware of the possible consequences they face if they were to 'like' something; something which showed to be true in our empirical studies.

7 Discussion

The main methodological concern we had along the entire research period was one identified by Sonia Livingstone (2004) who discusses the challenge of studying internet behavior because there often is a gap between what users say they do and what they actually do. We attempted to minimize this gap by using the think-aloud method and by conducting interviews both before and after. By using this method, we were able to identify concerns they had about advertising as a whole and advertising on their social media feed as well as witness their reactions as they verbalized their immediate thoughts when scrolling through the feed. We found that there indeed is a gap between how the participants initially thought of advertising (often negatively) and how they responded to advertising on their feed (ads were often disregarded or thought of as insignificant). The majority of participants, though acknowledging that advertising is necessary, and that they understand its presence on social media, carry a negative connotation towards the industry. Many mentioned that ads are annoying, disruptive and point to a heavily commercialized society. This, we believe, is an association already made from television advertising that is being mirrored to their attitudes towards advertising on a different

medium. We argue this because these associations did not translate into practice during the think-aloud method suggesting a misappropriated attitude.

By using Stuart Hall's communication model (1977), in relation to the social cognition theory (Bandura, 2001), we were able to identify each stage a message goes through from it being encoded, produced and circulated to it being decoded, consumed and reproduced by the audience. By studying the process up close, and by asking critical questions, we gained in-depth understanding of the meaning making processes of advertisements which raised further questions and concerns about the consequences of social media advertising. One concern that was raised during our analysis was that not only do advertisers target the audience but the audience may start to identify with advertising because they expect to be associated with it. This raised questions whether there are social consequences; users expect to be a mirror of this uniquely personalized platform that it can manipulate the user to identify with its contents (via the use of targeted ads) (Todi, 2008). This is a consequence of thinking that users are in control of the platform. Several participants of the study such as Diana, Brianna, Felicia and Ida, point out the issue of control.

Even though we have discussed the audience in relation to the communication model and social cognition theory, we have yet to address them as an audience as a whole. When the television audience was researched they were considered to be passive "sit-back on the couch, family audience in the living room" (Livingstone, 2004; 2) and the studies were considered obsolete in regards to the internet. This is mostly because the audience today is so active in forming the contents itself and are therefore found to be more engaged with the content rather than the channel (Livingstone, 2004). Therefore, we conclude from the small sample size of our empirical research that the power relation between advertisers and users have changed since the users have control over whether they fully engage with an ad. However, the user still does not control the amount of advertising that appears on their social media feeds and since ads take different shapes, it is not always easy to identify an ad from a friendly post.

8 Conclusion

This thesis has explored the relationship between women aged 55+ and targeted advertising on Facebook. Through qualitative empirical research we conclude that our demographic of women have presumptions about social media advertising, rooted in their understanding of advertising on traditional media, that does not translate into practice. While most participants' first and overall perception of online advertising is negative, in practice, most of the ads on their social media feed were either accepted, simply ignored/not noticed, or not even perceived as advertising. Others appreciated the relevant information that had been customized and therefore relevant to their lifestyle. Through our study we also found that somewhat irrelevant ads were perceived as annoying and in many cases surprising. This, we argue, is a result of the participants thinking that they are in control over their own personal social media feed, something we can see is not entirely true.

In this study we were not only interested in how advertising is perceived, interpreted and decoded, but also whether the decoding process that takes place at the receiving end the message is activated by motivations (that can happen subconsciously) rather than active and aware interests. The motivation process is activated by either the rate of success by friends (which on Facebook often takes the form of 'liking' and 'sharing') and being aware of possible consequences (such as the ad continuously appearing on the feed). The associations that the audience makes with the ads is important as well because, we argue, the association goes deeper than genuine interest; it extends to what the audience *wants* to be associated with. Finally, the audience might find themselves associating with ads simply because they appear on their private and seemingly self-controlled, social media platform. This is a concern because that would suggest that advertising not only aims to sell products or spread awareness of a brand but that it, either intentionally or not, affects the audience's self-identity.

9 Final reflection

As a final reflection it is important to discuss the various factors that influenced the outcome of this research. While some of the strengths and limitations of the interview and the think-aloud method have already been discussed in the Methodology chapter, it still remains to discuss our influential role as researchers.

As in all empirical studies, participants are always (in one way or another) influenced by the way the researchers design and use the methods. In our case, the way we conducted the interviews, (e.g. the choice of location, tone of voice, how questions were phrased etc.) could affect the results. This does not have to be a drawback, but it is important to acknowledge that the results could have been different if we had used a different approach. Additionally, our personal interests may also have influenced the outcome. Although our intention was to stay objective throughout the interview, in hindsight we realize that, especially during the think-aloud, we might have guided the participants to notice particular things; that is, they might be descriptive to what they see and hope to answer the questions we are asking rather than verbalizing their immediate thoughts. As Charters explains, participants will often want to complete the task satisfactory to the researchers giving the ‘assignment’ (2003). This may have led the think-aloud method to not have been as genuine as we hoped.

Beyond this, we are also aware that the results strongly depend on our (the researcher’s) previous knowledge, opinions, interests and worldviews since these, both self and socially constructed beliefs, can determine what part of the interviews is relevant to consider in the analysis in the first place.

9.1 Ethics

There are a number of important ethical dilemmas to keep in mind when implementing a qualitative study. Since our research is mainly based on interview data, the main issue in our case concerned the involvement of research participants since the role of interviewers involves social roles, norms, and expectations (Neuman, 2005; 292). An interview can almost be thought of as a social interaction between two friends

or strangers except for the significant difference that (as was true in our case) the interviewer often aims to stay objective while at the same time expecting the interviewee to be completely transparent. Furthermore, the participant is expected to allocate time for the benefit of the researcher only. These two aspects immediately raises moral questions regarding what is left for interviewees, i.e., why would they want to participate in the first place? (Charters, 2003). As an attempt to make the best of the situation we made sure to let the participants know in advance for how long the meeting would take place (approximately 30 minutes), made sure to observe and stick to the time limit, adapted to their location and schedule, and were careful to express our gratitude afterwards. We are aware that this does not make the situation completely equal, however, we believe and hope that the participants got something out of the interview too. As a matter of fact, one of the participants, Felicia, said right after the interview that she felt flattered to have been chosen, and Ida said that she was happy as she now had become more aware of the advertising on her Facebook feed.

Another ethical concern refers to the protection of the participants' privacy. Our study meant that we would not only ask personal questions about the participants feelings and thoughts about online media, but in addition, we asked them to show us and talk about their personal Facebook feed. This can be seen as intruding in their private life. As Charters (2003) points out, it is important to treat participants' private life with respect and be careful not make fun of the demographic. In order to act responsibly, we told the participants from the start that there were no right or wrong answers, that the interview was completely anonymous, and that we were not going to use any specific content from their Facebook feed. This however led to some moral decisions. For example, during the think-aloud method, we sometimes realized that it would have been helpful with a few screenshots from their Facebook feed in order to supplement the transcription. Although we believe that our participants wouldn't mind, we wanted to keep what we had promised. Also, many subjects are unaware or less concerned about protecting their privacy rights than researchers (Neuman, 2005). Thus, we saw it as our obligation to protect them and therefore continued to only take notes as planned. With these decisions, though it added some difficulty to the analysis, we remained ethically correct.

Overall, we did our best to take responsibility and be as transparent as possible in informing the participants about what role they would play and what we would do with the information acquired through the interviews and the think-aloud. This resulted us, as researchers, to finalize the project with a good conscious.

9.2 Future research

In this particular study, we chose to explore the topic of social media advertising from the point of view of the audiences. An interesting next step to this research would be to view the topic from a business perspective so as to understand the meaning making process of ads in the mind of the advertisers. Just as the audience seems to have very limited control of the content on their Facebook feed, similarly, the producers cannot control how their content appears in circulation; when ads are produced in a context where it doesn't make sense to the receiver, as learned from our study, the ad will not carry any meaning and will not be reproduced. Considering this, it would have been valuable to complement the present study by discussing our empirical results with professional advertisers so as to understand their way of dealing with this issue.

Another idea on future research would be to study brand awareness in the context of social media. Through our research, we noted, that some of the participants immediately came to think of certain brands when they saw a post from a friend who usually post ads related to those kinds of brands. This association occurred even though the actual brand was not shared in that particular post at this moment. With this in mind it would be interesting to, for future research, explore the different ways in which social media advertising through users can contribute to increased brand awareness, for good and for ill, and how this affects how users perceive each other.

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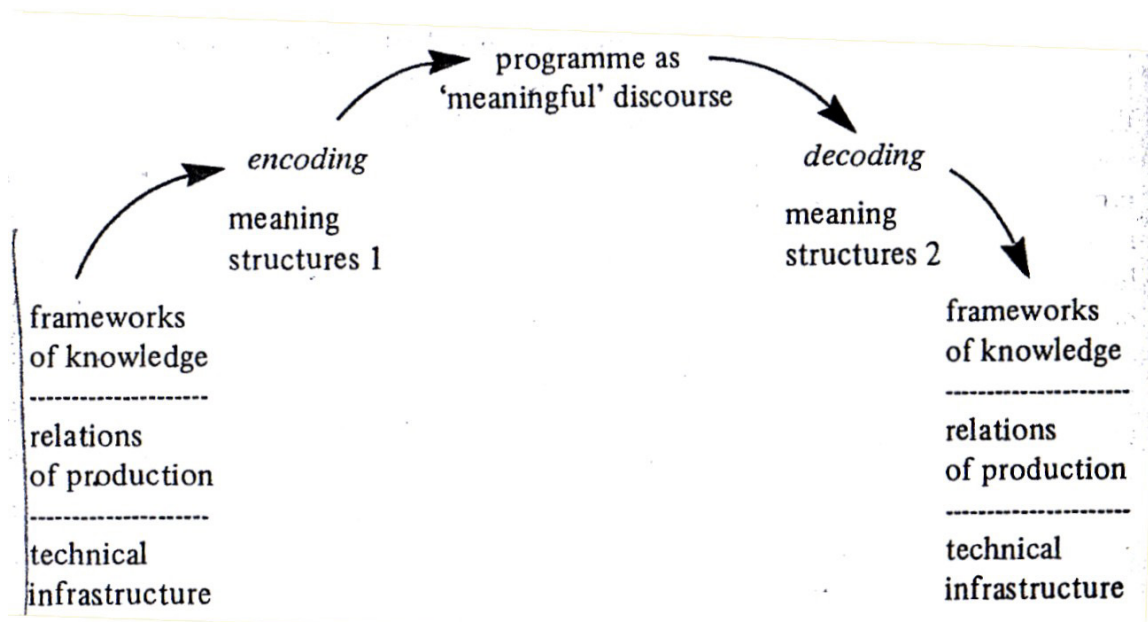
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11 Appendices

Appendix 1

Stuart Hall's Encoding-decoding model (1977; 510)

"Clearly, what we have labelled in the diagram (below) 'meaning structures 1' and 'meaning structures 2' may not be the same. They do not constitute an 'immediate identity'. The codes of encoding and decoding may not be perfectly symmetrical. The degrees of symmetry – that is, the degrees of 'understanding' and 'misunderstanding' in the communicative exchange – depend on the degrees of symmetry/asymmetry (relations of equivalence) established between the positions of the 'personifications', encoder-producer and decoder-receiver" (Hall, 1977; 510).



Appendix 2

Overview of participants

| | Name (Fictious) | Age | Country | Date of interview | Overall attitude to advertising |
|----|---------------------------|------------|----------------|--------------------------|---|
| 1 | Anna | 65 | SWE | 2016-04-15 | Often it's nothing I need but someone tries to get attention but I'm aware of that. |
| 2 | Marie | 65 | SWE | 2016-04-13 | Don't think about, use FB for personal communication. |
| 3 | Ida | 61 | SWE | 2016-04-13 | Angry, first thoughts are "why do they have to make money on everything?" |
| 4 | Rebecka | 62 | SWE | 2016-04-23 | It's interruptive on TV, don't think about them on FB. |
| 5 | Felicia | 71 | SWE | 2016-04-18 | I want to be in control, if I like something it keeps appearing. |
| 6 | Mathilda | 55 | SWE | 2016-04-11 | Information, keeps me up-to-date. |
| 7 | Diana | 56 | CAD | 2016-04-27 | Useful, shows me what I need and want, no other opinions. |
| 8 | Elizabeth | 57 | CAD | 2016-05-03 | Paid ads, google searches turning into ads, annoying. |
| 9 | Marilyn | 64 | CAD | 2016-04-19 | Same as any other kind of advertising. |
| 10 | Leah | 55 | CAD | 2016-04-15 | Restrictive, doesn't think 'outside the box' b/ based on google searches. |
| 11 | Brianna | 60 | CAD | 2016-04-18 | Not disruptive on FB b/ they are more obvious, sneaky on Instagram. |

Appendix 3

Interview guide

Interview length: Approx 30 mins. Introduce the project and explain that any answers, including “I don’t know”, are valuable.

Stage 1 - Intro Interview

1. What are your immediate thoughts when I say “online social media advertising”? (Feelings, opinions, examples of where they appear, according to the interviewee).
2. Can you, off the top of your head, describe the forms in which online advertising on social media make themselves visible? (Sponsored side-bar advertising / random advertising that suddenly appears in your feed / ads that appears because a friend “liked” something).
3. What shapes do they tend to have? (Video, animation, banners, games, interactive ads that call for action)
4. Are there any particular ads or campaigns that you can think of / remember most clearly?
5. (Categories, specific ads, products, services, brands and so on).
6. What kind of targeted advertising have you noticed? (Advertising based on the interviewees previous internet behaviour such as google search, visited websites and so on).
7. How do you think advertising is affected by the fact that it appears in the context of your social media feed?

Stage 2 - Observation/think-aloud interview

Please scroll through your Facebook feed and verbalize any thoughts you have regarding the advertising on it. (Here we will explain the Think Aloud method to the participants to ensure that they feel free to continuously ‘think aloud’)

Stage 3 Exit interview

8. Was there anything in particular that surprised you when we looked through your feed regarding what you thought would be there, and the ads that actually appeared?
9. Can you give examples of ads that you notice more than others? Why these?
10. What is your understanding about the intention of the ads/campaigns that you have identified? Why do you think they are there?
11. How do you think these may have influence on you?
12. How does the identified advertising affect your perception of the products of services that are marketed through the advertising?
13. As regards targeting advertising, what keywords do you think you are associated with?
How do you think the advertising reflects your lifestyle?
14. Again, how do you think advertising is affected by the fact that it appears in the context of your social media feed? This question is purposely asked both before and after stage.

Appendix 4

Interview transcript and coding

- Interview Setting:** The interviews were conducted individually, 6 in Sweden and 5 in Canada (for detailed overview of participants, see appendix 2, p. 55).
- Interviewer:** Jonna Adams and Louise Gejrot
- Details:** Full transcript of interviews, organized based on question and coded based on identified Key-Events (see colour themes below). Please note that long silences, cough, and irrelevant talk has been left out. All original names of participants, organizations they work for, and their relatives have been either anonymized or replaced with fictitious names.

STAGE ONE

Intro Interview

1. What are your immediate thoughts when I say Online Social Media Advertising?

Anna: Att nån vill lura mig till att köpa nåt. Oftast är det ju ingenting man behöver men det är ju nån som vill ha min uppmärksamhet, det är man ju medveten om. Jag är medveten om det hela tiden.

Marie: Ehm, Nä jag vet inte. Det första jag tänker är att jag tänker inte på reklam. Jag använder bara Facebook av de Sociala Medierna, och där, näe. Jag tänker inte på reklamen över huvud taget.

Ida: Att jag blir arg. Det är min först tanke. Nr två är "varför ska man ha det?" Varför ska man tjäna pengar på allting?

Rebecka: Egentligen tycker jag att det är jobbigt för det avbryter det som man har valt att titta på. Det avbryter om man titta på en film, så kommer det reklam mitt i, och ibland så går det i en halvtimme så kommer det samma reklam igen. Det är bara jobbigt. *Jonna: Men när det dyker upp i Facebook t.ex. Avbryter det dig då? Näe, jaha, näe. Jag tänkte nu bara på TV. På Facebook tror jag inte att jag ser dem. Jag ser förbi dem. Jag går aldrig in på dem.*

Felicia: Då tänker jag såhär att, Jag vill ju styra själv. Och det kan jag ju i viss mån för jag kan ju ta bort. Men om man likar nåt som man får upp så kommer det liknande. Det tycker jag inte om.

Mathilda: Information... Va me i vad det är som händer, whats hype... *Jonna: Menar du nu det som andra lägger upp? Ja jag, håller mig i ashol med det som är trendigt och vad folk pratar om och sådär, så det är information för mig. Update.*

Diana: Not much, advertising as advertising right? I think its quite

useful, I mean it shows we stuff I need and want. It can get quite distracting on social media though if its right in the middle but otherwise I don't have too many opinions about it.

Elizabeth: First things that come to mind is paid ads, previous google searches turned into ads, kind of annoying.

Marilyn: Not sure exactly what the difference is between advertising, online advertising and social media advertising. Maybe I'm old but doesn't it all seem like the same thing? People advertising their stuff so that you will buy it.

Leah: I immediatly think its restrictive. Isn't online advertising based on google searches and stuff these days? So it kind of doesn't let you be advertised about things that are 'outside your box' so to say.

Brianna (60): I think advertising on the side of my facebook page and pictures being sneaked into my Instagram account. You know when youre scrolling down and all of a sudden theres a picture that looks just like all the others but then you realize its like a chip ad or something. On facebook its not too disruptive though because its all on the side and the ads that come up in the middle are usually more obvious. Its still a little annoying because I would think that I would be in control of my own page but I guess theres too much money in advertising that its sneaking in wherever.

2. Can you, off the top of your head, describe the forms in which online advertising on social media make themselves visible?

Anna: Det är ofta att det är lurigt att det liknar ett inlägg, det är jätteofta. *Jonna: Alltså som någon annan har likeat? Ja det brukar vara i flödet där. hv brukar det vara bild eller video eller? Det kan väl vara både och. Det är ju bilder alltså, det liknar ju ett inlägg som en vän på facebook har likeat, och sen så kommer det ju mycket i*

| | | |
|---------------------------------|---|--------------------------------------|
| Negative attitude towards adv. | Accept relevant/ local/ personalized adv. | Want control/ expect a personal feed |
| Associate to traditional adv. | Ignore/ do not see adv. | Make brand associations |
| Unsure whether it's adv. or not | Accept entertaining adv. | Recall personalized ads |

sidan. Eller det gör det inte längre på min. Eller så har jag slutat se det bara. Det har ju varit mycket där men, jag vet inte om ja har lyckats få bort det. *Jonna: men det är ingenting som du går in på direkt? näe*

Marie: Ja, nä. Faktiskt inte. Men det finns ju smyg reklam där folk delar saker. Men det blåddrar jag också förbi. Hih! Och liksom att de säger att "dem och dem av dina vänner har likeat den sidan".

Jonna: och då är det en sidan som det blir reklam på då på automatik? Som är nåt ja, som de antagligen har likeat för att de får chans att vinna nånting.

Ida: Ja alltså som jag har på min då så är det ofta newsner... och det är ofta filmsnuttar som ska göra en glad. Eh, och jag vet inte riktigt vem det är som tjänar pengar på dem. Men det är ju vänner till mig som skickar liksom, såna här reklam för "Myminne servis" som de säljer. Jag tycker väl åtminstone det är lite ok för det är ju iallafall tillverkat i sverige, vilket jag till en början inte trodde att det var men eh jag vill inte ha det och jag och jag har börjar blockera dem.

Rebecka: Ja det beror ju på. På facebook är det nog mest bilder ute i marginalen.

Felicia: Alltså det är ju viss reklam som kommer på högersidan. *Jonna: Ja just det. När du har skärm ja. Ja men det bryr jag mig inte om. Men om det som kommer i själva flödet är något som jag inte gillar så tar jag bort det. För det kan jag göra. Alltså, på plats. Och då hjälper ju det. Men likear man nåt så kommer det ju. Det är ju nästan dubbelt arbete för om man likar nånting så kommer det upp liknande och då måste jag ta bort det då. Och sen kan det komma nåt mer. Så det blir sån här evighets nästan... Inte riktigt men nästan.*

Mathilda: Banners har jag vårt att se, men videos kollar jag på ganska ofta. Alltså videos i form av reklam? Ah det hoppar jag gärna över, men om det är en rolig reklam då kan jag fastna för det. Om det är humor i det.

Diana: I've just always notice the ads on the sides and they dont bother me. And when they come in video form then can get a little confusion because sometimes it takes some time before I realize its actually an ad and even more so nowadays because of all the celebrities that do ads. Pictures are usually more obvious.

Elizabeth: Not really, I mean they come in all forms like pictures, on the side of my facebook feed, sometimes as 'suggested posts' in the feed and videos of course.

Marilyn: The forms they take ... uhm ... well kind of the same as usual I guess; videos, pictures, and on social media I guess a lot of comes from 'sharing' and 'liking' and what your friends 'like' and 'share'.

Leah: They come both on the side of the feed which I find is ok because then its up to the ad to catch your attention but when it gets in your feed that's when it gets annoying. Like when they're 'disguised' as regular posts.

Brianna: Well it depends where I guess, on Instagram its mostly pictures and really short videos. I think Instgram has a max time of maybe 15 or 30 seconds. On facebook I think its also images and

videos except their all over the page like on the side and Instagram doesnt have that space for ads.

3. What shapes do they tend to have?

Anna: -

Marie: Näeh. *Jonna: Det går liksom rakt förbi?* Hehe ja precis.

Ida: Ja men det är både videosnuttar och den här reklamen den är ju ofta. Det finns ju två varianter. en där de bara visar upp när tjusig del av det de har men sen så finns det också den här "dela den här med dina vänner så har du chans att vinna", och det gör mig störförbannad. Alltså mina kompisar. vafan öh! *Jonna: då blir du irriterad?* Ja verkligen. Det kan också vara film. Kan det det? På facebook? Ja jag uppfattar det som att det är bilder, med text säklart.

Felicia: Det är nog både och, alltså både text och video och... tycker jag att det är.

Mathilda: Det kan vara för att jag vill se en video och då kommer reklam före. Men det kan också va för att någon har likat den. Men det är oftast att någon har skickat en video, så står det "skip reklam". och då brukar jag skipa det så fort jag bara kan. Jag orkar inte med det. Det var inte det jag gick in för att titta på, så lättmanövrerad är jag inte. *Jonna: Har du märkt någon interaktiva reklam som vill att du ska göra nånting, typ "klicka här så"...* Nej

Diana: I think they're mostly everything now aren't they? It's video, images, its in your page or on the side, they popup when you go on a website... they just try anything to get us to go there.

Elizabeth: See answer above.

Marilyn: Again maybe its because I'm old but I don't really notice it too much. I mean I understand when it's an add but I don't mind it too much. If its good I'll like it because people put effort into making a good video add.

Leah: All kinds of shapes, they would do anything to catch your attention these days. Its not only colors and set ads that can be ignored anymore, now its contests, sales, questionnaires and things to find out what your favorite color says about you.

Brianna: Well their both moving and still and sometimes it asks you to do something or it asks you to participate in something. Mostly its to win something so I guess its an incentive for the people on facebook to have more contact with a brand.

4. Are there any particular ads or campaigns that you can think of (i.e. remember most clearly)?

Anna: Ja jag kom omedelbart att tänka på ICAs matkasse men det är nog när någon har delat, eller nä det kan hända att det är dem

| | | |
|---------------------------------|---|--------------------------------------|
| Negative attitude towards adv. | Accept relevant/ local/ personalized adv. | Want control/ expect a personal feed |
| Associate to traditional adv. | Ignore/ do not see adv. | Make brand associations |
| Unsure whether it's adv. or not | Accept entertaining adv. | Recall personalized ads |

som delar det i flödet. Det var det första jag kom å tänka på.

Marie: -

Ida: Nu står det helt still i huvudet. Newsner har jag ju lagt märke till då. Man kan prenumerera på deras glada nyheter, och så är det nåt barn som gullar med en hund.. som inte kan göra nån människa arg. Eller, farmor får en ny mobiltelefon till julklapp och blir skitförbannad och sänt. Roliga grejer och sådär liksom. *Jonna:* Men inte helt tydligt vad de gör reklam för eller? Näe... Verkligen inte. De gör mest reklam för sig själva. Hm, företag.. Ehm, äh jag kommer inte på nåt. Eller jo! **Gudrun Schyden** finns det flera som har skickat. **Jag hatar Gudrun Schyden**, hon gör bara jävla säckar så folk ser ännu tjockare ut. Men nån enstaka gång finns det faktiskt snygga grejer. Men rent generellt så tycker jag inte att hon är så himla bra. Men hon utnyttjar det här med sociala medier väldigt mycket tror jag. Väldigt medvetet. **Men mig lockar det inte** [tystnad].. Jag kommer säkert att komma på 11 till när du har gått..

Rebecka: Jag kan minnas att det där **Zalando**... Det är en sån där man handlar kläder eller skor. Ehm, jah.. växthus tycker jag också att jag har sett. *Jonna:* Från nån särskild nutik? "Garden"-nånting.

Felicia: Hm, idag var det sån här... Eller det är väl inte reklam egentligen utan det var sån här Fairtrade vecka i Malmö. Det var det jag tänkte på. *Jonna:* Reklam för ett event eller? När det är hela veckan så ska man tänka på vad man handlar och såna saker, när man är i affären så ska man tänka vilket land kommer det här ifrån, var har det sytts... För det är ju många länder Indien och sånt de har ju dåligt betalt och sådär. Dålig arbetsmiljö och... men det är ju inte reklam egentligen. *Jonna:* Ja det beror ju på... Jo men man kan väl säga att det är nån form av reklam att man tänker på miljön. Men eftersom jag då har arbetat i med stadsmissionens gåvoinlämning. Det är recycling ju att man återanvänder och så. Och det har jag ju gjort långt långt innan, tänkt på det. **Det är naturligt för mig. Mm. Det tycker jag inte illa om. Det känns ok.** Jag ser inte det som negativt så utan det är mer att man får sån här input att man kan tänka på det, inte glömma bort det. *Jonna:* Just det, väcka en uppmärksamhet.

Mathilda: ja i och med att jag själv säljer på etsy, så har jag ju tittat mer på det än vad jag någonsin skulle göra annars. **dom kommer med tips och råd hela tiden hur jag ska synas mer.** Och pga att jag själv jobbar med det så är det ju intressant va, men annars hade det inte varit det alls. *Jonna:* Alltså den typen av reklam dyker upp i andra sociala medier också? Inte bara i etsy? Näe det tycker jag nog inte. Eh jo, i Pinterest. När jag ser en bra bild och går in på den så kan jag se att det är på etsy som de säljer den grejen. Och därför så pinnar jag ju mina egna grejer också så att jag ska synas helt enkelt. [Börjar prata om sin egen marknadsföringsstrategi]: Det är som ett stort varuhus. Och då vill ju jag synas bland andra som gör liknande saker. ungefär som när du går in på ett center så. För jag tänker rent fysiskt på ett center där om du kommer till glitter tex så vet du att det glimmerliglimmer. Min affär passar inte till glitter. Mina måste vara borta vid hippiegrejerna. Det måste vara ungefär samma kvarter för att folk ska vilja stanna där, då hittar jag min målgrupp. Det är inte lönt för mig att vara ute precis överallt. Jag måste hitta min gata och det har jag inte riktigt gjort än. Därför

går jag in och tittar på folk som går in och gillar saker som jag gillar för att de ska gilla det jag gillar, så vi hittar varandra. och då letar man sökord. Och sökorden är ofta boho och hippie, eh, national organic och såna saker va.

Diana: that's hard to say I think but because right now I can mostly think of the ads I saw today because I'm looking at flights for my son to come home in the summer so most ads are about that, I guess that's what they call targeted advertising. But generally I think the NHL ads are memorable as are the Ford. I guess it's because I'm Canadian and that's what we kind of focus on but their also quite memorable. **Wonder why that is? Maybe because theres so many of them or because its the playoffs so were watching a lot of hockey?**

Elizabeth: I can't recall any on facebook but instagram for sure, there seem to be a lot of shoe ads on mine.

Marilyn: Mine are a lot of real estate but I guess thats because it's my field of work. I notice there are a lot of physio ads and I guess thats because I go to physio after my car accident last year. **Other than that I can really remember the Doritos commercials - they're so funny! And I always remeber the Apple commercials - it's so cool how much emotion they can evoke by images only.**

Leah: Ad campaigns I distinctly remember are usually those that go in series. **Like Canadian Tire, they have the same guy in all commercials and he's so funny. I also remember Apple, and I really loved when they did the "Like a Girl" commercial, though I don't remember what the product was, maybe Dove?**

Brianna: I can always remember the Homes Hardware store commercial but thats on TV not on my social media. **Its nice because it first gives you a tip on the house like how to fix the garden or put up a picture and then the next clip they'll have a young ice-hockey player giving 'their pro tip' - it's really cute.**

5. What kind of targeted advertising have you noticed?

Anna: Näe inget som jag kan komma på nu, men det har jag ju gjort.

Marie: Eeeeh.. Ja då har jag nog sett det. När man är på stora datorn. *Jonna:* då man har facebook på bredden.. Ja just det. Det är nån på sidan där, men den tittat jag inte på men jag uppfattar att... och har hört att det är efter vad man.. ens intressen som man ser.

Ida: Jag vet inte om det är just på Facebook men jag märker ju att så när jag har varit och tittat på en resa t.ex, vi åker ofta och hälsar på vår dotter i Barcelona och **så fort jag har tittat där så varje gång som jag öppnar nånting så kommer det en reklmasnutt om nån anan resa till barcelona.** **Det är ju lite korkat om jag har köpt en så vill jag ju inte ha en till.** Men det är ju inte bara så: en gång var jag ute och letade efter mönster till en sån här omlottkläanning. Om man gör det så får man alltid upp Diane Von Fyrstenberg för det var hon som hittade på dem från början liksom. Sen plötsligt fick

Negative attitude towards adv.

Associate to traditional adv.

Unsure whether it's adv. or not

Accept relevant/ local/ personalized adv.

Ignore/ do not see adv.

Accept entertaining adv.

Want control/ expect a personal feed

Make brand associations

Recall personalized ads

jag massor av reklam just från henne. Jag tror inte att jag har tittat mer på hennes bilder än på nån annans designers bilder. Sen gick gick det flera månader att varenda gång jag fick reklam så kom det från henne.

Rebecka: Ja, det har jag sett... *Jonna: som Växthuset och zalando eller?* Ja men inte bara för att jag har varit inne på Zalando men för att jag har letat efter skor t.ex. Vi skulle köpa "köldskor" och så skulle vi se om det var billigare att beställa dem på nätet eller i affär och då kommer ju det upp, där ute i marginalen. Det gör det alltid när man har letat efter något. Och det där med växthus det är för att vi ska bygga där ute och då har jag letat för att se hur vi nu kan bygga och... storleken och sånt där. Ja då kommer det upp från dem "Garden" nånting...

Felicia: Nä men p.g.a. min ålder. Det är sån här atos asså det kommer ofta. Hehehe. Ja nu kommer jag inte ihåg vad det heter, "atos" sån här naturläkemedel för atos. Och så är det nåt som också kommer ofta som jag blir lite irriterad på: "steg för hälsan" eller nåt sånt heter det... Mycket sånt, man ska dricka citronvatten på morgonen och man kan köpa tabletter på nätet som gör att man inte får ont i knäna och lederna och såna här saker. *Jonna: och var de dyker de upp? Någon som delar?* Nä jag vet faktiskt inte, de bara dyker upp. För jag har aldrig likeat dem, men de dyker upp iallafall. *Jonna: De har bara räknat ut att nu är det dags.* Ja men jag tror att de har väldigt koll på en. Så det är klart att det har med ålder att göra. *Jonna: Är det nåt annat du har märkt i form av riktad marknadsföring?* Näe sen är det nåt som jag inte tycker så mycket om. Sånt här "my daily heart", men så dyker det upp ibland. Det kommer upp och så, ja. *Jonna: Så ska man göra nåt där och så har 5 kompisar gillat...* ja, ja... ja. Det tycker jag inte heller om. Näe. Men det är vad jag kommer på nu. Det är säkert massor mer.

Mathilda: Ja det är ju musikbranchen. Så fort jag har köpt nånting så kommer ju, det kan vara Clas Ohlsson, Kjell och Company, slöjd detaljer. Alla de ställen jag har varit och handlat på. Där blir det en slags feedback på det. Och det är jag intresserad av faktiskt. *Vistaprint t.ex....* Där blir jag lite hooked. Ja de är duktiga på att sända ut reklam... Och det är duktiga på när man får kontakt. Jag tycker de är väldigt skickliga faktiskt, och det uppskattar jag. Jag ringde dit när jag skulle göra vykort, och han tog sig jättemycket tid, det uppskattar jag jättemycket. Jag kan vara benägen att köpa om någon är trevlig faktiskt. Ser du reklam typ som en påminnelse? Ja vissa saker. Om jag är ute efter det. Faktiskt.

Diana: Like I said, mostly the flights and hotels and I guess that's because of my sons flight.

Elizabeth: Recently on Facebook I've noticed plenty of bathing suite ads because I might have been online shopping at work today... for bathing suites for the summer.

Marilyn: Not really, I guess they target the ads to me but I don't really notice it too much and even if I did it's quite handy having ads that are targeted to what I'm interested in at the moment.

Leah: I notice immediatly when they target me because of google searches. I was looking to go to Whistler for a hike with my sister and immediatly my feed exploded in Whistler ads, the Scandinavian

Spa, Crankworx and other things that I'm not interested in.

Brianna: I always notice and laugh about when there are ads that pop up right after I've googled something but it usually doesn't last long enough to become annoying or anything. Just today I was looking at restaurants to go to for Mother's Day next Sunday and then I saw OpenTable.com on my Facebook and a commercial for flowers and holiday cards with a Mothers Day theme.

6. How do you think advertising is affected by the fact that it appears in the context of your social media feed?

Anna: Jag tror att de får ju mer respons på Facebook för sin reklam än i en tidning. För det kan ju se lite intressant ut och så klickar man och så är man där liksom. *Jonna: Och hur tror du att det påverkar... för du verkar inte lägga märke till det, så du klickar inte vidare på det?* Näe, det gör jag inte. Nån gång kanske, var hundrade gång kanske om det är något som verkligen är intressant. *Jonna: Har du nån aning om vad det är för något då?* Nä jag kan inte minnas.

Marie: Ja jag tro att den mer får en.. ska få en att känna att det är en del av ens vänner. *Jonna: Men för dig.* Men jag märker den inte, så att... den gör ju inte speciellt bra måltavla. *Jonna: tror du att den försvinner för att den befinner sig i sociala medier..?* Jag tror också att den kan försvinna för att jag, när jag ser liksom sponsrad sida så går jag direkt in och tar bort det, och säger att jag vill inte ha den typen av reklam. *Jonna: och då får du inte nya av andra slag?* Nä jag får inte det ofta.. Så fort man har gått in nånstans där så tror jag att det går i kvadrat. Jag tror att man, därför jag blir jätteirriterad. Jag är med på en fotosida som jag har varit med i nio år snart och lagt ut en bild om dagen, och den är reklamfri.

Ida: jag tror ju att de försöker göra så att det ska verka mer personligt De försöker anpassa det. Som den kompisen då som skickar Gudrun Schyden och skriver "äh den här klänningen tycker jag är så himla snygg" Då ska jag få ett intryck att... Ja det här personliga, det är ju tvekat. Jag kan känna att "jaha, har min kompis skickat det här då måste jag ju titta" Alltså att man får den är konnotationen från sin vän, Att man då tittar extra på det att man då tittar, vilket man ju gör! Man blir ju mera positiv om det är nån man gillar som har skickat nåt. Jag tycker att det är obehagligt. Jag vill att det ska stå tydligt "reklam" följt av "akta dig"... Så tror jag att reklamen använder det. Som hon Von Kyrstenberg och Gudrun Schyden t.ex. Att de försöker göra det mer insmickrande, mer personligt för att locka en lite mer. Men så har jag lärt mig att mina vänner får inte reda på att jag har blockerat de här grejerna.

Rebecka: Alltså på [ohörbart]... jag tittar inte på den för när jag vill, om jag vill leta efter nånting så letar jag så tittar jag inte på det som kommer upp där. Jag giter inte titta på det.

Felicia: Alltså, alla människor blir ju påverkade av reklam på ett eller annat sätt. Även om det bara är pyttelite, nån sekund man ser nånting så blir man ju påverkad för då ligger det bak i huvudet

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”ok det här känner jag igen”. Så det är klart att man blir påverkad av reklam. Sen kan det ju både vara positivt och negativt. Men om man t.ex. såhär, står i affären. Om vi tar tvättmedel, det är ju mycket på TV, inte på sociala medier. Men alltså igenkänning kan ju göra att man tar det. Sen så nånting, men det är ju i tidningar där är det så mycket alkoholreklam [pratar om alkoholreklam, orelevant] *Jonna*: [återupprepar frågan] ”reklam i sociala medier”. Hur påverkas reklamen av kontexten? Nä men det hade jag tagit bort. *Jonna*: Och vad gör du om de går på tv? Ja då får jag ju glo, hahaha. Jag kan ju inte ta bort det när det kommer på TV. Jag kan ju välja alltså, de har ju ett shok med reklam, då kan man ju göra nåt annat i tio minuter eller vad det är. Då behöver man ju inte sitta och titta på det. Men det gör man ju ibland, hehehe. *Jonna*: Nä man kan ju inte kontrollera det på samma sätt. Näe, och sen är det ju mycket, allting rör sig mycket fortare, så man kan ju scrolla bort det.

Mathilda: Det känns ju mer färskt... Det är ju ropet ”det händer nu”. Det blir ju mer levande för att de finns där. En reklam på ett papper kan ha stått där sen 1995, vad vet jag. Men hamnar det i flödet, då är det dagsfärskt. Och det är rätt viktigt faktiskt. Någon måste ha jobbat med det här nyligen, och det är mycket mer intressant. Its accessible. Men jag ska tillägga att jag är inte sådär, du vet. Jag är ju bildorienterad så för mig är bild mycket viktigare än skrift. Jag ser bild direkt. Men jag ser inte allt som de har skrivit. Och det har kommit mer bild nu också och det passar mig så bra, för språket är ju klumpigt egentligen. Det tar tid med språk. Samma med noter och musik. Jag vill gärna höra grejer och sen spelar jag. Om någon slänger fram noter till mig så blir det ett mellanled som tar för lång tid. Jag hinner tappa all lust. Jag tror inte det är lathet utan, jag hörde nånstans att språk är en ganska så komplicerad grej. Man måste verkligen lära sig det för att kunna använda sig av det.

Diana: I don't know, its kind of annoying actually just because its not what I'm there for you know? Well, they do these 'story line ads' these days you know like they're either a series or like a 3-4 minute story that follows a character. With them it's not even disappointing if it turns out to be an ad in the end because its like a mini movie.

Elizabeth: I think mostly how commercialized everything has become and often I find it irritating. It takes up space that I don't necessarily need taken up by ads. But mostly I ignore it, I don't really mind it too much and I don't really care too much about it either.

Marilyn: I think it's quite effective, I spend so much time on it for personal and work purposes so it makes sense to put ads on there. It's also fun to see what ads your friends and family are looking at and what they find is fun - that's more for personal purposes.

Leah: I understand it because people spend so much time online and on social media but maybe I don't take it too seriously when it appears on there. It doesn't seem too serious but more like entertainment, but if thats the goal then they have succeeded.

Brianna: I'm not sure if I feel any different about advertising on social media as opposed to advertising somewhere else although it can get a little confusing when ads look like regular posts, its just a

little distracting. *Louise*: does it annoy you to the point that you'll stop looking. No not really, I just skip the ads. And sometimes their not that bad, sometimes their fun and entertaining little videos that are fun to watch. *Louise*: would you say that its informative and helpful? No I wouldn't say so. I'm not sure if I ever click on the ads and it actually leads to a purchase and I wouldn't say that the ads teach me anything, its more entertaining and fun, kind of what Facebook is about it.

STAGE TWO

Observation/Think-aloud Interview

Anna

OK då ska vi se. Ingen reklam än så länge. Där är lite tips på sidor, sidförslag. Är det reklam? *Jonna*: ja det är frågan hur man ser det.. Jag, ibland är ju det intressant, men för det mest så...

[någon har delat sidförslag] Här tänker jag ”det är ju kul för dem” hahaha. Det är ingen reklam. Eller är det reklam..? Det är Jan [sambo] som har lagt in det, fast ehm. Näe det är folk som...

Bejers park.. där är ju lite reklam för de öppnar snart och det känns ju bra för det är ju trevligt och jag är ju delaktig där...

Här har vi annons. Är det reklam? Som någon annan lägger ut. Det vet jag inte. Det är ju tips på händelser och det vill att man ska komma och vara med och ha roligt och lyssna när de spelar..

Här har vi ingen reklam, näe... Här är en kompis som gör smycken, keramikansikten. *Jonna*: som hon säljer eller? Ja det kan ju också vara lite reklam, kan man säga. Nu känner jag ju henne så jag vet att hon har det här som galleri också. *Jonna*: Är det något som du skulle klicka på? Näe inte bara för de bilderna alltså henens alster. De har jag sett så mycket.

[a det här är tips från en kompis ”så ger man en humanistisk människa livskvalitet”. Ehm.. Det handlar om sjukvården. Ah, det är sän här, det tycker inte jag är reklam.]

Det är mycket ordspråk och... (carpe diem ordspråk), kloka tankar och sänt där tycker jag. Men det är väl för att det är så kloka kompisar, hehe.

Här är mycket reklam, en gammal släkting kan man säga, jag råkade bli vän med henne en natt och hon skickar mycket reklam för sin sons firma här. Men det var ju inte detta här precis. Men jag kom och tänka på det när jag såg hennes namn.

Här har vi reklam för en fredag ledig helg. Hehe [scrollar vidare].

Här har vi en reklam men det är en kompis som har skickat det. Det är en glass. En whiskyglass. *Jonna*: Tre led där: Stefan har gillat för att Stefan linde har delat. ja just det. Lindhe är jag inte bekant med, så jag tycker det har blivit fler led i delningarna. *Jonna*: Och vad är det där... gräddglass... Ja ”Single malt whiskey doppad i mörk choklad”. Jag tänker att den är nog inte god. Den köper inte jag.

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Här är reklam för loppis. Utanför mässingtornet. Loppis på lördag tror jag att det börjar. *Jonna: Är det något du lägger på minnet? Ja det gör jag för ibland står jag där själv och ibland så går jag förbi liksom och tittar och pratar med folk. Men känner ju folk som står där. Så är det på backarna.*

Här har vi ica kvantum. Och där är en människa där. En facebook vän som ofta delar... och gör reklam för sin... Var hon handlar eller var hon tränar och...

och här [ohörbart] barn och familj som drabbas av cancer. ja... det är väl bara information. Här har vi den där personen som delar mycket goda maträtter och sänt. "Tastemade filmklipp" och det är cheesecake av nåt slag. En video... *Jonna: Inget du du stannar upp och tittar på? Jo det gör jag faktiskt. ibland tittar jag på hennes recept för hon har ju ganska goda recept. Sen kanske jag inte använder dem så ofta utan jag lägger över dem i en box jag har här. Jonna: Är det alltid Tastemade recept som du gillar eller är det olika? Nä men det kommer ifrån olika ställen. Jonna: Så det är inte varumärket? Nä det är mer när det ser gott ut och när det passar mig.*

En artikel om romers rättigheter.. [konstaterande] men det är väl ingen reklam heller.

Här har vi "Allpacka". Det måste väl vara reklam: "se österlen swedens filmklipp" Det skulle jag kunna tänka mig att titta på eftersom det är naturbruksprodukter som är intressant om man vill köpa garn eller sänt.

"Furums parti" är väl inte reklam, ja det är klart, de vill ju att man ska bli medlem så det är väl nån slags reklam. Jag är medlem, så det är väl information nu i det här läget. Men oftast tycker jag faktiskt inte om det som de skickar ut eftersom det är läskiga bilder. Såna här som man inte vill se.

Mhm och här brinner det, det är inte reklam. Här är en klinik, inte heller reklam. Take action to protect encryption" (det ser ut att ha med internet-kryptering att göra, att man vill skydda sig).

Marie

Aha, min kusin.. Förslag på eveneman. Det är väl inte vanlig reklam kankse. Eller är det smygreklam? *Jonna: Ja det är frågan. Det är ju en definitionsfråga. Alltså ska jag reagera när jag ser nåt? [jag förklarar konceptet] Jag reagerar ju inte. Och såna här, jag är så trött på det här. jag är infrmationstrött över huvud taget... Så att jag... Jag är ju utbränd egentligen. Så jag orkar inte. Jonna: Så reklam blir bara ytterligare information som du inte orkar ta itu med. Jag har inte tid, jag vill liksom inte se allt som alla lägger ut. Jonna: Nä just det, så där här kanske inte är normalt för dig att scrolla omkring såhär. Näe, det är det inte så mycket. Jag lägger ofta ut en bild om dan, eftersom jag lägger på den norska sidan så hamnar den oftast här. Fats jag har haft det avstängt ett tag för jag blev så trött. Och sen är det massa såna hära filmklipp som jag inte fattar att folk har tid att titta på faktiskt. Liksom "har du så mycket tid att hitta det som är lönt att dela" -liksom [fniss].*

Åh här, ja... Här, det här var jag på igår. Så det är ju kul. Det är ju

kul att se här vad nån har gjort där. Hon är "intresserad" av det. ja just det. Det var kulturcentrum skåne... (ohörbart).

Och så brukar jag hålla koll på Lars Westman, han lägger ut så himla mycket. han bor i Brasilien, en kompis. Men han lägger ut så himla mycket. Och det gör så många andra också, hehe. Så att jag orkar inte titta på det liksom...

Oftast har jag redan tröttnat såhär långt. Alltså jag... Ibland kan jag gå på nån. ja nu kan jag ju gå in här och se vad som har hänt (aviseringar). Och ja, då är det nån som har lagt in ett inlägg där jag var igår. "Tack för världens bästa föreställning igår, ni var helt underbara". Det tycker jag är kul. När jag har varit där. Speciellt när jag blir ombedd att lägga ut mitt foto på deras sida [fniss], så det är kul.

Här är "Blipp foto friends" fast det brukar jag inte titta på för det blir foto som jag lägger upp på. men jag gillar inte den sidan. Här en till på privat. Här är min bild. Jag la ut en bild på ...[berättar om bilden och eventet].

Och så är det nån som gillar mitt foto där. Ja där är det andra fotot [beskriver fotot, organisationen och eventet, orelevant].

Ja nu har jag ju tröttnat på det här. Och ibland kan jag ju gå in titta på och tycka såhär [klickar på nya aviseringar för att rensa listan].

Ja och så använder jag ju messenger där också. Och det var ju där jag fick messenger igår om [berättar om senaste meddelanden, orelevant]. Jag lägger sällan ut bilder offentligt.

Jonna: ja ok så det är mest.. du går in på notifications eller mail eller nåt så det är inte mycket scroll ner. Men är det så att när du ser en reklam att du tar alltid bort den? Om jag tänker på den tar jag bort den. och jag tror att jag därmed får mycket mindre. För nu var det två i morse, och jag vet inte vad det var, och det vet jag faktiskt inte om jag hade tagit bort dem.. Nu tog jag bort dem för att jag såg dem. Men jag vet inte om jag hade sett dem om jag inte var på liksom. Alltid när jag ser dem så tar jag bort dem. Utan att titta vad det är. Jag trycker bara på pilen i hörnan. Jonna: Är det för dig själv eller är det ett statement till dem för att du vill ha mindre reklam? Det är ett statement. jag vill inte ha reklam. Det finns så mycket ändå. Overallt.

Ida

Ok så här har vi jessika som precis har fyllt fyrtio. Usch, en kompis som precis har fått barn

Oj här har vi nån som blivit vittne till en grupp våldtäkt. Det handlar om änder. "En stackars andkvinna har blivit överfallna av tre piska änder.. ursäktaha.. *Jonna: det är det som är nyheter nuförtiden. ja det är verkligen det som är nyheter och jag tycker väl ändå att det är ok jämför med väldigt mycket. Alltså såna här bilder tycker jag är döden. Alltså herregud ...*

O vad är detta då. Magnus Nordberg, det vet jag inte vem det är. Här har jag fått reklam. ah! Det är reklam för en teaterpjäs så det tycker jag är ok! *Jonna: varför är det ok? Alla teatrar behöver fler besök och jag gillar teater jättemycket så det tycker jag är helt ok...*

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hon är väldigt förtjust i balett och det är ju inte riktigt jag men jag tycker ändå att det är ok.

Hah, den tycker jag är väldigt trevlig. Den var en kommentar om Trump och andra som ger sig rätt att ha åsikter om vad lok med livmödrar ska göra med dem. Helt sjukt

Och sen här ser jag en gammal arbetskamrat till mig som eh skickat reklam för sin kör. Det är väl ok, men det blir lite sådär påtvingat. Jag sjunger själv i kör. *Jonna: men det här är ändå påtvingat?* Ja det känner jag lite... Det är lite, hur ofta det blir också. Hur ofta man får och det här är hans egen kör. Marianne skickade ju från ett teaterkompani det är en helt annan grej. Men egentligen borde jag väl kännas tvärtom. Men det är nog bara för att jag känner mig lite dubbel inför den här kören...

Så nu är det nån som har varit på restaurang... "gå och bada" "Dorsia hotell och restaurang" *Jonna: ja just det det är ju också reklam.* Ja det har jag aldrig tänkt på, det är ju också reklam. Men jag vet inte var det är nästan så jag kommer inte behöva gå dit.

Oj asså här är ju också reklam, fast det är ju en annan grej som jag är engagerad i. Gerillaslöjdare.. "Virksomheter" ganska fräckt. [klickar på reklamen] *Jonna: och där klickar du in dig. a,* "Virksomheter avseta", där kommer jag ju inte [ohörbart]. Men det var väldigt tjustigt i varje fall. De har börjat med sån här hem, gerillaslöjdare det är en tjej som har startat en site på Facebook... Det ska bli ett internationella gerillaslöjdares dag i juni och jag har varit och lämnat [...] jag var på biblioteket och lämnade en sån här tagg så man ska hänga upp å en stolpe! *Jonna: så du är engagerad...* Ah, det händer nåt där.

eh och det här var nåt annat det vet jag inte.. hon skickar ofta reklam... Gudrun Schyden och såna... arghhh, känner jag. Alltså hon får gärna gilla Gudrun Schyden men alltså jag gillar inte att hon gillar så ska man vinna nåt i framtiden.

Nån som är sur på.. Här har vi Robin [real name replaced].

Här har vi "jag behöver 6 månaders semester två ggr om året" säger en gammal elev till mig och den här har hon ju tagit nästan ifrån.

Alltså jag hade ingen aning om att jag hade så mycket reklam. Jag trodde jag hade en om dan men så var det ju inte riktigt.

Rebecka:

Ja allt det som är här är väl reklam... Ja det vet jag inte, alltså. Där är min egen hemsida. Hahaha, det är ju en sorts reklam. *Jonna: Vad tänker du när du ser "legend online?"* Den där? Jag tänker faktiskt ingenting. Jag bara blickar och så väck för det intresserar mig inte. Och inte heller det andra. *Jonna: vad är det för något då...?* Jag vet inte. Så näe, jag ser nästan aldrig detta. Men man ser det ju, men jag fastnar aldrig för det. Och så vet jag inte att det är så att andra som jag känner att, att deras kommer där. Jag vet inte.

[scrollar ner, Rebecka förstår inte uppgiften. Jonna förklarar]

Ok jag men här kommer ju aldrig reklam, det tycker jag inte. Mycket sällan.

Där är kattjournen. Titta på den där [katten]. En liten pojke.

[ohörbart] Och här är ju... [ohörbart] (Reklam för "Lucks style")

Jonna: Här är reklam ju. Mm, men när det är nåt sänt så tänker jag att det är inget jag känner till så bläddrar jag förbi.

Och det här vet jag inte heller vad det är..

Det där är ju också reklam för företag. Men det är för att jag har haft kontakt med dem. *Jonna: Vad tänker du när du ser den?* Nä jag bara bläddrar förbi. *Jonna: men den stör dig inte?* Näe, egentligen inte.

Där är "Guldkanalen", det är ju också en reklam. Hm, jag har faktiskt aldrig lagt märke till att där är reklam för jag bläddrar så ser jag vem det är ifrån. Är det nån jag inte känner så... [bläddrar vidare i tystnad]

Mhm, det här är ju nån reklam [identifierar inte vad det är] *Jonna: Det är mycket "check out your daily heart".* Ja,

Och där var också en reklam [optiker] men det är också en av Palles vänner, så jag vet inte varför det kommer egentligen. Ja men det är kanske för att han jobbar med optiker, han Pablo. Så det är kanske därför. *Jonna: Men du tycker inte att det är något problem att det dyker upp där eller?* Alltså det stör mig inte. Men iofs så tycker jag att det är mycket som jag tänker att det intresserar mig.

Den här är kul den sidan där "tusentre dvd"...

Den här är också rolig den här [spelar upp en video som någon har lagt ut, orelevant]

Där är Zalando, de tycker jag brukar komma här ute i marginalen mycket, men det är som sagt var *Jonna: Men du klickar inte på den?* Nä jag klickar aldrig på dem. För om jag vill leta så har jag redan letat. Då går jag in och Googlar.

Där är också nåt med Villa där. Jag vet inte varför. ["villavisning"]. *Jonna: är det något du har sökt på innan?* Jag kan ha sökt på det där med "bygga uterum".

Här är misskatt, naw en liten kille.

[reklam "flight right" dyker upp] Hm det känner jag inte till. hm.. Men alltså jag brukar inte gå in på den faktiskt. Jag går i princip aldrig in på reklam, jag söker själv när jag vill veta något.

Felicia:

Ja det är väl kanske reklam. Från Malmö stadsarkiv... Är det reklam? Jag brukar gå på föreläsningar. De har haft om mode och design denna våren. De har haft jättespännande. Just nu har de en fotoutställning på en designer och de har haft folk från Malmö högskola som har pratat om modefotografering genom tiderna.

"Ordet är fritt" och det har ju med tryckfriheten att göra förmodligen eh.. [scrollar]

Och det vet jag inte precis. "prova på pass" ja. det är ju också nån form av reklam va. Och varför det?

"Mindful running", ja det vet jag inte för det skiter jag ju i. Men jag trycker inte på "läs mer".

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Ja, och det här var ju. Ja sånt här gör jag ju aldrig men jag har vänner som gör sånt, alltså de trycker in "vilket djur är du?" och sånt. Tycker jag är lite löjligt. Men de får ju göra som de vill, mina kompisar. *Jonna: Men vad tänker du när de kommer upp i ditt flöde?* Ja men för det är ju mina vänner som gör så, så det bryr jag mig inte om. Så det är varken eller.

Och här är en, min kompis har ett autistiskt barn så hon lägger upp mycket med autistiska barn. *Jonna: information?* Ja och det är ju också nånt som, det här vill ju inte jag läsa. *Jonna: men det stör dig inte?* Näe det stör mig inte.

Och sen BTJ det är sån här bibliotekstjänst och det är ju min bransch och det är ju tal till Sveriges bibliotikarie så det kan jag ju också, ja hehe. *Jonna: Relatera till?* Ja precis!

Och där är ju, det är där jag är volontär. Mmm. [reklam för event] De åker runt, det är tjejer. Det här [work place] där jag är och där Khina är matlagare [berättar om organisationen, orelevant].

Och där är sydsvenskan och de har jag ju lagt till att jag vill ha information ifrån sydsvenskan. *Jonna: hur då?* Ja alltså, när det kommer nånting från Sydsvenskan, jag har en app från sydsvenskan så kommer det i nyhetsflödet. Så det plingar det då.

[friend attending to event] Och det är min kompis då ja, mhm, det får hon ju gå på om hon vill. Det stör mig inte heller.

Och här har vi "systrarna Grene" och det är ju reklam för Systrarna Grene, och det är också en kompis till mig [som har likat eller delat]. Ja. Det bryr jag mig inte om heller. Det stör mig inte men det glider förbi. Och det är ju, ja. En dansk. Ja har jobbat mycket i samarbete med danskar och bibliotek i Europa och har lite kompisar så, så jag får från olika [refererar till inlägg som glider förbi, ej reklam].

Och där är [work place name] igen.

Och socialdemokraterna i Malmö. De har jag likat så därför kommer det upp.

Och poeten på hörnet har jag också likat. Och där är det boksläpp och där går jag ibland.

Det här vet jag inte varför det kommer "lokala överenskommelser i Kristianstad". Har jag ingen aning om hahaha varför det kommer upp.

Det här är en kompis som har adopterat ett färgat barn som är lite utsatt. Här har vi sydsvenskan igen, eh. Och det är ribban, och det har jag också likat va. så att, då kommer det. *Jonna: Brukar du klicka på det eller...* Ibland läser jag, och jag går ju dit, jag badar ju där.

Och så har vi svensk biblioteks förening, det är en ideell förening som jag har suttit med i styrelsen rätt länge. Så därför tycker jag också att den är relevant.

Det här vet jag inte. Det måste vara nån Veronica. Ja det här vet jag faktiskt inte.

"Pedagog Malmö". Jag har likeat den också så där får jag med, och jag går ibland när de har nånting.

"Motala bibliotek", Där har jag kompisar som har jobbat så jag har

likat och då får man information om vad som händer på det.

Här är en kompis till mig, Linda som jobbar där på Bibar, och eh Bokbussar är också..

[någon har likat] "Rädda Bjuv", det är hon som tycker det.

Här är en kompis till mig, de bor utanför Söderhamn och de arbetar med asylsökande, både Nisse och... så de skickar mycket länkar om det, mm. Ja.

Och det här är Malmö anslagstavla. Men är har jag tänkt gå ut för jag får mycket skit, men det har jag inte gjort ännu. *Jonna: och det är "kosttillskott..."* [läser reklamen, Felicia ignorerar den och går till nästa inlägg]

Och det här är "IBI", det är sån här biblioteksbarnboks...

Och det där är Lindängen, ett bibliotek här i stan...

"Kattkommando" det är hon.... Jag har inga katter. Men hon har...

Och det är också en kompis till mig. Hon gillar då "LO"

"Expressen" det har jag också lagt till som en app så att det är ok att det kommer.

Mathilda

Ok jag går in på facebook. 25 nya meddelanden är det första jag tittar på. Vem har skrivit. Det är alltså mina kompisar som jag blir intresserad av, vad de har hittat och tittat på. Ungefär som jag kommer till ett café och nån berättar "oh säg du den.." och sådär.

Det första som kommer upp är Ylva, min syster. Hon tar ofta upp väldigt fina saker, djur och sånt. hon är inte så intresserad av politik. [Mathilda går in på privata meddelanden och spenderar en stund där, orelevant]

Nya aviseringar. Varmdö katthem har två nya inlägg. Och så fort det handlar om katter så kan det vara tips på mat och sånt där. Vad som är bra för katter, och där kommer det ju med reklam indirekt skulle man kunna säga, men här handlar det om var de ska bo.. Åh alltså katter är ju fantastiska djur. Ja, om det kommer något om katter så skulle jag ju titta på det men det är ju för att jag är i behov av det...

Royne har reagerat på nån video och det är ofta om djur för han är så intresserad av djur. Sen är "BESmusiker" Skåne. Där har vi då reklam för musikgrupp. Och det är ofta tuffa killar med tatueringar som jag är noll intresserad av. Jag är så trött på de här farliga killarna som är bara små lamm egentligen.

Ricko... Han håller på med Baobab, flyktingar och gör musik. Eftersom jag själv nu inte utövar musik så mycket så är det lite mindre intressant, men det är skoj att höra vad folk håller på med och vilka som kommer dit. Då ser jag lite grupperingar. Vilka är ute och tar sig tid och så va. Jag kollar ju oftast dottern då som är väldigt aktiv, Sara. Om hon har nåt event som man kan göra reklam för. Och för min andra dotter som är med i Organisation brukar jag också föra vidare som reklam därför att jag blir

Negative attitude towards adv.

Accept relevant/ local/ personalized adv.

Want control/ expect a personal feed

Associate to traditional adv.

Ignore/ do not see adv.

Make brand associations

Unsure whether it's adv. or not

Accept entertaining adv.

Recall personalized ads

intresserad och vill att tjejer ska synas helt enkelt. Där väljer jag utskiljningslöst även om jag tycker att det är fåniga grejer, vare sig jag gillar det eller ej så sprider jag vidare av politiska skäl.

Bob Hansson är jag väldigt road av, det är en poet i malmö. Var på radio sist med filosofiska rummet. han kan det här med ord. han gör inte så mycket reklam men pratar mycket om välbefinnande och indirekt påverkar med sin frågesättning. Är det här bra för oss och sänt.

[Läser]: "Jo att varenda människa som lämnar föreställningen kommer vara yngre än de nänsin blir igen". Då börjar jag fundera på.. What, vad är det här? Här kan man gå till ett event och så kan man bli yngre. Det kallar jag reklam. Absolut reklam, och så står det ju "Ticketmaster". Ah, just det. Eh... Vad är det han spelar på. Jo, han spelar på att ta fram barnet i dig, att ta fram lusten i dig. Det är lite lockande när han skriver så. Ehm, oavsett hur gammal du är, när du går dit så kommer han väcka nåt barnsligt i dig. Det är has budskap, det gillar jag. Men jag går inte vidare och tittar på det för det har inte inte tid med för jag har så mycket aviseringar, hehehe. Hade jag varit redo att gå då så hade jag kanske gjort det.

Och här är min egen reklam. X studio. "Marknadsför sida" det här har jag prövat en gång och det snor pengar! Det händer ingenting men det snor pengar. Så jag gör inte det. Här har vi fyra st som har gillat X [Mathildas företag] och jag vet inte vad de gillar för jag är själv aldrig inne där... asså det här är lika mysco som vad som helst, det händer ingenting. Det här är bara tafs(!) för mig.

Det här med "gilla" kan jag gilla när det kommer från etsy. Då får jag ett pling att någon har varit inne på min affär och favoriserat en grej eller min shop. Då kan det hända att jag går in och tittar, vem är det som gillar mina grejer för nu vill jag hitta min gata [pratar om hennes företag, orelevant]. Här är mycket politik men det kan ju vara events som det görs reklam för i det här fallet är det en liten flicka hon talar om "a reminder that babies are watching our every move". Det har varit sän här livräddning hon har sett allt... [visar video på bebis]: Hon tar på näsan och på munnen. Hon är så lärorlig. Det tycker jag är fascinerande."Så gjorde man där och så trycker man där..." Hon är så söt, så är så inne i arbetet. [Läser]: "Wonderful" tycker nån då, Håkan Fritz, ja, det är wonderful, det håller jag med om. Det blir jag glad av.

Sven går jag alltid in i, "Univers", han är väldigt politiskt intresserad och där kan ju finnas event. "Earth organization for sustainability". Han vet allt om de nya, här ser man då bilder på träd på runda hus som kommer upp i himmelen. Ja det är som små penisar allihopa, så det ä ju inget nytt. Upp-upp-upp-upp-upp-upp liksom. Det här ser ut som att det kommer ifrån ... "ECO VILLAGE". De här finns på riktigt i Saudiarabien. Det är fascinerande. Och det ger en blink av vad framtiden kommer va och då ser man jättemycket grönt på taket. Det tycker jag faktiskt är jätteintressant och jag tycker det är snyggt också. Det är nya byggen och det är fascinerande.

Nyhetsflödet.. ok "Gomorrön Mathilda", vem skriver det?

"Isatoy", det är hon i Lund. Där har jag mina örhängen så det är kopplat till min egen business. Hon gör reklam för african day

market. Hon påminner mig att göra musikörhängen som hon vill köpa av mig. Hon är så trevlig och fräsch, den damen.

"Greenpeace"... De gör ju också reklam [Sponsrat inlägg]. Det tycker jag är bra. Jag hade glömt bort Greenpeace om inte de hade väckt mig och talat om vad de gör så det är jag väldigt glad för att jag får se. Jag kanske inte går in och tittar på det men jag vet att "HOHO, här finns vi, vi jobbar". YES, nånting bra i detta negativa flöde.

Det handlar mycket om politik faktiskt. [Läser kort serie] "Jag har inte låtit döpa Karl, han ska själv få välja sin tro när han blir stor" + "Jag pratar aldrig med Anna, hon ska själv få välja sitt språk när hon blir vuxen" Hahahaha! Där fick jag en tankeställare, hahaha. "Vi ger dem ingen kultur alls" -liksom. Ehm, "Du är fri!". Då tänker jag såhär. Det går för långt liksom. Den var rolig. Men det var ju ingen reklam iofs, men det är en tankeväckare.

[läser]: "After long time of work I have finally become complete with... renovation of" Aha då har han.. Mm, snyggt.

Dennis Persson och Gunnar Valkare, de här vart mina gamla lärare där jag började spela Ammadina, och dennis är konstnär i KAOS. Han gör jätteroliga saker. Här kommer nånting. "Give thanks". Hellborg.... Hon bor där ute "the moment you start acting like life is blessing, it starts to feeling like one". Här handlar det alltså om att beakta det goda i livet. Och det ser jag ofta i min åldersgrupp kan jag tala om. Vi pratar inte så ofta om problem, vi pratar om vad som ger lycka för att det är fokus på nånting annat. För vi har redan haft våra krämpor. Eller vi har(!) krämpor men vi skiter i dem. Vi måste ta tag i det där goda, det är en livsstrategi, ekonomiskt. Mm, för att komma bort ifrån ont. Jag vet inte om det är en flykt.

[Läser]: "Remember" "unify" "everything heals, your body heals. Your heart heals, the mind heals, wounds heals, our souls repairs itsels, your happiness is always gone to come back. Bad times don't last" [Mathilda pratar vidare om interna saker, ignorerar reklam]

Diana

Ok so first things I'm seeing are just feeds, oh theres one my daughter liked. I always like to see what shes up to. So this is an add for some sort of travel agency that books vacation packages, mhm maybe shes planning to go on a trip this summer, that sounds nice.

As I'm going down I see the ads on the side, it kind of looks like a clump of ads about travelling, did I mention I'm looking for a flight for my son? Perhaps they think its me going a trip, mhm maybe thats why that ad from my daughter popped up as well, its all very technical and confusing on how it all works. These ads seem nice, they mostly show discounted prices which is really kind of what I'm looking for right so thats kind of convenient

Oh and here is one ad in the actual feed, its a video commercial for coors light. You know the one where they're all in a bar kind of hanging out and theres some hockey in the background. I like it that they don't automatically play the sound, but that you kind of have to confirm that you want to watch the whole thing. Which I

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Recall personalized ads

don't because I'm not huge on beer but I do like my hockey, haha perhaps its because I'm Canadian. Its a clean commercial though so even without the sound it doesn't really inerrupt my day in a way, you know what I mean?

Ok well gojng down down down down... there's one about the Lonsdale festival. I guess that comes up because I live on the North Shore, it looks to be a skateboarding festival or competition of some sort. Obviously not anything I would do but its nice that they advertise local events as well. I should tell Rick about it, we could go and have a look at least.

Mhm here's a yoga one "be mindful", I do go to yoga a couple times a week and its so relaxing! Im not really into the whole mindful namaste stuff but its a great stretch! Mhm \$59 for the first month at YYoga, too bad Im already a member, you know it costs me \$120 a month and its a little annoying that their advertising such a low price when Im paying double. She is really fit though, shes doing the handstand thing I've been working on, maybe shes an instructor there and she could help with it.

Oh that's the tough mudder ad for Whistler. I did it a couple of years ago with some girlfriends for fun and it was amazing. People really helping each other finish the course with ropes and mud and there a huge ice bath you have to go through! Haha maybe I should sign up this year, that would show my kids haha.

These are all quite obvious ads, I guess when they're on video it becomes quite obvious even just because of the quality of the filming.

Note that she missed to talk about several picture ads on her feed - perhaps didn't think them relevant or even noticed them to be ads.

Elizabeth

Im seeing a TD bank add about turning my tax refund into tax free savings and Im not interested and yuck yuck is presenting John Doré and I have kids so I don't get to go to Yuck Yucks so I'm not interested in that either. Thats all thats showing up for advertisng right now.

On the side im trying to see whether there are any sponsored ads, those are always fun, they're always about other irritating realtors.

Oh here we go "Suggested Post" Louise: *do you notice when there are suggested posts as opposed to other ads?* Uhuh (yes) I always notice that it says 'suggested post' and sometimes I actually watch it because it's usually somehwta targeted to somethign that I have recently been looking at. So this one is for Remont and I was actually shopping just a little while ago for a sweater and now this has come up. Louise: *would you be encouraged to go back to the website because it shows up in your feed? Uhm .. because of me seeing that?* I don't think it would effect me much and make me go back to the wbesite now but I wouldn't avoid it either.

Yeah heres a realtor now and I always look at those but thats because thats my buisness and its just a townhouse for rent and hes written a really crappy tagline because theres nothign in it

that makes me interested. Louise: *would you feel the same about other advertising that even if its smrthing you havent recently googled that you would be more interested in it.* Yeah if its a little more engaging then I would click it, uhm, I dont like when it gives me to long videos to watch because I don't have the attention span anymore for that.

But now Im seeing another one, I dont know who this company is and their trying to show me 30 images that I would like a photoshopped but actually not and my first instict is to not believe them. And I'm not going to click it because theres nothing in there that give me any reason to.

Louise: *when you see a post do you first see the image or do you pay specific attention to that it says 'suggested post'?* I usually notice the image first and then I'll look to see if its a suggested post and sometimes its one of my friends that have liked the page so when it comes up as a sponseed page. And occasionally I do like it but not always. If one my friends has liked it Im more likely to pay more attention but if none of my friends have like it and its just showing up as suggestion most of the time I ignore it. I would ignore it depending on what it is. You know if I've just been bathing suite shopping for example and I see a bunch of bathing suites show up Ill kind of look on the initial picture and if theres soemthign in the inital picture that intrigues me then Ill be likely to click it but if the first picture doens grab me I dont go there.

Theres a jewlery one, I always look at those. I dont know how they know because I havent been looking at jewellry but maybe because I follow some jewlerry related pages on facebook. That's probably why, they probably pick people who follow those pages. But that one didn't grab my attention enough to do it.

Marilyn

Ok so lets see, I actually haven't been on facebook much today so there should be a quite a few new things on there. This will be fun, I don't usually pay much attention to the ads so let's see what they think I will like. Mhm, heres one about the physio place in Lynn Valley, its just a picture and its not a sale or anything it just want to show me that its there I guess but I already go to a different one so Im not really interested.

Heres a video but it doesn't look like a friend has liked or shared it, mhm wonder where they get it from. This is a an for a lawnmower, they dont really hide that is a commercial. I think this is here because Ken (her husband) runs a farm up north around Prince George. Its quite a nice commercial, looks like a good lawnmower. Theres no sound though, oh here it is, the volume button. I guess you have to activate that yourself if you want to hear what it is. But I guess the brand name will pop up, oh here it is see, its Craftsman. Didn't need the volume to find that out.

Looking on the side there I see theres a spa in Vernon, thats a little far from here but it looks really nice. Sparkling Hill, I think thats the famous one up in the hills, I think there's a golf course nearby. That looks interesting, I think I wouldn definetly click on that. Louise: *what makes you want to click on it?* Oh I don't know, it looks

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like a nice place in a nice town outside of Vancouver, it would be nice to get away and relax for a couple fo days.

This is just an add for a watch, or is it a jewellry store? Its kind of flashy, not really something **Im too into, besides I already have too many watches. No im not quite itnerested in this, I'll move on.**

Down here.. **Heres a post my friend Sheri has liked, I wonder if that forwards to me somehow, I won't get it in my email or anything will I?** [Louise shakes her head.] Ok good. Anyhow, lets see what sheri is up to these days, mhm, looks like shes looking at mothers day packages from Body Shop. That looks nice, kind of shows how up to date these ads are, mothers day is next weekend after all. My mother's passed **so this won't be anything I'll be looking at.**

Leah

Alright lets do this. First thing I see is a house for sale in Burnaby, **we don't do much business down there and at the moment I don't have any clients interested in Burnaby anyhow. "Luxury Living by Metrotown" - well thats just not true.**

20% off FabFitFun boxes, I did just recently look into those. You can order boxes filled with fun seasonal stuff but I didn't order it, maybe thats what they're trying to get me to do. I just didn't really think there was enough stuff to make it worth ordering every 3 months.

Mhm heres another similar thing, another box but this one if for fitness stuff only like workout DVD's and ctohes. Seriously though, does it look like I workout? **They've got that one wrong. And this is what I mean with is being restrictive. They take on aspect of my life, or not even, just something I've recently googled, take it out of context and then just assume that that's all Im interested in. It doesn't allow me to see a larger variety of things.**

Ok enough ranting, **I'm just not that big of a fan of targeted advertising, I think its so limiting.**

Anyhow, im scrolling down and mostly seeing stuff my friends have liked. Is it advertising if its video clips from shows like Jimmy Fallon or Ellen? Not sure, I mean sure its advertising but not really for a product like the others are because your not buying a product with physical money. Your more tuning in to a show that you like and I guess thats a way for them to make money without you spending any.

Now theres a commercial for Budweiser, are those the ones with the little puppy that find its way home after getting lost? I think that was one fo the **Superbowl commercials. I remember those, and I think theres a horse in there as well.**

This one I feel like clicking on because its a special for a The Keg, its just down the street from me and they have great steaks. Its just a little expensive so I don't go all the time. **I also feel like I should share it so that my friends, most of which love going there to, can see it but Im scared of sharing things. Im a little worried it'll haunt me forever.**

Brianna

Ok so I've jsut opened up my Facebook and first I don't see anything. Its just events on the right and some suggested friends, thats nice though that ads arent the very first thing you see. And so when I go down the first ad looking thing I see is a short video that starts right away but I can't hear anything. **The video looks to be, oh yes it is, its a movie trailer but not really the trailer more like a short commercial.** Its from OneFilms and its about Bad Moms - I guess they timed that for mothers day maybe. Its kind of funny and short and I love going to the movies. **I go every Tuesday for cheap movie day with a friend. Maybe they know that?**

As Im going down I actually don't see anything in th sidebars. Shouldn't there be something there? Dont know it all works but I always thought they'd be more on the side.

Oh here is one - oh actually its a list of three videos and their titled "suggested videos". Theres three of them and their all different videos. They don't look like ads though, it looks like funny home made videos that are just being spread. **I wonder what makes them think I want to see them? Are they sent by other friends or something?** Anyway, I'm not really interested in looking at them. *Louise: how so?* **Well they just look like ads, you know when their purposly listed like that it looks like itll take more effort to go through them.**

Right after this one though there is one from StubHub, not sure what that is but underneath it says "Living isn't done in the living room -discover something epic to do this weekend". That looks interesting, and the video shows just like clips from different things I guess you can do weekend in Vancouver. Theres clips from an Opera, a concert and soccer games. I would think the Whitecaps are playing this weekend. I don't know if I would click on this because it doesnt really tell me anything but shows me fun stuff. **I guess I could just google it after if its something I want to do.** *Louise: why not click on the link?* I dont know, it just seems like a bit of a hassle if theres so much on there. And StubHub sounds like a Groupon thing and it would just take too much time. Im not that desperate to find something to do on the weekend and the slogan "living isn't done in the living room" - Im 60, I don't mind sitting in the livign room a sunday afternoon.

But it looks like I can like the page too, but **I don't think I'll do that, I think if I do it wont stop popping up on my facebook.**

Now theres just pictures of friends, one is in New York, that looks like fun. **And here is someone who shared a link. I don't think that classifies as advertising.** Its in portuguese anyways so I don't get it but it has a picture of a DNA link chain so its probably biology or something , efinetly not my fortee.

Now heres a video that was shared by a friends daughter. Its a river rafting adventure thing on ... uhm.. **Oh Hawaii it says. That realy looks like fun, their tubing down waterfalls and stuff,** that seems like a more fun versin of river rafting which has always scared me a little. Too bad I'm not going to Hawaii anytime soon but if I did I think this is something I would be interested in. **I wonder if there's a way to 'save' this link without having to like it or something so**

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it doesn't pop up. Maybe it'll come back if the computer sees me booking flights to Hawaii?

STAGE THREE

Exit Interview

7. Was there anything in particular that surprised you when we looked through your feed regarding what you thought would be there, and the ads that actually appeared?

Anna: Ja, jag trodde där skulle vara mer reklam, alltså sån här riktad reklam. *Jonna:* Har du tagit bort dem på nåt sätt? **Ja, jag tror att jag har gjort det, jag fick hjälp av en ungdom.**

Marie: Nä jag bara tänker att eh. Jag vet inte. Jag håller inte på och scollar så mycket bland dem där. Min bild läggs ut och sen så de som gillar dem kanske jag tittar på deras.. Men oftast så förvänas jag över hur mycket folk... Jag förfäras lite över hur mycket tid folk lägger ner på facebook. För de måste lägga ner jättetid för att kunna. **Vad jag har hört är alltså om man gillar vissa sidor så får man mer av det, och då får man jättekul sidor. Men jag vill inte ha dem.** Även om jag tycker den var kul så. Jag har hört av andra att "det är jättebra för om jag gillar den sidan, då får jag jättemycket roliga saker om det ämnet". Och det är nåt som jag försöker undvika.

Ida: Jag blev jätteförvånad över att jag hade så mycket reklam, och som den här resereklamen då från min gamla elev. [återkopplar till inlägg] Hon har alltså taggats i inlägget. Alltså Facebook.... **Varför har dom taggat henne i denna jävla bilden? A du vet alltså man blir ju helt..** Ah men såna grejer känner man ju inte till så himla mycket om. Men det lustiga är också att man reflekterar ju inte så mycket när man håller på och tittar "äh lägger hon ut en maträtt nu igen" sån där blir man ju då va. Men här har vi nån sån där [tittat tillbaka i flödet]. Näe, vi ska inte prata om det.

Rebecka: Näe, ungefär som det brukar vara.

Felicia: Näe.

Mathilda: Näe.. The usual

Diana: No, not too surprising but still **the ads for flights and hotels which is actually getting a little annoying. Get over it you know?**

Elizabeth: **I was suprised to find the jewellery ad, I'm not really into jewellery and don't recall searching or looking for it online either. The clothes make sense because I do a lot of window shopping online but the yoga ad?** No way thats correct targeting, I would never do yoga!

Marilyn: **Yes, well like I said before I don't really notice the ads so it was interesting to see what's really on there.** It was interesting

to see how kind of up to date the ads are. There were things I looked at today that popped up on the feed and even things I had necessarily specifically looked at. Like the lawnmower, I looked up farming equipment but **Ken had mentioned he wanted to sell his old tractor and buy a new one so but I guess they assume I need a lawnmower also.**

Leah: Not really suprised, it all made sense when I thought about it. They were either relevant to google searches today, work stuff or were part of something that's on right now like it's really hot out already so theres bathing stuff, pool accessories etc.

Brianna: I hadn't thought about what would be there, so I didn't really think about what I would expect but I think **most of it makes sense. It's mostly relevant to my life and the lifes of my friends and family.** I'm not sure how I feel about the suggested videos and not sure why they would think that would interest me but **perhaps if I ignore it enough it'll go away.**

8. Can you give examples of ads that you notice more than others? Why these?

Anna: Näe... Jag såg den här cheesecake-biten framför mig. *Jonna:* Men du kommer inte ihåg vilket brand det var? Näe

Jonna: Hur... Näe jag kan inte ta denna frågan eftersom vi inte har identifierat någon särskild reklam. Det enda vi har identifierat är ju det som var relaterat till dig direkt, att du var på ett event som du sen har återkopplat till. Det var liksom det som väckte.. ja och det tycker jag är kul. Jag, jag gick faktiskt med i facebook från början för att mina barns pappa var i Chile när det var jordbävning där och telefonnätet var helt nere. *Jonna:* Så fick du allt det här andra på köpet. Ja precis haha. Jag sa "aldrig facebook". **Men ehm, men sen så tycker jag det är, alltså just med event och sånt så får man ju reda på saker som man inte skulle fått reda på annars.** Eller man kanske skulle fått red på det via kompisar.. Men det är ju sällan som det annonseras i tidningar... Jag har dessutom ingen tidning. *Jonna:* Ja fast det annonseras väl inte i tidningar... Inte de här roliga smågrejerna, det annonseras ju bio och stora teatrar och sånt men inte smågrejerna så därför är jag kvar. Hihhi. Men jag, jag använder den nog mycket mer sparsmakat än de flesta.

Ida: Jag blev förvånad över att jag hade så mycket **aktivitetsreklam. Egentligen är jag lite glad för det.** *Jonna:* Ja just det, att nån vill rekrytera andra till event... Ja, och jag vill ju gärna ha lite så man inte bara sitter hemma och virkar själv liksom, men så det tycker jag är väldigt roligt. Så det blir man glad över. Så där har ju Facebook eller sociala medier en uppgift att fylla kan man ju säga med att dra ut en på saker. **Jag tycker att det är skillnad på aktivitetsreklam och sån här "gå och köp"-reklam.**

Rebecka: Ja nu kommer jag ihåg Zalando bara för det. Vad var det mer. Ja sen var det det där med Travel Agency eller vad det var, flyg... och så var det det där med Villa.

Negative attitude towards adv.

Associate to traditional adv.

Unsure whether it's adv. or not

Accept relevant/ local/ personalized adv.

Ignore/ do not see adv.

Accept entertaining adv.

Want control/ expect a personal feed

Make brand associations

Recall personalized ads

Felicia: Hahahaha, Näe... jag kan inte det. Det var inget som

Mathilda: Ja, de här byggerna. Nya tankar kring byggerna. Sven..
Det virtuella samhället..

Diana: Still the flights and hotels but more now because we talked it earlier.

Elizabeth: I notice the clothes and bathins suites. I guess I notice more of what is relevant to my current searches, I don't really notice the ads full of 'pazzaz'.

Marilyn: Yes well Im still thinking about the spa in Vernon, Sparkling Hill. Louise: what makes you rememebr that exact ad with location and name? Not sure, maybe just because its something I like to do, go to Spa's and relax just because of the hectic life we live here with driving back and forth, dealing with sellers, buyers and other realtors in this insane market.

Leah: Maybe I'm a little cynical but I've been thinking about these kind of ads for a while and I notice mostly whats not there rather than what is there. I remeber the two ads for boxes you can order; one for a mix of things and the other one assumed it was for fitness apparell though I don't ever work out. I think I get annoyed that marketers make assumptions about me so incorrectly.

Brianna: Well I thought the Hawaii one seemed fun and interesting but I couldn't tell you what the brand name was or anything. I also quite liked the video of the clips on what to do in Vancouver. It's relevant because its where I live and the videos were nice and I remember it was called StubHub or someting. I think I remember that because I rememebr thinking its probably a company that sells discounted tickets, like stubs.

9. What is your understanding about the intention of the ads/campaigns that you have identified? Why do you think they are there?

Anna: Ja det är ju för det första att få mig att köpa. Sen, lite hjärntvätt också. Eller mycket hjärntvätt.

Marie: -

Ida: Ja alltså, den prylinriktade är ju att de vill att jag ska gå och köpa den här grejen. Också kanske lite att jag ska tycka att det jag har inte är lika bra som det som de visar upp och att jag ska bli lite missnöjd. Hela facebook konceptet där alla tar sin profilbild när de är så vackra och sminkade och tjusiga som fan, så ska man sitta och titta på det här, alla stiliga människor med alla upplagda jävla .. [ohörbart+skratt]. och det gör en ju missnöjd! För missnöjda människor, de vill ju göra sin situation bättre, så det är ju ett smart koncept. Och här får man ju hjälp av allas automatiska beteende. Det är ganska intressant. Jonna: Ja just det, "köp det här så kommer du må bättre". Ja och så den här resereklamen som var här då, som jag inte fattade riktigt hur det fungerade men det är ju också såhär "de

har råd att resa, de reser". Ja du vet, avundsjuka, missundsamhet, missnöje. mm, det är nåt sänt.

Rebecka: -

Felicia: Jo men de vill väl att man ska fördjupa sig i det och eventuellt handla, för en del saker betyder ju att man ska handla.

Mathilda: I am not particular conscios about that. I just eat it. Thats life... If they're interested. I'm interested. Jonna: Men som den här "virtual". Varför är den där tror du? Ah den väcker så mycket saker. Den väcker inspiration för att göra örhängen. Jonna: Men varför tror du de har lagt den där? Ja i och med att han(!) har lagt den där, Sven, för att jag vet att han läser mycket om det här. Han har pratat jättemycket om ett samhälle där konkurrens inte finns. Där pengar inte finns. Där människor gör saker av pure needs och eh... en grundinställning att vi lever alla under samma premisser och gör saker för att vi är intresserade av det. Kärlekstema. Och det här virtuella samhället handlar om det också. Att det ska finnas möjlighet för alla. Basinkomsten är inlagd i det här society. Jonna: Så det finns en sån politisk grej Ja, och jag tror det kommer komma mer och mer därför att jobben försvinner i och med robotar. Han är inte robotkritisk utan snarare "använd robotarna så att vi kan göra andra saker som vi tycker är kul"- liksom.

Diana: I can't really get mad at the advertisers because they're just doing their jobs right and they want us to buy things. And I guess they have technical ways in finding what I've been looking at online and are trying to mirror that which makes sense but its kind of overwhelming you know? Like it doesn't have to take over the entire page and the entire advertising space allocated to me. I'm interested in other stuff too.

Elizabeth: -

Marilyn: I think it's quite obvious, as all marketers and advertisers they try to sell us something. They have just found an effective way to do it by finding relevant things for us and then after its up to us to buy something or not.

Leah: They are there to sell, of course. But I just don't really agree with the level of intrusivness that they do it.

Brianna: The intention is the same isn't it? Well actually maybe not. The ads on Facebook I take as more entertainment that educational or actually helpful and practical. I like watching the videos because they're usually fun and cute and I think it might

10. How do you think these may have influence on you?

Anna: Det kan reta upp mig, lite grann bara. Jonna: På det sätt att de vil att du ska köpa eller? A, det är i vägen tycker jag. Det värsta är ju de här. Om man är inne på sin banksida t.ex. så kommer det upp såna här smårutor som vill man ska... Man kommer inte fram till det man ska göra för man måste först gå in på den. Men jag har

Negative attitude towards adv.

Associate to traditional adv.

Unsure whether it's adv. or not

Accept relevant/ local/ personalized adv.

Ignore/ do not see adv.

Accept entertaining adv.

Want control/ expect a personal feed

Make brand associations

Recall personalized ads

den här "ad-blocker". Men då kan man bara ta bort den en gång, den kommer ju tillbaka nästa gång. Men tack och lov är det inte så på Facebook.

Marie: -

Rebecka: Asså jag tror själv inte att de har.

Felicia: Ja alltså man kan inte styra det helt, för även om man inte vill så blir man ju påverkad, alltså det sitter nånstans här och poppar upp ibland. Så man kan inte styra det helt.

Mathilda: Ja det kan ha influence on me, i och med att jag vet att de finns och gör sina saker så blir jag glad [refererar till Greenpeace], jag skapar mig ett motstånd emot dem som bara skövlar i jorden för att få lite aluminium, som jag själv iofs använder. Jag blir medveten om att det finns människor som reagerar på det här, och det gör mig så glad. Jag känner att jag tillhör världen. Att världen blir med tillgänglig för mig, jag blir mer alljinerad.

Diana: First they might be interesting if they have a cheaper price on them but then its gotta say on the ad, I'm not likely clicking on the ad.

Elizabeth: I guess it makes me want to buy more, so it encourages consumer behaviour, but only on stuff thats relevant. Because I was looking at bathing suites today, if theres an ad for bathing suites then I'll probably click on that ad but if not then I, not too interested. Usually it just irritates me or I ignore it.

Marilyn: Oh I don't know if they influence me at all Louise: even the Sparkling Hill Spa? Oh haha you got me there. Yeah maybe I get more influenced than I think. I do really want to check it out still.

Leah: Not sure, I guess like other advertising it influences you more sub-conciusly. I like to think I'm more critical to it but I guess it depends what is going on in your life right now and what they advertise. The more relevant it is to what you are doing the more influence I guess it has on you.

11. How does the identified advertising affect your perception of the products of services that are marketed through the advertising?

Anna: Hm, min syn på företaget... Ibland så vet man ju att det är dåliga produkter att om det är t.ex. en HandM-annons så "näha du, det köper inte jag" så tänker man liksom på barnarbete och sånt där. Så sånt kan man ju länka till det när man ser.. Vissa som har sån associationer med sig. Jonna: ja just det så reklamen bara påminner om de sakerna istället..? mm, det har negativ effekt istället. Men när det gäller den här kakan då, känner man inte till märket eller var det kommer ifrån så tänker man inte så mycket på det. Man lägger inte det på minnet heller om man inte är inne ofta just där.

Marie: -

Ida: A, inte aktivitetsreklamen, men annars blir jag sur på dem för jag känner att försöker smyga under det där som jag vill. Jag vill att de ska ha en stor skylt med "reklam", men så försöker de smyga in i mitt liv på ett ställe där jag inte vill ha nån reklam och egentligen inte förväntar mig reklam heller. Det är ju rent förbluffande. Vad bra att jag pratade med dig alltså jag hade ju aldrig upptäckt hur mycket reklam jag har annars, nå det hade jag inte. Det är spännande. Jag tycker faktiskt att för min del så gör de ju bort sig, företagen. För jag tycker sämre om dem efteråt, än vad innan jag såg reklamen kan jag säga.

Rebecka: Ibland så tänker jag att de man ser ofta är väldigt aggressiva i sin marknadsföring. Jag vill hellre gynna nån annan som inte är så mycket på. Jonna: Så du tänker att de förlorar på det? Ja det tänker jag också att de använder jättemycket pengar på marknadsföring och det ska de ju tjäna in på nåt!

Felicia: Ja det är ju både och. Det är både positivt och negativt, alltså, en del tycker jag är så dåligt gjorda men andra är mycket bra gjorda. Jag har ju tre barn och mina äldsta är 51 år, och de har kompisar som jobbar inom reklambranschen, så jag kan ju lite sådär också. Reklam kan ju göras bra, men det kan göras dåligt också.

Diana: The good ads that have that kind of story I told you about earlier, they're really good but I coldn't tell you what the ad was for but I could tell you the characters and the story. I guess that's not their point. And other ads, I don't know, it all depends if they do it well or not. I see a lot of ads and for it to stick out its gotta be really good. A bad ad will usually result in me not really liking the brand or product.

Elizabeth: -

Marilyn: I don't mind it, of course if there is something distasteful that pops up without m permission I wouldn't like it but mostly it's either fun, informative or entertaining. I understand that people need to advertise and because I take part in some self-advertising myself for my brokerage I can't be too critical to it.

Leah: I just get annoyed when they advertise completly irrelevant things. I like little clips from talk shows where you don't really need to go much further in looking for the full video, like the short one on Facebook is enough to get the joke or story, its the others that annoy me. If its a brand or product that makes me put too much effort into it I almost always just disregard it.

12. As regards targeting advertising, what keywords do you think you are associated with?

Anna: -

Marie: -

Ida: Jag har ju bara sett och reagerat över det i samband av att jag har köpt något på nätet men sen försvinner det ju efter några

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| Negative attitude towards adv. | Accept relevant/ local/ personalized adv. | Want control/ expect a personal feed |
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veckor om man inte gör nåt själv och uppmuntrar det eller vad man ska säga, så jag vet faktiskt inte. Jag är ju en jäkligt dålig konsument för nästan allting jag köper köper jag på Second hand. Och sen är det ju så att vi köpte en ny hushållsassistent för den som vi fick när vi gifte oss för över 30 år sen, den gick sönder i golvet. Och då kommer det ju reklam om hushållsassistent, men jag som sagt, jag har ju redan köpt en. *Jonna: Ja just det, hur länge dyker den här typen av reklam upp?* Ett par veckor tror jag. Jag är ju ingen jätttät användare av, alltså jag tittar inte på det så ofta, men nåt sånt har jag en känsla av. Men det re-aktiveras ju väldigt lätt. Om jag går ut och tittar på omlottklänningar så säger det bara pang! Hahahah. Jag vill ju inte ens köpa en klänning, jag vill ju köpa ett mönster, men jag fick klänningar, så jag vet inte, vad kan de associera mig till. Alltså det beror på vad de tittar på instagram t.ex., där får jag ju hela tiden nya reklam, alltså när den letar upp andra som de tror att jag skulle vilja följa. Då ser ju jag väldigt tydligt att är bilder av barn. Det är såna som håller på med slöjd, och mycket textil, hantverk. Ibland tittar jag ju på såna här tjugiga bilder och trädgårdar och jag önskar så att jag hade en så tjugig trädgård. Så det får jag också upp. Men jag skulle gissa på att det mesta jag får upp på instagram det är slöjd alltså.

Rebecka: Ja alltså det som jag söker på google, det är ju det som kommer upp. Inte precis det men något som påminner om.

Felicia: Jag tror att mycket är åldersrelaterat, det förstår jag ju att det är, Det tycker jag inte om. hehehe. Och en del är väl relaterat till vilka inlägg man har, att yrke och såna saker. Men det är väl mer positivt, men det åldersrelaterade tycker jag inte om.

Mathilda: Ja, Greenpeace eftersom jag har varit med i Greenpeace. Alla de organisationerna, Amnesty, Greenpeace, Healthfood, är jag ju associerad med. Oh när det gäller ETSY då är det ju om jag har köpt nånting där.

Diana: probably mom, since Im often looking for stuff for my kids but maybe also real estate (because of my job) and I guess that could be interpreted as me being either a buyer or seller rather than facilitator. I also enjoy whiskey, fun ice cubs (I have Darth Vader, the Death Star and R2D2) and I really like to exercise so i often get like Nike or Sketchers.

Elizabeth: Vancouver, I guess geography has a lot to do with it, female, shoes (this one I completely understand!), age, mother, - so I guess it's somewhat accurate.

Marilyn: I guess realtor, my age must be something they consider because I doubt the same commercials will show up on your feed, perhaps they have discovered my economic status because I do have some disposable income and the ads were for some more expensive products.

Leah: I think they've got it quite wrong to be honest.

13. How do you think the advertising reflects your lifestyle?

Anna: Det hade nog passat kanske, men... *Jonna: Du är mer än så..?* Haha, ja jag är mer än så, ja precis. Nu kom jag på en gång när jag kände mig väldigt lurad. De sätter ut nån kändis som man tycker har varit en bra person, och hon har en hemlighet hur hon får finare hy eller nåt sånt där. Så tänker man "oo, då kan man få hennes hemlighet", bara så direkt. Ja, jag går aldrig på det mer. Men jag har gjort det nån gång. Och så kommer man in där så är det bara annonser för massa kemikalier eller sånt där som man ska köpa. Och så undrar man, varför kan de här kändisarna ställa upp på det?

Marie: -

Ida: Ne, för det som inte de märker, det kommer ju aldrig upp. Så att jag köper grejer på second hand det syns ju inte. *Jonna: Ja det är ju bara de sökningar du gör som ...* Ja precis det är de sökningar jag gör, och det speglar ju bara en liten del av mig kan man ju säga. Så om man ska säga delvis, men det är ju stora hå om man säger så *Jonna: Det är inte hela dig.* Näe det är inte hela mig, som tur är!

Rebecka: Eh, vissa ja. Men inte t.ex. Zalando. Men det är ju för att jag nyligen sökt på det. *Jonna: Men Zalando stämmer inte överens med dig?* Nä jag har aldrig köpt något där och jag känner inte heller att jag kommer göra det, för det är så stort Zalando och de har jättemycket reklam, och som jag har sett så har de heller inte alltid billigast, om det nu är en märkesvara. Det är inte ens billigast. Men kanske störst.

Felicia: Ja det är väl klart alltså att.. reflekterar min livsstil... *Jonna: Artos och de här.* Hehe, ja alltså det tycker ju jag inte om men å andra sidan så, jag äter ju nyponpulver, men det har jag inte sett här, utan det har jag fått av en kompis. Jag vet inte om det funkar men hon säger att "om du slutar så får du ont". Jag har inte haft ont, men jag vet inte, jag har haft lite ont här... Men det är svårt att veta, jag är ju ryggopererad och knäopererad och alltså, så man är ju så, så att. *Jonna: Så det kanske inte är så långt ifrån?* Hahaha

Mathilda: Ja det tycker jag.

Diana: I think it reflects quite accurately but more in phases. Like I'll be into running and I'll google tips on how to run better and then for two weeks all I see is running related stuff. It's accurate in a sense but not all-encompassing.

Elizabeth: Quite well because I guess Im a mother of two but have the time and money to do more than sit around the house all day.

Marilyn: I'm not sure, I guess it reflects it somewhat but not totally accurately. Don't really know how to answer this questions

Leah: Not greatly. I like the stuff more that my friends share and like.

14. Again, how do you think advertising is affected by the fact that it appears in the context of your Social Media feed?

Anna: Hm, alltså för min del så försvinner det ju lätt, jag har ställt in mig på det. *Jonna: Filtreras det mer för att det finns på sociala medier än om du hade sett det i mittuppslaget i en tidning liksom?*

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Kanske har jag tjockare filter på facebook, jag vet inte. Men ehm, jag är rätt bra på att bläddra vidare och gå ifrån TV:n när det är reklam.

Marie: Jag tror att de försöker vara en facebook-vän eller typ hehehe. Så att det liksom ska smyga sig in. Och det är ju lite när folk gillar sidor så är det reklam. Jag får besked att mina vänner har gillat vissa sidor. Nu var det inga såna där. Eller jo det kanske det var.

Ida: Å ena sidan så förlorar den ju uppmärksamhetsgrad. Särskilt om jag letar efter ett inlägg från Emelie [participants daughter's real name replaced] t.ex., då skiter jag ju i allting. Men å andra sidan så kommer de ju också under min uppmärksamhetspärr. Liksom man läser massa grejer omedvetet och får in ett budskap undermedvetet. *Jonna: Ja och det är ju svårt att veta vilket det är.* Ja det är det verkligen. Så jag vet inte men jag antar att de har gjort studier så att det vet att de tjanar på det...

Rebecka: Jag tror att, för min del, jag ser dem inte. Jag märker dem man jag går inte in på dem. Jag klickar aldrig på dem och säger "ooh vad intressant" för att jag tittar på det. Det har jag aldrig gjort, inte vad jag kan minnas. Men på TV då kan man ju inte klicka bort det eller sådär. Då kommer det. Men många ggr kollar vi på ett annat program så länge. *Jonna: synd att alla reklamer pågår samtidigt bara.* Ja men så väljer man den reklam som ser roligast ut. För ibland kommer det en reklam då man tänker att "den var faktiskt kul". Och ibland så sitter vi och gissar, alltså precis när den startar så säger vi "vad är det reklam för" och så ska vi gissa. För ibland är det nåt helt annat det som det handlar om. Så det är lite sport i det "vem har gissat rätt"

Felicia: Jag tror att när den dyker upp där så kan man ju bli arg, men ändå så tar man åt sig reklamen fastän man inte vill, det är ju så som jag har sagt innan va, att man blir påverkad. *Jonna: Påverkas du av att det kanske kommer upp en Systrarna Grene och så är det två*

kompisar som har likat. Påverkar det dig att gilla sidan? Nä det gör jag inte. Den går jag inte på, hahaha. Näe! Det här blir jag inte påverkad av.

Mathilda: Jag tror det är jätte viktigt. Nu är jag etsy... hela tiden. "Be in the community". Hitta din grupp, din målgrupp. Men det är ju inte nåt konstigt med det. Det är ju självklart. Och det är dagsfärskt liksom. Eftersom jag jobbar hemma och inte träffar folk så ofta så blir det sociala flödet ännu viktigare. Det är min träffpunkt. Jag har kontakt med världen genom sociala medier.

Elizabeth: I guess I'm a bit more cautious, or at least I should be. I've always gone in and deleted cookies and my browsing history quite regularly. It's like flyers these days, you used to get newspapers filled with 800 flyers and my mom used to make the week menu depending on what kind of coupons and sales there were. The newspaper just gets thinner and thinner and the ads are more and more. I guess I'm also a little more tolerant to it because advertising is such a big part of my profession and it is a really good way to target specific people. A lot of realtors go door knocking but that doesn't guarantee you get the kind of people you are targeting.

Marilyn: I don't really mind, I realize that its probably more accurat to my current interests but I don't pay too much attention to it.

Leah: I just think they manage to be more up-to-date with what they think I want to see but they make inaccurate assumptions and it gets me quite annoyed that the advertising on my facebook is based solely on what they think I like, it makes it so limiting.

Louise: so you wouldn't mind more advertising? Perhaps I would mind if there was more of it but I like diversity, thats kind of my lifestyle, and so I would like it if they reflected that.

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