

Table of Contents

1. Introduction.....	1
1.1. Background	1
1.2. Problem definition	2
1.3. Purpose and research questions	3
1.4. Contribution.....	4
2. Frame of Reference	5
2.1. Presence of alcohol in the digital landscape	5
2.1.1. Exposure of alcohol online by alcohol companies	5
2.1.1.1. How alcohol companies are using social media channels.....	6
2.1.2. Exposure of alcohol online by users.....	6
2.1.2.1. Consequences of exposing alcohol online by users	7
2.1.2.2. Alcohol in Swedish lifestyle blogs	8
2.2. Exposure to alcohol marketing and alcohol consumption	10
2.3. The Reasoned Action Approach.....	11
2.3.1. Theory of Planned Behaviour and alcohol	12
2.3.2. The normative component.....	13
2.3.2.1. Understanding how bloggers may influence the descriptive norm	14
2.3.3. Criticism towards the Reasoned Action Approach.....	15
3. Methodology.....	17
3.1. Research philosophy	17
3.2. Research approach	18
3.3. Research design	19
4. Method.....	21
4.1. Collection of data	21
4.1.1. Web content analysis on blogs.....	21
4.1.2. Interviews.....	22
4.1.2.1. Different forms of interviews	23
4.1.2.2. Considerations on interviews as data collection method	24
4.2. Sampling of blogs and interview respondents	26
4.2.1. Sampling of blogs.....	27
4.2.2. Sampling of interview respondents	29
4.3. Designing and analysing the data collection.....	31
4.3.1. Web content analysis design and analysis.....	31

4.3.2.	Interview design and analysis	35
5.	Results	39
5.1.	General findings - Web content analysis	39
5.1.1.	Number of posts related to alcohol	39
5.1.2.	Sponsored posts	39
5.1.2.1.	Carolina Gynning	40
5.1.2.2.	Isabella Löwengrip	41
5.1.2.3.	Sandra Beijer	41
5.1.2.4.	Michaela Forni	41
5.1.3.	Type of alcohol	42
5.1.4.	Brand mentioned/visible	42
5.1.5.	Emotional context (positive, negative or neutral)	43
5.2.	General findings – Interviews	44
6.	Analysis.....	53
6.1.	Analysis of web content analysis.....	53
6.1.1.	Number of alcohol posts	53
6.1.2.	How alcohol is portrayed in blogs.....	54
6.2.	Analysis of interview findings.....	58
6.2.1.	Recognition of alcohol content in blog posts.....	58
6.2.2.	Respondents claiming influence	58
6.2.3.	Respondents claiming no or little influence.....	60
6.2.3.1.	Attitude Towards Behaviour (ATB).....	60
6.2.3.2.	Perceived Behavioural Control (PBC)	61
6.2.4.	Attempting to quantify components.....	63
7.	Conclusion	65
8.	Discussion	67
8.1.	Societal implications.....	67
8.2.	Future research	68
9.	References	70
Appendices.....		75
Appendix A – Selected blog posts for the interviews.....		75
Appendix B – Findings, Web Content Analysis		95

Figures

Figure 1 – The RAA model (Fishbein & Ajzen, 2011)	12
Figure 2 – The Buyer Decision Process. Kotler, Armstrong & Parment, 2011	56

Tables

Table 1 – Findings Mattebo (2015)	9
Table 2 – Selected blogs for the study	28
Table 3 – Conducted interviews	31
Table 4 – Comparison Mattebo (2015) and Axelsson & Yousef (2017)	53

1. Introduction

This chapter presents the topic to be studied and describes the importance and relevancy of the research. The chapter begins with a background to the topic and a problem definition, to then move on to the purpose of the study and present what research questions are to be answered.

1.1. Background

The emergence of internet-based social media has provided customers and businesses with an additional source of information, and created endless opportunities for individuals and businesses. Not only has the rise of social media changed the way companies interact with their customers in the marketplace, but it has also magnified the impact of consumer-to-consumer communication (Mangold & Faulds, 2009). As a space where messages can be disseminated rapidly and easily with a potentially viral effect, social media provides a space for exchange of information where customers can exchange information by sharing their experiences and express their opinion (Usunoğlu & Kip, 2014). The exchange of knowledge that occurs online between customers directly communicates what are perceived to be consumers' own experiences, and is different from commercial advertisements. As such, it is considered to be more trustworthy compared to corporate messages (Usunoğlu & Kip, 2014; Cheung & Thadani, 2012; Wu & Wang, 2011). This is because consumers today do not simply accept packaged brand messages but tend to place more trust in opinions of those who appear to be similar to themselves (Usunoğlu & Kip, 2014).

Customers willingness to seek information from people similar to themselves has provided opportunities in terms of consumer interaction and enabled individuals to gain influence by taking on the role of *online opinion leaders* through the use of social media outlets (Usunoğlu & Kip, 2014). Among these online opinion leaders are bloggers, who through their knowledge, expertise and concealed influential power successfully mediate messages and affect communities online (Usunoğlu & Kip, 2014). They are considered as one of the main drivers and enablers of changes in consumer-brand relationships as their confidence and online authority make them a reference point (Usunoğlu & Kip, 2014). In fact, companies that consider internet as a strategic communication tool have recognized the role of these influencers in affecting members of communities who are gathered around similar interests (Uzunoğlu & Kip, 2014). The growing power of bloggers to influence their connected network has provided companies with new opportunities and emerged as a new communication tool for brands when launching new products or introducing an existing product to a new market (Usunoğlu & Kip, 2014). Such initiatives may be more important for products that are denied access to many forms of

marketing communication functions (Uzunoglu & Oksuz, 2014). An example of such products are alcoholic beverages, whose communication opportunities suffer because of legal restrictions (Uzunoglu & Oksuz, 2014).

The fast development of social media during the recent decade has paved way for alcohol to appear in a context where online influencers visualize alcohol brands and contribute to the publicity of activities related to alcohol (IQ 2016). According to a study by the Swedish organisation IQ (2016), where the authors investigated prevalence of alcoholic messages in different media channels, Swedish youths in the age 15-24 years are during a normal week exposed to 280 advertisements and messages about alcohol through traditional and social media outlets. This would mean they are exposed to 13.440 advertisements and messages about alcohol during a year (IQ, 2016). According to the study, the 20 most popular social media influencers in 2016 shared various alcoholic messages 171 times during a week. A majority of these alcoholic messages were pictures (of someone drinking, a bottle or a filled glass) on Instagram and Facebook (IQ, 2016). These pictures were in all cases positive as they were related to happiness, socializing, the sun and recreation (IQ, 2016). Not in one single case of these 171 alcoholic messages was anything negatively portrayed (IQ, 2016). Furthermore, a study from 2015 made by The Youth Temperance Association (in Swedish: Ungdomens Nykterhetsförbund) measured how often alcoholic beverages and activities related to alcohol were exposed on some of Sweden's biggest lifestyle blogs during two months. The research found that in more than half of the blogs under study, alcohol was present in one third or one fifth of the blog posts, and in the two blogs that posted the most about alcoholic beverages, alcohol was present in 32% and 29% of the blog posts (Mattebo, 2015). Together, these Swedish lifestyle blogs had approximately 2.5 million views on a weekly basis (Mattebo, 2015).

1.2. Problem definition

Already back in 2006, Swedish bloggers were perceived to be one of the most influential forces when it came to impacting sales of fashion clothing, generating awareness and driving traffic to online fashion stores (Jelmini, 2006). Today, several Swedish bloggers own and manage companies that generate millions of Swedish kronor, and have teamed up with multi-billion dollar companies, written books, launched skincare-, shoe- and clothing-lines, starred in TV-shows and produced their own brand of wine, among many other things (Wisterberg, 2017, May 5; Wisterberg, 2016, April 4; Nilsson, 2016, February 3; Dagens Industri, 2013, December 3; Söderlund, 2015, December 3). Bloggers have thus become a force to reckon with, where their actions evidently affect and influence blog readers to follow them, to be inspired by them, to

become aware of products they recommend and give exposure to, or to buy products they themselves have produced. The majority of regular blog readers are though under 25 years old; 75% of females that read blogs on a regular basis are between the age of 16 and 25 years (Mattebo, 2015). This means that the blog posts that contain pictures and texts of alcohol products are visible towards a crowd of readers under the age of 25, which also is the age group to whom alcohol advertising should not be targeted towards by Swedish law (SFS 2010:1622). Still, a report by IQ (2014), concludes that 73% of active blog readers in the age of 18-24 believe that positive posts about alcoholic beverages influences people to consume more alcohol. The same report also shows that 11% think it is common and 45% think it is pretty common for people to buy a certain brand of beer, wine or other type of alcohol after reading about it on a blog. The frequency and way that alcohol and alcohol-related activities are portrayed on blogs may therefore be considered problematic.

Though the exposure of alcohol on blogs may not necessarily always be a direct marketing activity, it is evident that alcohol as a product group has found channels where it can receive free publicity and where it can influence others to pursue activities related to alcohol. This happens through user-generated content, where depictions of alcohol, drinking and high levels of alcohol-related material (and engagement with such material by large audiences) intensifies social norms around alcohol consumption (Nicholls, 2012; Chester, Montgomery & Dorfman, 2010; Leyshon, 2011; McCreanor, Lyons, Griffin, Goodwin, Moewaka Barnes & Hutton, 2013). The rapid growth in the use of new social networking technologies thus not only raises issues regarding alcohol marketing, but also potential impacts on alcohol cultures more generally (McCreanor et al., 2013). Because of this, it is essential that regulators and researchers begin carefully tracking and analysing the digital marketing of alcohol products - especially as it relates to use by youth (Chester et al., 2010).

1.3. Purpose and research questions

Although one may assume that the topic of the presence of alcohol online would be well covered and investigated, researchers suggest current research is preliminary and descriptive, and that there is a need of innovative methods and detailed in-depth studies to gain greater understanding of young people's mediated drinking cultures and commercial alcohol promotion (McCreanor et al., 2013). When researchers do touch upon the possible negative normative effects alcohol and social media can create, most of the academic articles tend to focus on user-generated content on social media platforms such as Facebook, YouTube and Twitter. To the best of the authors' knowledge, a limited amount of research touch upon the role of bloggers in influencing and

reinforcing ideas about norms of behaviour around alcohol through blogs. Furthermore, the research that does exist on the prevalence of alcoholic beverages on Swedish blogs is by now dated and suffer from observations done under a short time-frame. In many of the cases, the research also use quantitative data collection methods, which means there may be a need for qualitative research that can provide in-depth data. It is therefore considered relevant and necessary to provide updated and more informationally-rich data by studying if and how the exposure of alcohol and alcohol related activities in Swedish blogs has changed. Furthermore, it is important to discuss whether the presence of alcohol in blog posts may play a role in creating social norms that influence young blog readers' intention to consume alcohol or pursue alcohol-related activities. It is assumed that if there is an intention to consume alcohol, then this intention may have an impact on behaviour.

This thesis thus serves to *explore if and how the presence of alcoholic beverages on Swedish lifestyle blogs may affect young females' intention to pursue alcohol consumption*. To fulfil the purpose, this thesis will strive to answer the following research questions:

R1: to what extent and how do alcoholic beverages and activities related to alcohol appear on Swedish lifestyle blogs?

R2: is the presence of alcohol in blogs recognised by readers and if so, how do they perceive this to affect their own and others' intention to consume alcohol?

1.4. Contribution

This thesis is suggested to provide data that can help regulators and policymakers to understand the prevalence of alcoholic beverages on blogs, and whether the exposure alcohol gets on these channels agrees with regulations and existing recommendations. This thesis will also provide meaningful to young adults (and their parents) who read Swedish lifestyle blogs and who are likely to be exposed to posts containing alcoholic beverages, by highlighting the frequency of alcohol-related content on blogs and how bloggers may influence norms and intentions to pursue alcohol-related activities. Lastly, the researchers hope the thesis will be of use for Swedish bloggers to understand the potential effects certain blog posts may have on readers, and to help them understand what normative influence they may possess.

2. Frame of Reference

The frame of reference highlights existing theory, models and previous findings relevant for the study. The chapter covers literature and findings related to the presence of alcohol in the digital landscape, alcohol in Swedish blogs, the relationship between exposure to alcohol marketing and alcohol consumption, and how norms may influence intention and behaviour.

2.1. Presence of alcohol in the digital landscape

2.1.1. Exposure of alcohol online by alcohol companies

Digital media, which enables instantaneous and constant contact with peers, social interaction, content creation, identity exploration and opportunities for self-expression (Montgomery & Chester, 2009), resonates well with young adults. Because of their increase in spending power and avid use of online channels such as social media, they have become a primary target by food and beverage marketers (Montgomery & Chester, 2009). The advertising industry is purposefully exploiting the special relationship that teenagers have with digital media, by online marketing campaigns that create unprecedented intimacies between adolescents and the brands and products that now literally surround them (Montgomery & Chester, 2009). Through social media marketing, brands insert themselves strategically into the complex web of adolescent social relationships, leveraging the power of peer pressure to promote soft drinks, candies, and snack foods (Montgomery & Chester, 2009). This includes alcohol brands as well, which take advantage of diverse new media and promotional opportunities that are increasingly favoured by young people (McCreanor, Moewaka Barnes, Gregory, Kaiwai & Borell, 2005). Even though television is still the main channel of choice for alcohol marketers (Hastings & Sheron, 2013), the process in which alcohol producers can spread alcoholic messages through social media outlets needs to be considered notably more effective than through traditional media outlets, as the former evokes far less attention and is more expensive (IQ, 2016).

Alcohol companies have responded to the rise of social media by repositioning their marketing focus, and alcohol marketers are exploiting social media opportunities with enormous energy as Facebook, Twitter and YouTube have emerged as major players in alcohol marketing campaigns (Nicholls, 2012; Hastings & Sheron, 2013; Mart, 2011). Today, the alcohol brands' websites are viewed as less relevant and are less prioritized by alcohol brands in favour of social media platforms (Nicholls, 2012). As 'dotcom' sites allow for some interactivity, they remain primarily unidirectional (Nicholls, 2012). By contrast, social media marketing presents distinct opportunities to stimulate active engagement and hinges on promotion of interaction and conversation among potential consumers (Nicholls, 2012). Moreover, social media goes further

than any previous communications platform in blurring the boundaries between unidirectional advertising messages, consumer interaction and social activities (Nicholls, 2012). It provides new vehicles for alcohol marketing with focus on interactivity, virtual relationships and mundane interface with consumers (McCreanor et al., 2013). For a product group that is highly regulated globally, social media has not only become a great tool for alcohol companies as they face serious restrictions in conventional advertising, but also a requirement for these companies' survival (Butler, 2009; Uzunoglu & Öksüz, 2014).

2.1.1.1. How alcohol companies are using social media channels

By doing a content analysis of social media marketing among leading alcohol brands in the UK, Nicholls (2012), found that a number of distinct marketing methods are deployed by alcohol brands when using social media. The common trends that were identified among the leading alcohol brands included interactive games, sponsored online events, competitions and time-specific suggestions to drink (Nicholls, 2012). In essence, the goal of such online marketing activities is to drive engagement, which is one of the fundamental concepts in the growth of interactive marketing. Such engagement strategies are designed to promote brand loyalty, generate conversations and embed alcohol-branded activities in the daily lives of followers but raises questions about dynamics of drinking cultures, as they “reinforce alcohol as an intrinsic element of daily norms” and “over-represent pro-alcohol attitudes among fans followers and their peers” (Nicholls, 2012, p. 490). In the UK, alcohol brands had the third highest consumer ‘engagement rate’ on Facebook after automobiles and retail by September 2011 (Socialbakers, 2011; Nicholls, 2012).

Also investigations done in Sweden during 2010 on online alcohol advertising showed that alcohol brands adapted similar trends with their marketing activities online and on social media platforms such as Facebook, Twitter, YouTube and iPhone apps (IQ, 2010). However, such activities do not agree with Swedish regulations that alcohol promotion should be objective, informative and give relevant product information without playing with emotions or a certain state of mind (IQ, 2010). Not many of the brands seemed to care about the fact that alcohol should not target, or depict, children or young adults who are below 25 years old (IQ, 2010). Neither did they care about the fact that alcohol promotion may not give the impression that alcoholic consumption leads to social or sexual prosperity (IQ, 2010).

2.1.2. Exposure of alcohol online by users

Research suggests that *users* and *user-generated content* around alcohol from social networking systems are also influencing and playing a role in normalising drinking. This happens through

“social influence marketing” in which “conversations about brands, products, and services are increasingly woven into the interactions among the users of social networks” (Chester, Montgomery & Dorfman, 2010, p. 6). According to Chester et al. (2010), such conversations can have great influence on other users even when they have not consciously asked for brand opinions. These conversations act as marketing messages, which can be forwarded to other recipients within the larger ecology of social networks (Chester et al., 2010). When this happens, these messages’ ability to persuade is heightened still further, amplified by what amounts to a “new form of social endorsement” (Chester et al., 2010, p. 7). Even when the content for alcohol products are not created by alcohol companies themselves, but by online users, the companies still benefit from thousands of messages that enters the audience’s consciousness (Mart, 2011). Nevertheless, user generated content that influences drinking does not have to be related to a specific brand, product or service: According to McCreanor et al. (2013), one of the key features of social network systems is a certain elision of commercial marketing with user-generated content that also/incidentally promotes alcohol and drinking. What before used to be informal private social activities, such as friends hanging out together, have become mediated interactions in the corporate sphere as users share, narrate and elaborate on experiences of alcohol use online (Moewaka Barnes et al., 2016). For instance, young people routinely tell and re-tell drinking stories online and share images depicting drinking (McCreanor et al., 2013). These depictions include expressions of caution and regret, juxtaposed with accounts of fun, excitement and pleasure (Moewaka Barnes et al., 2016).

2.1.2.1. Consequences of exposing alcohol online by users

A cumulative effect of user-generated depictions of drinking contributes to normalization of alcohol consumption and high levels of alcohol-related material on social networking systems that are posted by users (and frequent, ongoing, engagement with such materials by large audiences) intensifies norms of intoxication and reinforces the social nature of risky drinking practices (Nicholls, 2012; Leyshon, 2011; McCreanor et al., 2013; Moewaka Barnes et al., 2016). Anderson, De Bruijn, Angus, Gordon and Hastings (2009) suggest that for young people who have not started to drink, the expectancies are influenced by normative assumptions about teenage drinking as well as the observation of drinking by parents, peers and models in mass media.

Nicholls (2012) suggests that perceived social norms and level of active engagement with marketing stimuli may impact behaviour and consumption of alcoholic beverages, and suggests that perhaps the most critically key area for further analysis is the means by which consumption

of, and conversations about, alcohol is effectively folded into everyday life through social media communications. This analysis should not only be limited to the nature of brand-authored material, but also on the role of user generated content in reinforcing a) particular patterns of consumption and b) ideas about norms of behaviour around alcohol (Nicholls, 2012).

2.1.2.2. Alcohol in Swedish lifestyle blogs

Nicholls (2012) and Leyshon (2011) mean that a majority of published research from alcohol researchers focus on alcohol brand's own websites, while research into social media and other online media still remains in a developmental stage. This also holds true for research done in Sweden, and most data on the presence of alcohol in social media and on blogs is limited to investigations done by the Swedish Youth Temperance Association (in Swedish: Ungdomens Nykterhetsförbund) and IQ.

As touched upon in the background section, in an article published in the Swedish Youth Temperance Association's magazine "Motdrag", the journalist Lina Mattebo investigated the presence of alcoholic beverages on Swedish blogs. Mattebo (2015) chose eight of the biggest (according to several top lists) lifestyle blogs in Sweden that target, or have, many young readers. These eight Swedish lifestyle blogs together have approximately 2.5 million views on a weekly basis, which also means they have a great power to influence (Mattebo, 2015).

During two months (August and September 2015), the journalist read through all blog posts and noted how many of these that contained text or pictures of alcohol and partying. Mattebo (2015) found that in more than half of the blogs under study, alcohol was present in one third or one fifth of the blog posts. Furthermore, alcohol was in the majority of the cases related to positive situations such as parties, friends and relaxation (Mattebo, 2015). Only a few blog posts contained information about negative aspects of partying (Mattebo, 2015). Furthermore, the study also found that bloggers that have children wrote a lot less about alcohol (Mattebo, 2015).

The two blogs, Sandra Beijer and Michaela Forni, that had the most blog posts containing alcohol content during the two months, had a measure of 32% and 29% alcohol posts out of the total number of blog posts respectively (Mattebo, 2015). The highest prevalence of alcohol content was found in the blog of Michaela Forni during the month of August, when almost half of the blog posts (47%) contained alcohol (Mattebo, 2015). A summary of the findings is found in *Table 1*.

		Mattebo (2015)
Rank	Period	August to September 2015
1		Sandra Beijer (32%)
2		Michaela Forni (29%)
3		Kenza Zouiten (19%)
4		Alexandra Nilsson (19%)
5		Regina Katralen (11%)
6		Desirée Nilsson (9%)
7		Isabella Löw engrip (7%)
8		Nellie Berntsson (3%)

Table 1 – Findings Mattebo (2015)

In 2014, IQ did a study on how 5 000 young (18-24 years old) and older (25 years and above) women think alcohol is portrayed on Swedish blogs. The report shows that blog posts about alcohol are common and very often positive (IQ, 2014). A larger share of the younger respondents (age 18-24 years old) who took part in the survey state that they “partake of alcohol” through blogs compared to older respondents (25 years and above) (IQ, 2014). Every other 18-24 year old (50 percent) think it is common to see blog posts about alcohol, compared to every third 25-35 year old (31 percent). The young respondents also think that they are affected both in product choice and consumption amount because of reading alcohol posts in blogs (IQ, 2014). A majority of the respondents (72 percent) think that positive posts about alcohol may make other blog readers drink more, but the respondents do not think they themselves are affected from reading about alcohol as much as other blog readers (IQ, 2014). For instance, in the age group of 18-24 years old, only 32 percent think they are positively affected by recommendations about a certain brand of alcohol from their favourite blogger (for the age group 25-35 years old the number is 23 percent). A majority (51 percent for both age groups) do not think they would be affected, whether positively or negatively. More respondents in younger age group (24 percent) also think positive posts about alcohol can make them drink more, compared to the older age group (15 percent). However, in both age groups, the majority do not think this would be the case (72 percent for age group 18-24 years, and 82 percent for age group 25-35 years). Furthermore, only a minority in both age groups (18 percent for age group 18-24 years, and 16 percent for age group 25-35 years) have bought a specific brand of beer, wine or liquor after reading about it on a blog. The authors behind this study by IQ claim that the difference in how we think *others* are affected, versus how we think *ourselves* are affected by blog posts about alcohol, comes from the fact that we as humans tend to see ourselves smarter and more independent compared to others (IQ, 2014).

According to Mattebo (2015), it is not illegal to frequently blog about alcohol, but it will probably make blog readers drink more. To write a lot of positive blog posts about alcohol is not

necessarily considered marketing, but depends on who writes the blog posts (Mattebo, 2015). For instance, an individual who likes wine a lot and frequently writes blog posts about wine, but does not have a mission or interest of selling wine, is not breaking the regulations of the Swedish Alcohol Act, as these blog posts then not are regarded as marketing (Mattebo, 2015). However, private pictures of alcohol on blogs may affect readers more than pure alcohol advertising; if someone reads that his/her favourite blogger recommends a certain wine, then it is likely that this person will assimilate this information a lot more, in comparison to pure advertising (Mattebo, 2015). This probably happens because expectancies on alcohol is influenced by normative assumptions about drinking from observing models (such as bloggers) in mass media, because such mediated messages of alcohol act as marketing messages through social influence marketing, and because user-generated content online contributes to normalization of alcohol consumption and intensifies norms of intoxication, just as suggested by Nicholls (2012), Anderson et al. (2009), Chester et al. (2012), McCreanor et al. (2013) and Moewaka Barnes et al. (2016). Bloggers are thus assumed to be part of forming social norms around alcohol and drinking that can impact individuals' intention to pursue activities related to alcohol.

2.2. Exposure to alcohol marketing and alcohol consumption

The new opportunities for alcohol brands to appear in an online marketing environment is problematic because there is increased evidence that exposure to alcohol marketing and exposure to media and commercial communications on alcohol increases consumption (Nicholls, 2012; Anderson et al., 2009). Smith and Foxcroft (2009) reviewed seven longitudinal studies that evaluated exposure to advertising or marketing or alcohol portrayals and drinking at baseline, and assessed drinking behaviour at follow up. In total the studies under review followed up more than 13.000 young people aged 10 to 26 years. The researchers found that the reviewed studies suggest there is an association between exposure to alcohol advertising or promotional activity and subsequent alcohol consumption in young people. Similarly, Anderson et al. (2009), systematically reviewed 13 longitudinal studies that assessed individuals' exposure to various commercial communications and alcohol drinking behaviour at baseline, and assessed alcohol drinking behaviour at follow-up. In total, the 13 selected longitudinal studies followed up a total of over 38.000 young people. Based on the consistency of the findings from the longitudinal studies, the researchers conclude that exposure to media and commercial communications on alcohol increases the likelihood that adolescents will start to use alcohol, and to drink more if they are already using alcohol (Anderson et al., 2009).

2.3. The Reasoned Action Approach

The concept that social norms can exert strong influence on people's intentions and actions was signified by Fishbein and Ajzen in 1967 through the *Theory of Reasoned Action* (TRA), which aimed to explain the relationship between attitudes and behaviours within human action. According to this theory, intention to perform a certain behaviour precedes the actual behaviour, and the intention is a function of attitudes and subjective norms towards that behaviour (Ajzen, 1985). This theory was later developed to *Theory of Planned Behaviour* (TPB) and then extended to the *Reasoned Action Approach* (RAA). The RAA assume that human social behaviour follows reasonably from information or beliefs that people possess about a specific behaviour (Fishbein & Ajzen, 2011). Three kinds of beliefs are distinguished:

- People hold beliefs about the positive or negative consequences they might experience if they performed the behaviour (Fishbein & Ajzen, 2011). These outcome expectancies are assumed to determine people's attitude towards personally performing a behaviour and forms **attitude towards behaviour (ATB)** (Fishbein & Ajzen, 2011).
- People form beliefs that important individuals or groups in their lives would approve or disapprove of them performing the behaviour, as well as beliefs that these referents themselves perform or do not perform the behaviour in question. These normative beliefs produce a perceived social pressure, i.e. a **perceived norm** (Fishbein & Ajzen, 2011).
- People form beliefs about personal and environmental factors that help or impede attempts to carry out the behaviour (Fishbein & Ajzen, 2011). This belief is referred to as **perceived behavioural control (PBC)** (Fishbein & Ajzen, 2011).

When attitudes towards behaviour (ATB), perceived norms and perceived behavioural control (PBC) are formed, they are directly accessible and available to guide intentions and behaviour (Fishbein & Ajzen, 2011). In combination, they lead to the formation of behaviour intentions, or readiness to perform a behaviour (Fishbein & Ajzen, 2011). The general rule is that the more favourable the attitude and perceived norm, and the greater the perceived behavioural control, the stronger should be a person's intention to perform the behaviour in question (Fishbein & Ajzen, 2011). However, the relative importance or weight of the three determinants of intention is expected to vary from one behaviour to another and from one population to another (Fishbein & Ajzen, 2011). Furthermore, people can only act on their intentions if they have actual control over performance of the behaviour, and one therefore should assess not only intentions but also actual behavioural control (i.e. relevant skills and abilities as well as barriers to

and facilitators of behavioural performance). The relationship attitude towards behaviour (1), perceived norm (2), perceived behavioural control (3) and actual control (4) is shown in the following illustration:

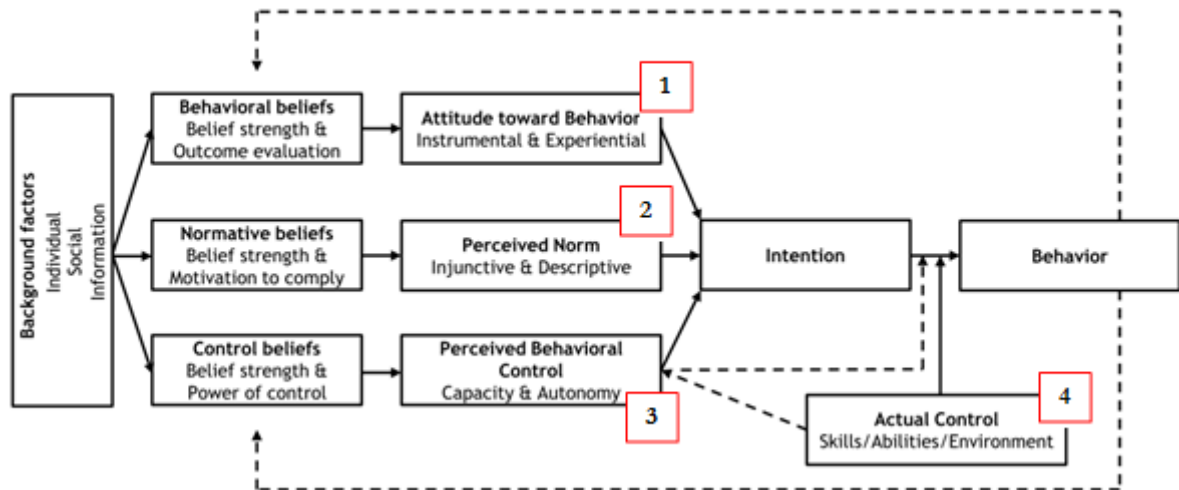


Figure 1 – The RAA model (Fishbein & Ajzen, 2011)

Other things equal, the stronger the perceived social pressure (norms), the more likely it is that an intention to perform the specific behaviour will be formed (Fishbein & Ajzen, 2011).

2.3.1. Theory of Planned Behaviour and alcohol

Several studies have utilized Fishbein and Ajzen’s theory to explain intentions and behaviour related to alcohol (Fishbein & Ajzen, 2011). For instance, Cooke, Dahdah, Norman and French (2016) have, by systematically doing meta-analysis of 40 eligible studies, quantified correlations between TPB variables and a) intentions to consume alcohol and b) alcohol consumption. Their systematic review provides support for the utility of the TPB applied to alcohol consumption and intention, as they found that attitudes, subjective norms and self-efficacy had “large-sized relationships” with intentions which, in turn, had a large sized relationship with behaviour (Cooke et al., 2016). Though the majority of the studies under review reported data from adult samples (identified adolescent samples from the studies were limited to five), the age of participants did not moderate subjective norm-intention relations (Cooke et al., 2016). A majority of the studies under review collected data from female and male participants, but only seven of the 40 samples reviewed had approximately equal numbers of male and female participants, or more males than females in their samples. Most samples thus had a majority of female participants, which is to be expected as studies that apply TPB to predict alcohol consumption typically recruit majority female samples (Cooke et al., 2016). However, gender of participants did not moderate the subjective norm-intention relationship either (Cooke et al., 2016).

2.3.2. The normative component

As explained above, it is assumed that user-generated depictions of alcohol may influence norms. As bloggers also share such depictions, the researchers of this paper also believe bloggers may affect other individuals' intention to pursue alcohol activities by creating norms, which would mean they influence the normative component in the RAA model. Although the researchers understand that intention to pursue activities related to alcohol is complex and multi-dimensional, this paper will focus on investigating the normative component of the RAA model. With that said, the researchers of this paper recognize the influence and impact on intentions coming from the other components in the RAA model as well, including actual behavioural control.

In both the TRA and the TPB, Fishbein and Ajzen referred to the normative component as the *subjective norm*. This referred to a specific behavioural prescription or proscription attributed to a generalized social agent, and related to a person's perception that important others prescribe, desire or expect the performance or non-performance of a specific behaviour (Fishbein & Ajzen, 2011). The term "subjective" is used as the perception may or may not reflect what most important others actually think should be done (Fishbein & Ajzen, 2011). Such norms are referred to as *injunctive norms* and indicate approval of a behaviour or what persons ought to do (Cialdini, Reno & Kallgren, 1990). This type of normative prescription represents only one source of perceived normative pressure. In addition, one may also experience normative pressure because one believes that important others are themselves performing or not performing the behaviour in question. This is referred to as *descriptive norms*; indicating prevalence of a behaviour, or what most persons actually do (Cialdini et al., 1990). This second major source of perceived social pressure influences behaviour by providing evidence as to what will likely be effective and adaptive action (Cialdini et al., 1990; Fishbein & Ajzen, 2011). If most others are performing a given behaviour, people may assume that this is the sensible thing to do under the circumstances (Fishbein & Ajzen, 2011). Cialdini (1990) argues that by imitating the actions of others, there is an information-processing advantage and a decision-making shortcut when choosing how to behave in a given situation.

The difference in the normative component between TRA/TPB and RAA is that the latter incorporates both injunctive *and* descriptive norms. By doing this, the normative component represents both perceived *desires* of important referent individuals/groups, and the perceived *actions* of important referent individuals/groups (Fishbein & Ajzen, 2011). As a result, the

normative component captures the *total* social pressure experienced with respect to a given behaviour.

2.3.2.1. Understanding how bloggers may influence the descriptive norm

The interest for descriptive norms is not new, and it is very common for investigators to ask their respondents how many of their friends, peers, or classmates perform such behaviours as smoking cigarettes, using drugs, drinking alcohol and using condoms (Fishbein & Ajzen, 2011). Such research is done under the assumption that peer pressure is an important determinant of behaviour. However, even though measures of frequency with which a behaviour is performed by a particular peer group can be of interest to investigate, they may not be appropriate measures of descriptive norms in the context of the reasoned action framework (Fishbein & Ajzen, 2011). Measures that focus on a specific peer group “may fail to capture the influence of other normative referents, and they do not provide a direct measure of the overall descriptive norm” (Fishbein & Ajzen, 2011, p. 143). Descriptive norms may instead be assessed by asking respondents about generalized social agents whose behaviour serves as the basis for descriptive norms. Such social agents may be people that are important to the respondent or people whom the respondent respect and/or admire (Fishbein & Ajzen, 2011). It is up to the investigator to specify a generalized social agent appropriate for the behaviour of interest (Fishbein & Ajzen, 2011).

As research by Nicholls (2012), Leyhson (2011), McCreanor et al. (2013), Moewaka Barnes et al. (2016) and Anderson et al. (2009) show, user-generated depictions and observation of drinking by peers and models may contribute to intensify norms around alcohol, drinking practices and intoxication. As Swedish bloggers have thousands of readers and great power to influence (Mattebo, 2015), one can assume that bloggers’ depictions of activities related to alcohol may also contribute to intensify norms around alcohol. They may thus be viewed as the generalized social agents that Fishbein and Ajzen (2011) suggest serve as the basis for descriptive norms. In theoretical terms, this would suggest that bloggers may affect the normative component of the RAA model. Still, it is assumed that bloggers do not affect the *full* normative component as assessing the normative component would mean that one would have to consider both the desires (injunctive norms) and actions (descriptive norms) of an individual’s referents. According to Fishbein and Ajzen (2011), only salient or ready accessible referents influence persons’ injunctive norm. Fishbein and Ajzen (2011) exemplify the salient referents of a woman in a made-up scenario with a hypothetical set which includes husband, priest, mother, best female friend, sister or doctor. The researchers of this paper find it reasonable to assume that *bloggers*

would be misplaced in such a hypothetical set no matter the scenario, as it is assumed that they are not as salient nor as readily accessible referents to the same extent as the other individuals in the hypothetical set. Consequently, they are not perceived to affect the injunctive norm, but only the descriptive norm. Trying to understand how bloggers assess the *full normative component* therefore becomes rather pointless. Instead, this study aims to understand how bloggers may influence the *descriptive* norm, which in turn may influence individuals' intention to pursue activities related to alcohol.

2.3.3. Criticism towards the Reasoned Action Approach

The Reasoned Action Approach is a result of 45 years of research where the theory has developed over time, and has been used in over 1.000 peer reviewed articles since then (Gold, 2011). In comparison to several other reviewed models within behavioural change theories, the RAA was assessed to be the most suitable as the model a) incorporates and recognises norms as a determinant to intention and behaviour, b) is an exhaustive and well-established model that has been reviewed and renewed over the years (Gold, 2011) and c) has previously been applied in academic articles and meta-analyses relating to alcohol and alcohol consumption (for instance Cooke et al., 2016), which justified it as a relevant model when studying norms around alcohol.

However, there has been some criticism towards the RAA that one should be aware of. Firstly, the RAA model and its' predecessors have been criticised for being too rational and deliberative for failing to take adequate account of emotions, and excluding intuitive or spontaneous mode (Gibbons, Gerrard, Blanton & Russell, 1998; Reyna & Farley, 2006). Several authors claim that since not all behaviours are rational taken decisions, the model is not applicable where irrational decisions are studied (Gibbons et al., 1998; Pligt & De Vries, 1998; Armitage, Conner & Norman, 1999). Gibbons et al. (1998) insist that not all behaviours are logical or rational, and that it would be hard to argue that behaviours that impair one's health or well-being are either goal-directed or rational. Gibbons et al. (1998) thus claim that it is harder to predict behaviour where the action undertaken clearly have impacts on one's health or well-being. Furthermore, Reyna and Farley (2006) suggest that older models of deliberative decision making (resulting in behavioural intentions and planned behaviours) fail to account for a substantial amount of adolescent risk taking, which is spontaneous, reactive and impulsive.

Fishbein and Ajzen (2011) suggest that the argument that their approach cannot deal with irrational behaviour can be challenged from multiple perspectives. Firstly, theorists assume that some behaviours are inherently irrational, and because they believe the theory presumes rationality on the part of the actor, they claim that the theory cannot account for the behaviours

in question (Fishbein & Ajzen, 2011). However, Fishbein and Ajzen (2011) emphasize that there is nothing in the theory to suggest that people are rational or behave rationally, but rather that individuals' attitudes, normative pressure, perceptions of behavioural control, and ultimately their intentions, follow spontaneously and inevitably from their beliefs. Furthermore, whether a behaviour is considered rational or irrational depends on the definition of rationality, and is irrelevant as one should be able to predict and explain virtually any behaviour on the basis of the theory (Fishbein & Ajzen, 2011). Empirical evidence strongly supports this argument, and the model of behavioural prediction has been shown to be valid in many different contexts (even those considered risky or irrational) such as smoking cigarettes, having sex without condom or addictive behaviours such as alcohol consumption (Fishbein & Ajzen, 2011).

Addictive behaviour in particular is another frequent challenge to the theory. Fishbein and Ajzen (2011) suggest that the theory is not designed to explain addictions. It cannot explain why some people become addicted to a certain substance, or explain why some people become addicted and others not (Fishbein & Ajzen, 2011). However, the theory can help researchers predict and understand drinking, smoking, using drugs, gambling and other addictive behaviours (Fishbein & Ajzen, 2011). According to Fishbein and Ajzen (2011), people perform these kinds of behaviours because they intend to do so, and these intentions can be explained by reference to underlying beliefs, attitudes, perceived norms, and perceptions of control as well. Empirical evidence also strongly supports this view (see Norman, Bennett & Lewis, 1998; Rise & Wilhelmsen, 1998; Wall, Hinson & McKee, 1998).

3. Methodology

In the methodology chapter the authors discuss the chosen methodological approaches which were based on the overall purpose and the objectives of the study. The chapter describes and argues for what research philosophy, research approach and research design was considered as suitable during the research process.

3.1. Research philosophy

Saunders, Lewis and Thornhill (2016) suggest there are four major philosophies in research - positivism, realism, postmodernism and pragmatism. Malhotra and Birks (2007) suggest that positivism and interpretivism are the two philosophies most used in marketing research. Positivism seeks to generalize data in a scientific manner through hypothesis testing where large samples are studied or to establish causal laws that enable prediction and explanation of marketing phenomena (Malhotra & Birks, 2007; Saunders et al., 2016). The studies are quantitative and have a formal approach towards the participants in order to avoid them influencing the findings (Saunders et al. 2016). These fundamentals of the positivist philosophy were all perceived to be limiting, unsuitable for the objective at hand, and would not allow the researchers to interact with the participants used in the data collection methods as freely as the researchers wished. Neither was the positivist approach considered to support an evolving research design where understanding and insight was key, as the philosophy sees reality as objective and singular, the researcher language is formal and impersonal and has a static research design (Malhotra & Birks, 2007).

The interpretivist approach however, has no static research design, instead the design evolves throughout the research process (Malhotra & Birks, 2007). Neither does it necessarily aim to find a specific cause-effect relationship, but recognizes that reality may be interpreted in multiple ways and aims to find a variety of factors that influence the studied topic (Malhotra & Birks, 2007). This approach was considered suitable to the purpose at hand, especially as it is appropriate when conducting qualitative data collections such as in-depth answers, and preferable in situations where the goal is to find out about underlying beliefs, attitudes and feelings on a topic (Malhotra & Birks, 2007; Saunders et al., 2016). The inductive approach also has an interactive approach between the interviewer and the respondent, and the researchers of this paper wished to see participants of the data collection methods as 'peers' and sought to adjust the data collection method to suit them individually, rather than see them as an object to be measured in a consistent manner - which would be closer to the positivist approach (Malhotra

& Birks, 2007). This meant that the interpretivist approach would let the language of the researcher not be uniform, but rather adapted based on the situation when collecting data.

3.2. Research approach

Having a clear view of what research approach a study has, guides the research process forward and makes it easier to determine what options are most suitable/not suitable when considering methodological choices. Two contrasting research approaches are often mentioned - the inductive and the deductive approach (Malhotra & Birks, 2007) - together with a third approach, the abductive reasoning (Saunders et al., 2016).

Malhotra and Birks (2007) suggest that a researcher who has an interpretivist philosophy establishes legitimacy of his or her approach through induction. Induction is a form of reasoning where the researchers develop their theory by searching for the occurrence and interconnection of phenomena (Malhotra & Birks, 2007). As there was limited theoretical framework on how females perceive alcohol on Swedish lifestyle blogs, and the researchers had an interpretivist philosophy, the inductive approach became a natural choice. In an inductive process, the issues to focus an enquiry on are observed or elicited from participants, and participants are then aided to explain the nature of issues in a particular context through probing and in-depth questioning to elaborate the nature of these themes (Malhotra & Birks, 2007). In an inductive process, the researchers also seek to develop a model based upon their observed combination of events which means the interpretivists reach conclusions without 'complete evidence' (Malhotra & Birks, 2007): the researchers elaborated on the nature of this specific theme by questioning females to explain how they perceive the matter of alcohol content in blogs, and the findings from the data collections were compared and analysed against each other to find connections between results. This means that when participants had similar answers, then conclusions were drawn from commonalities between these in the analysis to generate theory to if and how intentions are affected by blog posts' alcoholic content. If answers that revealed similar characteristics provided similar outcomes, then an assumption was made that this outcome could be probable for others with the same characteristic as well. Malhotra and Birks argue that interpretivists may seek to reinforce their own prejudice or bias and seizing upon issues that are agreeable to them and ignoring those that are inconvenient. The authors tried to argue reasonably and counteract prejudice or biases by searching for conflicting, or alternate, results before making assumptions and interpretations.

In contrast to the inductive approach, the deductive approach is a form of reasoning in which conclusion is validly inferred from some premises, and must be true if those premises are true (Malhotra & Birks, 2007). In the deductive process, the reasoning starts from general principles from which deduction is to be made (Malhotra & Birks, 2007), and conclusion are based on agreed and measurable 'facts'. The researchers did not find plausible theories to if and how alcohol content on blogs' affects intentions (perhaps because of how specific the purpose was), and so there were no established theories that would serve as deductive premises when analysing the results. The deductive approach was therefore not considered relevant. Furthermore, the deductive approach is traditionally used in positivistic studies where focus is on testing hypothesis with large samples in order to generalize and in turn strengthen or disprove theory (Malhotra & Birks 2012), which was far from this study's objective, which is why the deductive approach was not considered suitable for the purpose at hand.

3.3. Research design

Research designs can broadly be categorized as either conclusive or exploratory (Malhotra & Birks, 2007). Conclusive research design is characterised by measuring a clearly defined marketing phenomena or to test hypotheses. The research process in conclusive research is formal and structured, samples are large, and aims to be representative. Such characteristics were not perceived to be suitable for this study, as the study did not have the objective of presenting data that would be generalizable for a larger population, nor did it have an objective of testing specific hypothesis. A formal and structured process was perceived to potentially put limits on the collection and analysis of data that would be collected.

Contrastingly, exploratory research is a more flexible and evolving approach to understand marketing phenomena that are inherently difficult to measure (Malhotra & Birks, 2007). The objective of exploratory research is mainly to provide understanding and insight of marketing phenomena and used when the subject of a study cannot be measured quantitatively (Malhotra & Birks, 2007). It can be used to identify relevant or salient behaviour patterns, beliefs, opinions, attitudes, motivations (Malhotra & Birks, 2007), which meant it was rather suitable for the purpose at hand, as it served to help the researchers to explore if and how the presence of alcoholic beverages on Swedish lifestyle blogs may affect young females' intention to pursue alcohol consumption.

An exploratory research design has the benefit of allowing a research process that is flexible, unstructured and evolving research process since it rarely involves large samples, structured

questionnaires or probability sampling plans (Malhotra & Birks, 2007). The flexibility and variability of the exploratory research design was assessed to be important, as it would allow researchers to redirect the exploration in new directions if new ideas and insights would be discovered during the process. Furthermore, data analysis of exploratory research design can be either quantitative or qualitative. As described below, one of the two data collection methods used in this study is quantitative, and the other one qualitative, which again argues for the fact that the exploratory research design was considered appropriate.

4. Method

This chapter presents the methods that were chosen during the research process in order to collect data. The chapter begins with providing an overview of the two data collection methods, then presents how sampling was performed. After this, the chapter describes how the data collections were designed and analysed, and ends with ethical and qualitative considerations.

4.1. Collection of data

For this thesis two different data collection methods were conducted – firstly a web content analysis to explore the presence of alcohol in blogs, and then interviews to discover if and how respondents notice the alcohol content found in blogs. How these two data collection methods were used to fulfil the purpose of the research is described in detail below.

4.1.1. Web content analysis on blogs

Content analysis is a technique used for coding significant content found in different communication platforms. The method aims to compile qualitative data into a codebook of structured data wherefrom a systematic inference can be drawn (Easterby-Smith, Thorpe & Jackson, 2015; Neuendorf, 2002). It is achieved through analysing content such as text and images, and the way this content appears. Based on what a research intends to study, the researchers must identify attributes that enables a meaningful classification of the data (Krippendorff, 2013). The content analysis focuses on identifying and describing patterns, and on how the content may be perceived by the receiver through her senses, rather than subsequent consequences such as how the receiver may be affected by the material. However, the result of a content analysis can still be utilized to make inferences about intentions and how a receiver may be affected (Krippendorff, 2013).

Web content analysis refers to a content analysis performed on web content, and Herring (2010) argues that two main approaches exist in the studying of web content - a traditional approach and a non-traditional approach. The traditional approach basically corresponds to classic content analysis, thereby arguing that the need of a revision of the approach is not necessary in order to analyse content on the web. However, there are researchers who claim that the new communication technologies demand new methods of analysis, and these individuals propose non-traditional approaches of web content analysis (Herring, 2010). One can either accede to the group of researchers who argue that a traditional view of content analysis can be applied to

analysing content on the web, or the group that suggest that further adjustments of traditional content analysis are needed to be able to analyse content on the web (Herring, 2010).

In the selection between a more traditional approach or a non-traditional approach for this study, it was necessary to be clear about what the study and the research questions intended to investigate and answer. Blogs are multifaceted in terms of expression, and contain images, texts and videos, which are examples of communication forms that have been subject to the traditional content analysis approach (Herring, 2010). However, the technological development has created a blogosphere with elements that have not been examined by the traditional content analysis (Herring, 2010). For instance, blog readers can leave comments on blogs to interact with the blogger and other readers (Herring, 2010). Another aspect are the embedded links. These are occurrences that traditional content analysis does not take into account, and consequently the traditional approach was therefore questioned in its adequacy if such things were to be studied. However, the collection of data through the web content analysis in this study would focus on the content the bloggers' produce, and comments and interactions from readers would not be covered in the data collection. It was therefore more suitable to focus on the more traditional elements in the content analysis (text, pictures and videos), which meant the web content analysis was performed from a traditional view of web content analysis.

Whether or not the chosen method has a traditional nature or of a non-traditional approach, Krippendorff (2013) argues that internet based content analysis has one common characteristic to consider, the fact that new content continuously appears. Hence, studies on internet based content should be delimited in time by utilizing a sampling plan with narrow time windows. McMillian (2000) found that studies in content analysis of internet text normally are based on a couple of days up to a couple of months. The web content analysis of this paper analysed blog posts over a period starting from the 1st of November 2016 to the 31st of January 2017, which is one month longer than previous web content analysis done on alcohol in Swedish blogs (see Mattebo, 2015).

4.1.2. Interviews

Other than the data collected from the web content analysis, the authors thought it would be necessary to collect more qualitative data as well. By doing this, the researchers would understand the practical relevance of the findings from the web content analysis and gain an in-depth understanding on how others perceive the data. This data could potentially also complement previous research as, to the best of the authors' knowledge, previous data collection done on the topic of alcohol on Swedish blogs has only used quantitative data collection

methods (see IQ, 2014). The authors chose to collect such data through in-depth interviews with several females. The in-depth interviews are based on conversation where a single participant is probed by the researcher to uncover underlying motivations, beliefs, attitudes and feelings on a topic (Malhotra & Birks, 2007). Most qualitative interviews serve to derive meaning through interpretation, and not necessarily facts, from the respondent's answers (Malhotra & Birks, 2007) and so was the situation in this case. Compared to other qualitative data collection methods, in-depth interviews can uncover a greater depth of insights from an individual as the interview is concentrated on a sole individual (Malhotra & Birks, 2007). Focus groups, for instance, do not allow the researcher to focus on interesting or knowledgeable individuals to the same extent (Malhotra & Birks, 2007) which is why this option was ruled out. There is also a possibility that the respondent would not have been able to focus on herself in a group-setting, as she would have been preoccupied paying attention to the answers of others instead of reflecting on her own opinions. There may also exist social pressures to conform to the group and the group's response in focus groups (Malhotra & Birks, 2007), with the consequence that the respondent does not tell what he/she actually thinks out of fear from how others may perceive him/her, which would be rather problematic when the purpose is to collect genuine and honest answers that reflect reality. According to Malhotra and Birks (2007), in depth interviews are also suited when collecting data about sensitive issues (Malhotra & Birks, 2007). The authors of this paper perceived alcohol to be a sensitive issue to discuss, especially with young females, which further explains why this method of data collection was chosen.

4.1.2.1. Different forms of interviews

Interviews can take on different forms in structure and formality, and thereby be adapted to numerous situations when data is to be collected (Saunders et al., 2016). Depending on the level of structure and formality, they are commonly classified as either *structured interviews*, *semi-structured interviews* or *unstructured interviews* (Saunders et al., 2016).

The *structured interviews* follow a detailed interview schedule where the questions are predetermined in a special order (Easterby-Smith, Thorpe & Jackson, 2015). This method limits respondents' possibility of reasoning freely together with the moderator and stands in contrast to an evolving research design, as this approach is similar to a survey conducted in oral form (Easterby-Smith et al., 2015). *Unstructured interviews*, on the other hand, have no predetermined design, and thus the moderator has no pre-made list of questions to be asked. This approach is highly informal, and similar to a dialogue between the moderator and the respondent (Saunders et al., 2016). As the interview design to some degree would be based on findings from the web

content analysis, an interview design containing no predetermined questions was not considered suitable. *Semi-structured interview* is an intermediate interview design where the interviewer has a list of key questions to be covered in the interview, but how and in which order the questions are asked depends on how the conversation develops (Saunders et al., 2016). This design is suggested to be useful when the questions asked are open-ended and where the order and logic of the questioning may have to be varied in order to receive qualitative answers (Saunders et al., 2016).

Saunders et al. (2016) emphasize the importance of establishing personal contact when sensitive topics are to be studied, and that research participants may find it inappropriate to provide sensitive information in a setting that is considered too formal. As it was considered important to establish a personal contact with the respondents when conducting the interviews, the interview setting could not be too formal, which was a strong reason for why the authors chose to use the semi-structured approach specifically. The authors noticed that the semi-structured approach allowed a light-hearted conversation that were effortless and natural, and where respondents were able to open up and share personal experiences. Some respondents willingly provided answers on a personal level about their family and experiences of abuse of alcohol among relatives, which allowed the authors to work with rather valuable data.

4.1.2.2. Considerations on interviews as data collection method

As alcohol is considered to be a sensitive topic, there were some important aspects that had to be respected. For instance, the researchers had to guarantee an absolute anonymity and not to disclose information about the respondent that was personal or private. In each interview session, the researcher informed the participant about the format of the interview and the respondent's rights to interrupt the interview or to skip questions that were perceived as sensitive. Another aspect was to not judge the respondents' answers as good or bad, or disrupt the interview session with personal opinions and beliefs. The researchers thus never used a judgemental tone during the interview sessions, and never shared their own personal beliefs about the topic. All focus was on the respondent during the entire session.

One weakness of in-depth interviews is that lack of structure can make the results susceptible to the interviewer's influence, and quality and completeness of the results depend heavily on the interviewer's skills (Malhotra & Birks, 2007). This ought to be even truer for semi-structured interviews. To critically review the interview design and to consider aspects in the interview that can generate false answers and biases is essential and can help researchers to provide a research of high quality. A good knowledge within the topic provides good conditions to fully understand

the answers given by the respondent and to prevent the researcher to ask questions she is not familiar with (Saunders et al., 2016). For the researchers of this paper this meant to be well-read on the presence of alcohol on blogs and how it is exposed. As the interview process happened after the web content analysis, the researchers had a good base of knowledge within the topic. The researchers tried to counteract potential risks associated with a deficiency of structure by doing one test-interview before conducting other interviews. After the test-interview, the researcher discussed with the test respondent about how she perceived the questions or the interview technique, and asked for constructive feedback. Then both researchers discussed the findings, and improved the questions based on the feedback from the test respondent.

Unlike structured interviews, where the interview design is strict and highly organised, the semi-structured interview is more conversational in its nature, which also may make it more difficult to transcribe, and data obtained can be difficult to analyse and interpret (Malhotra & Birks, 2007). Even though the authors of this report believe that analysing and interpretation skills are something that is partly based on inherent talent, the researchers tried to make the analysis and interpretation of answers somewhat easier by allowing the interviews to take as much time as they would require. Another strategy to make the results easier to interpret was to use a lot of probing or repeating previous made responses. Probing is of critical importance in order to obtain meaningful responses and uncover hidden issues (Malhotra & Birks, 2007). By probing, there is also a smaller chance of questioning error, which denotes errors made in asking questions or in *not* probing when more information is needed (Malhotra & Birks, 2007). By asking the respondent to develop their answers ("why is this?", "could you explain this a little bit further?", "could you give an example of this?") or by repeating what they just had said ("you mentioned this particular group...", "you previously said that you think..."), the interviewers were able to get answers that were detailed, and not too ambiguous or too diffuse.

In interview sessions, there is also a risk that the interviewer may misinterpret, mishear or misunderstand the respondent. Saunders et al. (2016) and Easterby-Smith et al. (2015) argue that the risk could be reduced by using a voice recorder. In order to reduce the risk of incomplete notes, lapse of memory or misinterpretations by the interviewer, the interviews were therefore voice recorded (over Skype) after approval by the respondent. The use of voice recorders could be ethically doubtful if the respondent would feel uncomfortable. Therefore, the researchers asked for permission to voice record the session beforehand. An important ethical decision by the researchers was to give the respondent the opportunity to reject the voice recording. Easterby-Smith et al. (2015) and Saunders et al. (2016) also argue that notes should be taken

actively during the interview even though it is being voice-recorded, as this helps the researcher to maintain focus throughout the interview session. The authors therefore chose to also take notes while voice recording respondents' answers.

4.2. Sampling of blogs and interview respondents

Due to limitations in financial resources, time and access, it is of great importance to use suitable sampling techniques when conducting research (Saunders et al., 2016). For this paper, two different samples were necessary as the authors collected two kinds of data; a sample of Swedish blogs for web content analysis and a sample of respondents for the semi-structured interviews. The first step in formulating the sampling technique for the data collection processes was to outline whether to use probability or non-probability sampling. According to Malhotra and Birks (2007), the choice between the two sample techniques should be based on considerations such as the nature of the research, variability in the population as well as statistical and operational considerations. Non-probability sampling methods are appropriate when the nature of research is exploratory and when there is low variability in population characteristics (Malhotra & Birks, 2007). However, non-probability sampling has unfavourable statistical considerations, as non-probability samples do not allow statistical projection of the results to a target population (Malhotra & Birks, 2007). In contrast, probability sampling techniques are appropriate when the nature of research is conclusive and when the variability in population is high. Furthermore, the probability sampling approach consists of methods where the focus of the researchers usually is to present data that can be generalizable to a larger population (Saunders et al., 2016). Probability sampling is thus statistically favourable, but operationally unfavourable, as probability sampling generally requires trained researchers, costs more and is more time consuming than non-probability sampling (Malhotra & Birks, 2007). For this paper, non-probability sampling techniques were perceived to be far more effective than probability sampling techniques, both for the sampling of blogs and sampling of interview respondents. This was primarily because the research design was assessed to be exploratory in nature as the study handled a sensitive issue that respondents could have found difficult to talk about, and because the authors aimed to identify and understand respondents' thoughts, beliefs and attitudes. Secondly, the authors did not have the objective to statistically project the results to a target population, but rather to gain in-depth answers from small samples that not necessarily are true for the wider population. Lastly, the non-probability techniques were perceived to be more suitable for finding relevant samples quickly and effectively.

4.2.1. Sampling of blogs

To find blogs that were relevant for the web content analysis, the authors used judgmental sampling which is a non-probability sampling technique and a form of convenience sampling based on the judgement of the researcher (Malhotra & Birks, 2007). This sample method was deemed as most appropriate as it allowed the authors to select blogs that would meet the research objectives and the criterion that the blogger had to be one of the top bloggers in Sweden (i.e. have many visitors to their blogs). This was done since bloggers were assumed to be more influential if they had a lot of visitors and a large social media following. The other criterion was that the bloggers had to be lifestyle blogs and not devoted to a specific interest (such as food, cars or horse-riding) as the blog posts then were assumed to have more variance and would depict everyday life instead of specializing on a specific interest. Apart from judgmental sampling, other sample methods, such as random sampling, were deemed to be inappropriate based on the fact that these methods would be clearly unsuitable for the purpose of the study and increase the chance of obtaining a sample of inactive blogs, blogs with irrelevant topics, or blogs with few visitors.

The authors started with searching through Bloggportalen.se, which is an online catalogue that gives an overview of Swedish blogs, including the biggest blogs in Sweden. The authors also used the blog investigation by Mattebo (2015) as a guideline, to be able to make relevant comparisons in time and compare how the frequency of alcohol posts has changed in blogs already reviewed. Many of the Swedish bloggers found in the investigation by Mattebo still had top spots on Bloggportalen.se, which meant they were still perceived to be relevant. However, the authors dismissed some of the bloggers in Mattebo's investigation to make space for newcomers that have been able to reach top positions on Bloggportalen.se since 2015 (Bianca Ingrosso), and for bloggers that produce own alcoholic beverages (Carolina Gynning) as it was perceived that these blogs could provide new insights. In the end, eight Swedish blogs were selected. The sample size was evaluated as large enough for collection of relevant data during the time frame. The eight selected blogs for the study is presented in *Table 2* below:

Kenza Zouiten, 25

<http://kenzas.se>

Number of readers in average 8/4-2017 - 29/4-2017: 427.000/week

Occupation: Blogger, influencer, model, designer, entrepreneur. Owner of Kenza Zouiten AB and part-owner of fashion brand Ivyrevel.

Common blog topics: Fashion, beauty, travels, vlogs, work out, food and drinks.

<p>Isabella Löwengrip, 26 http://www.isabellalowengrip.se Number of readers: 1.300.000/week* Occupation: Blogger, entrepreneur, author. Owner of the biggest blog in Scandinavia. Owns several companies including Löwengrip Invest, LCC and Flattered. Common blog topics: Family life, career, beauty, personal finance, entrepreneurship.</p>
<p>Sandra Beijer, 32 http://sandrabeijer.se Number of readers in average 8/4-2017 - 29/4-2017: 171.000/week Occupation: Blogger, author, columnist, entrepreneur. Has her own company. Common blog topics: Everyday life, books, movies, travels, parties, food and drinks.</p>
<p>Michaela Forni, 28 http://forni.se Number of readers in average 8/4-2017 - 29/4-2017: 94.000/week Occupation: Blogger, entrepreneur, author, designer. Has her own company. Common blog topics: Fashion, everyday life, travels, vlogs, food and drinks.</p>
<p>Bianca Wahlgren Ingrosso, 22 http://biancaingrosso.se Number of readers in average 8/4-2017 - 29/4-2017: 107.000/week Occupation: Blogger. Common blog topics: Fashion, everyday life, food and drinks.</p>
<p>Carolina Gynning, 38 http://gynning.net Number of readers in average 8/4-2017 - 29/4-2017: 39.000/week Occupation: Blogger, painter, model, TV host, actress, artist, designer. Owns her own company and creator of three types of wine; <i>Fragolino</i>, <i>APPELLO Apertif</i> and <i>Viva by Carolina Gynning</i>. Common blog topics: Design, art, fashion, family life, riding, food and drinks.</p>
<p>Alexandra Nilsson ("Kissie"), 25 http://kissies.se Number of readers in average 8/4-2017 - 29/4-2017: 238.000/week Occupation: Blogger, entrepreneur. Owns her own company. Common blog topics: Fashion, work out, travels, feminism.</p>
<p>Petra Tungården, 29 http://petra.metromode.se Number of readers in average 8/4-2017 - 29/4-2017: 125.000/week Occupation: Blogger, stylist, entrepreneur, fashion editor at Swedish newspaper Metro. Common blog topics: Career, fashion, everyday life, furnishing, travels.</p>

Table 2 – Selected blogs for the study

The description of bloggers' current occupation is based on the bloggers' own personal descriptions. The number of readers are collected from Bloggportalen.se (2017a; 2017b), and represents a weekly average between the period 15th of April 2017 to the 29th of April. As

Bloggportalen.se is only able to provide weekly numbers, the authors thought a weekly average (counting three consecutive weeks in April) would more accurately reflect the amount of readers every blog has. The amount of readers is assessed by number of visits per IP-address per week.

** Isabella Löwengrip is not listed on Bloggportalen.se. The number of readers for this blog is taken from Löwengrip's own description (Löwengrip, 2017).*

4.2.2. Sampling of interview respondents

The sampling technique used when deciding on a sample for the semi-structured interviews was also in this case judgmental sampling. The elements were chosen based on the judgement of the researcher, where the researchers made subjective assessments on whether the elements were appropriate or representative of the population of interest. For this report, the authors asked for respondents that fitted into pre-determined criteria (see below) by asking personal social media contacts and recruiting participants offline. Through social media contacts and personal networks, it was possible for the researchers to find respondents relevant for the study based on the pre-determined criteria. In cases where a person was not relevant for the study based on the criteria, the researchers took advantage of this person's network by asking the individual if she could recommend other potential respondents in her network. Some of those dialogues eventually led to recruitment of suitable respondents.

The sampling technique of judgmental sampling is inexpensive, convenient and quick (Malhotra & Birks, 2007). However, this sampling method has its flaws as well. As this sampling method is subjective and depends entirely on the judgement of the individual selecting the sample elements, there is an increased risk of random sampling error where the sample imperfectly represents the population of interest (Malhotra & Birks, 2007). The final sampling units, however, were perceived as appropriate to meet the research objective. Other sampling methods, including snowball sampling and quota sampling, were excluded purely because they were assessed to be unnecessarily time consuming, unnecessary or ineffective options to meet the sample criteria. Probability sampling methods would have been considered options if the population was assessed as heterogeneous or if the researchers wanted to statistically project the results to a target population. The authors did not perceive the population to be heterogeneous, neither did they have objectives to generalize the results to a target population.

The interview respondents were selected based on three criteria:

- **Had to be females**

The authors chose to focus solely on females since it is within this group it is the most common to both *read* and *write* blogs; 74 percent of women 16-25 years old read blogs (IQ, 2014). Furthermore, most blogs today are lifestyle blogs where the author writes about daily life activities, and it is likely that these blogs affect the women reading them (IQ, 2014). Based on this, the authors therefore assumed that it is more common for females to be familiar with blogs, and more common for them to be able to identify (and identify themselves with) bloggers, in comparison to males. Choosing males would have been valuable and could provide diverse data, as studies that tries to predict alcohol consumption typically recruit female samples (Cooke et al., 2016). However, the authors decided that being familiar with blogs and being able to identify/identify with bloggers was more important in this case.

- **Had to be between 18 and 25 years old**

The age group identified was chosen due to factors depending on relevancy and convenience. To start with, the Swedish Alcohol Act (SFS 2010:1622) does not permit promotion of alcoholic beverages (nor selling or offering alcohol) to individuals below 25 years old, which means it is more controversial if individuals below 25 experience that blog posts create normative influence around alcohol. Secondly, individuals in the age group 18-24 years old partake of alcohol more heavily compared to older respondents, and think they are affected both in product choice and consumption because of reading positive alcohol posts in blogs (IQ, 2014). Respondents above 25 years were thus not judged to be as interesting and were ruled out during the sampling process. In contrast, choosing individuals younger than 18 years old was assumed to be less convenient. To be ethical, the authors would have to ask the respondents' parents for permission before conducting any interviews, which would make the pre-interview process more time-demanding. The authors also assumed that respondents that were above 18 years old could, thanks to more life experience and another level of maturity, provide more well-reasoned and detailed answers than respondents below 18 years.

- **Had to identify themselves as “active blog-readers”**

The respondents had to identify themselves as “active blog readers” (i.e. read blogs several times a week) as the authors assumed that individuals who read blogs regularly and are well familiar with the blog-environment (including understanding the basics of blogging, recognizing prominent bloggers and understanding how blogging also can be a

profit-driven business) would be able to provide more well-reasoned and relevant answers. Such an assessment was based on a simple dialogue with potential respondents before the sample selection about her understanding and experience of Swedish lifestyle blogs, and completely depended on the authors' judgement.

The final sample size was nine respondents. Saunders et al. (2016) state that a suitable sample size in qualitative research is reached when data saturation is achieved, meaning that additional interviews provide little or no new information or themes. Although more interviews could have provided deviant data or new insights, the authors perceived nine interviews to be sufficient to gain enough data to work with. Information regarding age and length of interviews is presented in *Table 3* below.

No.	Respondent	Age	Length of interview
F#1	Female #1	18	20min 30sec
F#2	Female #2	20	25min 30sec
F#3	Female #3	18	19min 10sec
F#4	Female #4	18	26min 00sec
F#5	Female #5	19	17min 40sec
F#6	Female #6	19	19min 30sec
F#7	Female #7	20	20min 00sec
F#8	Female #8	18	18min 40sec
F#9	Female #9	24	31min 20 sec

Table 3 – Conducted interviews

4.3. Designing and analysing the data collection

4.3.1. Web content analysis design and analysis

The authors chose after careful consideration to extract specific information by analysing and categorizing the blog posts after specific categories. The authors thought this assessment would provide more structured and detailed information on how Swedish bloggers expose alcohol. The data was compiled in a codebook in Excel and arranged per month and blog by blog. The information was categorised in the below categories as categorisation of data made it easier to analyse and compare blog-posts to each other:

1. Does the blog post contain alcohol? [yes/no]

The first step of the coding process is assessing whether the blog post contains alcohol, or activities directly related to alcohol. This category was binomially classified, as posts either did contain alcohol, or did not. Alcoholic content is disclosed either through pictures (videos such as vlogs are part of this category) or through text. The authors made the definition that a post contains alcohol if the post contains pictures of alcohol

or brands of alcohol (whether in bottles, glasses or boxes) or if the post contains text related to alcohol (the posts mentions alcoholic brands or beer/wine/liquor/drinks/alcoholic beverage). In a majority of the cases, it was not complicated to distinguish between blog posts containing alcoholic content and blog posts with non-alcoholic content. For the blog post to be coded as containing alcohol, the authors required that they would have to be able to make a qualified assessment and be able to categorize the alcoholic beverage either as beer, wine or liquor before deciding whether or not it should be marked as containing alcohol or not (see category number 5 for details on this categorization). However, in some cases where the alcoholic content of a post was difficult to assess (if there was uncertainty whether or not specific drinks contained alcohol due to absence of textual and/or pictorial information), the authors were cautious in their assessment. First, a subjective overall assessment was made by one of the authors specifically for each of these posts by looking for *alcoholic cues* and by looking at the *context* in which it appeared. For instance, if a wine glass (alcoholic cue) contained a maroon-coloured beverage and was consumed during a fancy dinner in a restaurant (context where the authors assumed wine tend to be consumed), the authors found it reasonable to assume the beverage to be wine and the blog post was therefore coded as containing alcohol. In contrast, if there was a picture of a transparent liquid (which was not explicitly stated as alcoholic and may as well have been water or mineral water) in ordinary glasses (no alcoholic cue) and enjoyed at a lunch with mothers and their kids (assumed to not be a context in which alcohol is commonly consumed) the blog post was coded as not containing alcohol. Before a final decision was made on how to code it, the process was repeated by the second researcher. If there was disagreement in the assessment, the researchers discussed the matter until a final decision was made. This approach was carefully considered and implemented by the authors in order to balance between circumspection and accurate results. In cases where the authors coded the post as containing alcohol, the blog post was subject to further assessments (see below). The posts that did not contain alcohol were not examined further.

2. Is the blog post sponsored? [yes/no]

Previous investigations of alcohol in Swedish blogs has not investigated if bloggers and blog posts are explicitly sponsored by alcohol producers, or given product samples by these, in hopes of them to write about the product (IQ, 2014). However, researchers emphasize the need of such research (see IQ, 2014 and IQ, 2016). The authors therefore

felt that there were strong reasons to investigate if some posts could be perceived as marketing communications, and consequently had to be marked as sponsored.

The problem with blog posts is that it can be difficult to assess whether the post is information (non-commercial information), and thus in the frame of freedom of speech, or advertising (commercial information) and thus regulated by the Swedish Marketing Act (SFS 2008:486) (Wildh, 2016). In accordance with Section 3 of the Swedish Marketing Act (2008:486), marketing is defined as advertising and other measures in the course of business activities which are intended to promote the sale of and access to products including a trader's actions, omissions or other measures or behaviour before, during or after sale or delivery of products to consumers or traders. According to ICC Consolidated Code of Advertising and Marketing Communications Practice, the term advertising or advertisement means "any form of marketing communications carried by the media, usually in return for payment or other valuable consideration" (p. 4). In turn, "marketing communications" includes "advertising as well as other techniques, such as promotions, sponsorships and direct marketing, and should be interpreted broadly to mean any communications produced directly by or on behalf of marketers intended primarily to promote products or to influence consumer behaviour" (The International Chamber of Commerce, 2011, p. 4). Thus, one can therefore derive that if a message is of commercial nature, or has a commercial purpose then this is advertising (and then the Swedish Marketing Act becomes applicable). Based on this, the authors decided to define the term 'sponsored posts' broadly, and did not necessarily mean the post was in fact sponsored by a company, but rather that it was commercial in nature:

1. The authors marked blog posts as sponsored whenever the blog post explicitly was marked as sponsored by the blogger. This included posts not only directly sponsored by external companies, but also by companies the blogger may be owner/part owner of.
2. The authors marked blog posts as sponsored whenever they perceived that posts that contained commercial information. Posts contained commercial information when the authors perceived that the posts had a commercial nature either by promoting products or by influencing consumer behaviour. This was the case if the blogger did more than only recommending a product, such as including prices, including links to purchase pages, in combination with giving advice on how or when to consume a product.

3. According to guidelines by the Swedish Consumer Agency, when an individual is paid money or receives compensation in other forms (a product, service or other compensation) for writing about a company's services or products, then it is regarded as advertising and the rules of the Swedish Marketing Act (SFS 2008:486) apply (Konsumentverket, 2015). Therefore, the authors also marked blog posts as sponsored whenever it was obvious that the blogger had received alcoholic products (and then wrote about these).

3. Is an alcohol brand mentioned or visible? [yes/no]

To enrich the data collected, the researchers chose to include a category which would reflect whether alcohol brands appeared in posts to investigate whether specific brands got more exposure and appeared more often than other brands. A brand does not have to be vigorously promoted for it to appear on blogs. On the contrary, in lifestyle blogs there is a special focus portraying the blogger's lifestyle and all that it entails through text and pictures, and so a great number of brands which are part of the everyday life of the blogger also get exposure in their blogs.

4. In which content does the alcohol appear? Text and/or picture? [text/picture]

The fourth category was included to give the authors more detailed data about *how* alcohol appears in blog posts, and whether alcoholic content appeared in text and/or through pictures. As mentioned, existing research on occurrence of alcohol on Swedish blogs is sparse, and so this category which measured the occurrence of alcohol in text and/or pictures (either deliberately or by chance) was considered as a meaningful addition.

5. Which product category does the alcoholic beverage belong to? [beer/wine/liquor]

As alcohol appears in many shapes and forms, there was a need to divide alcoholic beverages into product categories. The authors decided to divide into the three product categories of beer, wine and liquor. The category wine included red, white, rose and sparkling wine; including specific wines such as Champagne, Prosecco, Cava and mulled wine. Alcoholic beverages that were categorized as liquor were alcoholic drinks and strong alcoholic drinks such as bourbon, vodka, gin, rum, tequila, whisky and brandy. This division was made to gain insight into what type of alcoholic beverages are most often exposed in blog posts and provided additional information to existing findings. In the same manner as alcohol may be present in both text and pictures at the same time, all three categories of alcohol could obviously be present in the same blog post.

6. Is the context in which the alcohol appears positive, negative or neutral?**[positive/neutral/negative]**

Assuming the emotional context in which a thing appears affects how it is perceived, the last assessment was to code the context in which alcohol appeared as positive, negative or neutral. The authors consider *positive*, *negative* and *neutral* to be opposites of each other, and so a specific blog post could not be coded into more than one of the alternatives. It was very important to code posts positive, negative or neutral in order to be able to relate the results to previous studies, as these emphasize the effect of *positive* blog posts in particular, and to be able to understand how blog readers may be influenced emotionally. The researchers defined positive and negative in the same way Jarlbro (2016) did when she investigated the occurrence of alcohol in different media channels; posts were coded positive if they exude or depict joy, celebration, relaxation, socializing, sun or holiday. Consequently, a blog post was coded as negative if it depicted sickness, aggressiveness, hangovers, embarrassment and/or disgust. In cases where the authors found a blog post that did not fit into either positive or negative categories, the blog post was coded as neutral after consultation. Often the posts were coded as neutral when a picture of an alcoholic average happened to be visible in a picture in a blog post, but the overall context had nothing or very little to do with alcohol. The authors agreed on the fact that this classification was necessary in order to get data that was reliable and which would not overestimate the presence of positive or negative posts about alcohol in blogs.

4.3.2. Interview design and analysis

For the web content analysis and interviews to be coherent and connected to each other, the first step was to make use of the blog posts that were analysed during the web content analysis. The respondents would therefore be exposed to six blog posts chosen from the content analysis that would resemble blog posts they read every day, and they would read them just as if they were reading their regular blogs like every day. This would ideally mean that they should read them on their personal computers in an everyday environment they had chosen themselves. This would also enable them to go back and forth between the blog posts when answering the questions. The researchers therefore decided to do interviews through Skype, and sent them the hyperlinks to all blog posts. After the respondents read through all blog posts, the researchers would start the interview by initiating a conversation about the blog posts, and ask about reactions and thoughts. The six blog posts that were picked out were all from different bloggers to get variation in data and uncover differences between the blog posts. The final blog posts were from

Kenza Zouiten, Isabella Löwengrip, Michaela Forni, Sandra Beijer, Carolina Gynning and Petra Tungården (see *Appendix A*). The researchers decided that all blog posts would contain alcohol somehow but that the alcohol content would be very apparent in some of the blog posts, and less apparent in others. For instance, the blog post by Carolina Gynning was one which the researchers had marked as sponsored in the web content analysis as it contained price information and a link to a purchase page. The blog post by Michaela Forni was about her favourite places in Stockholm, and in this post the alcohol was not in focus but could be seen in several pictures. The blog post by Sandra Beijer was coded as a post where alcohol was in a negative context, however, it did not contain pictures of alcohol, and neither did it mention alcohol specifically. This post was about feeling anxious from a hangover and about feeling sad.

To get honest answers that reflected what the respondents normally would think or pay attention to, the authors decided not to disclose too much information about what their research topic was about. When asked, the researchers stated that they were conducting a thesis within marketing about bloggers, blogs and blog readers. This was done to be able to collect honest answers and respondents' natural reactions after letting them read the blog posts and then ask them questions. If the research topic had been disclosed before the interviews, the researchers thought respondents' natural reactions would be lost. Furthermore, there would also be a chance that the respondents would give some answers just to please researchers. If this would be the case, then the interviews would suffer from *unwillingness error*. These are errors that arise from the respondents' unwillingness to provide accurate information by misreporting their answers, for instance to give answers that please the interviewer (Malhotra & Birks, 2007). To be transparent and fair, the full research topic was disclosed to the respondents *after* the interviews.

For the researcher to collect necessary data that could provide fruitful information, it was important that the conversation would be guided by a list of questions that the researchers had written down beforehand (see questions below). The researchers thus formulated questions guided by the findings from the content analysis that were relevant to answer the second research question. This list of questions was used in a flexible manner, and the semi-structured approach allowed the authors to follow up some answers with supplementary questions and/or probing in order to uncover underlying motives. This helped the researchers to maintain a focus during interview and minimized the risk for the interviewer to get carried away and provide answers that were irrelevant. The questions that were asked were questions that would justify the practical relevance of the findings from the web content analysis. If respondents clearly did not

notice or distinguish alcohol as a commonality when reading blog posts (where all blog posts contained alcohol elements in varying degrees), then it would not matter if bloggers wrote about alcohol often as the readers could not tell anyway. Furthermore, the questions were also perceived to shed light on how respondents' think bloggers can influence themselves and others, influence norms, or the intention to consume alcohol or pursue alcohol-related activities. The questions were assessed to potentially also provide answers that could justify, validate or invalidate previous research done on the topic. Below are the questions prepared by the researchers before the interviews:

- 1. What do you think of after reading these blog posts? Is there anything in the posts that you react on specifically? If so, what?*
- 2. How do you think alcohol is portrayed in these blog posts? Was this something you noticed?*
- 3. Do you think that others can be affected by the alcohol content found in these blog posts?*
- 4. What group do you think would be the most affected by these blog posts? Do you think that these persons are affected by whom has written the blog post?*
- 5. Would you say that you are affected by the alcohol content in these blog posts? If yes, in what way would you say you are affected?*
- 6. Would you say that you are part of the group you mentioned before?*
- 7. Do you think you are more easily affected, just as affected, or less affected, by the alcohol content in these blog posts, compared to the group you mentioned before?*
- 8. How come/what is it that makes you more/just as affected/less affected by the blog posts compared to the group you just mentioned?*
- 9. Do you think that others would have given the same answers as you gave? Why/why not?*

The questions were open-ended and designed in a way that would increase the chance of receiving in-depth reflections and interpretations. For instance, in the formulated questions the term “group” was not given a specific definition. Neither was the word “affected” given a specific definition. When respondents asked for clarifications on this word, the researchers described affected as to whether they thought they were influenced in any way; influenced to take on/not take on the same behaviour as the blogger, influenced to want to try/not try what

the bloggers recommend, or influenced emotionally (whether positive or negative). This allowed the respondent to freely interpret the questions, which enabled varying and informationally-rich answers. In order to minimize the risk of directing respondents to give specific answers, and thus limiting their answers, this was an important course of action.

The analysis of data started with the assembly of data which means gathering data from a variety of disparate sources (Malhotra & Birks, 2007). The authors used the notes taken during the interview sessions and voice-recordings to assemble and finalise the collected data. As the transcriptions of the interviews were in separate documents, a common document was created where all interview answers were compiled together. When analysing the data, the researchers first had to make some data reduction, which means organising, structuring and leaving out some data (Malhotra & Birks, 2007). Answers that were perceived vague or not answering the questions were taken out, and answers that were perceived to be important were highlighted so they could easily be found afterwards. Although the respondents' answers were based on a dialogue and not given question-by-question, there was a need of coding data. This means breaking down the data into discrete chunks and attaching a reference to those chunks of data based upon what the researcher sees as meaningful categorisation (Malhotra & Birks, 2007). The researchers compiled the answers under each one of the above questions as this made it easier to get structure and to find common themes when answers were analysed against each other. The researchers decided to highlight sentences that were of special importance, and analysed similarities and dissimilarities in respondents' reasoning to understand the diverse effect of norms on intentions.

5. Results

In this chapter the empirical findings from the web content analysis and the conducted interviews are presented. The results from the two data collections are presented separately into two sub headings.

5.1. General findings: Web content analysis

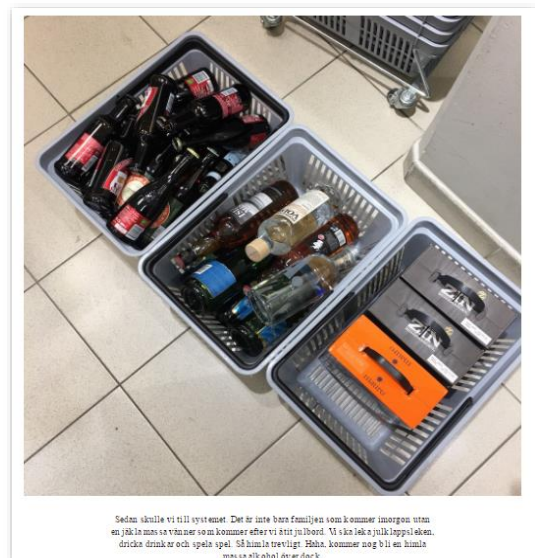
A summarising table of all the findings are attached as *Appendix B*. Out of a total of 1.461 blog posts, 252 (17%) posts contain alcohol in textual and/or pictorial form. Out of these posts, 7 (3%) blog posts are directly sponsored by a brand that produces beverages that contain alcohol. A specific alcoholic brand is mentioned in writing and/or visible through pictures and/or videos in 46 (18%) of the posts. Content relating to alcohol tends to be more frequently portrayed through pictures and/or videos compared to text, as 197 (78%) posts depicted alcohol through pictures/videos compared to 165 (65%) posts where alcohol was written about. The product category of alcoholic beverages that was portrayed most frequently in the blog posts was wine (167 posts, 66%), then liquor (115 posts, 46%) and lastly beer (44 posts, 17%). Most blog posts relating to alcohol were positive (216 posts, 86%), a significant minority, (7 posts, 3%) were negative, and a small amount (29 posts, 12%) of these posts was neither clearly positive nor clearly negative.

5.1.1. Number of posts related to alcohol

Even though alcohol only appeared in 17% out of the total number of blog posts, there is a rather high variety in frequency of alcoholic posts when comparing blog by blog. Isabella Löwengrip (22 posts, 8%) was the blogger with the least posts related to alcohol compared to Michaela Forni (60 posts, 33%) and Sandra Beijer (46 posts, 33%) who had the most alcoholic posts. The remaining blogs all had a score of 16% or below.

5.1.2. Sponsored posts

In these findings, a total of 7 posts (3%) out of all alcoholic posts were marked as sponsored by a



“We will play the Christmas gift game, drink drinks and play games. So nice! Haha, it will probably be lots of alcohol over though.” (Tungården, 2016, December 23)

brand or producer that produces alcoholic beverages. Below are examples of sponsored posts from four of the examined blogs.

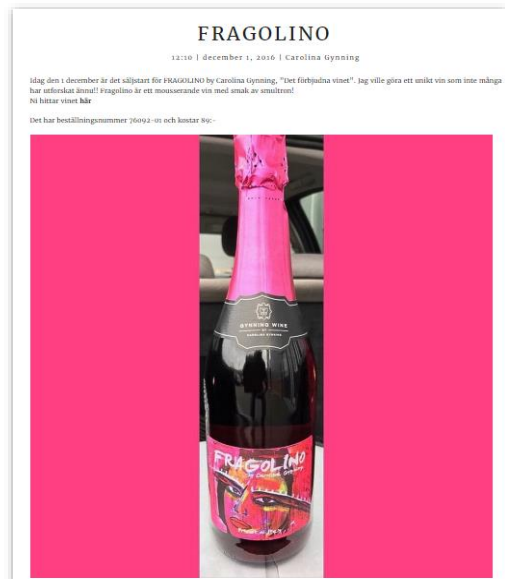
5.1.2.1. Carolina Gynning

Four of the sponsored posts appeared in Carolina Gynning's blog when Gynning promoted her two brands of wine (Gynning, 2016, December 1; Gynning, 2016, December 22; Gynning 2017, January 6; Gynning, 2017, January 27). In three posts, Gynning describes and recommends her first brand *Fragolino by Carolina Gynning* (7,5% alcohol) in pictures and text. One of these posts contains promotional message with price information and a direct link to Systembolaget's purchase page:

"Today, December 1st, marks the sales start for Fragolino by Carolina, "the forbidden wine". I wanted to produce a unique wine that many have yet not explored. Fragolino is a sparkling wine with a taste of wild strawberries! You can find the wine here [hyperlink]. It has order number 76092-01 and costs 89 :-". (Gynning, 2016, December 22) [translated from Swedish]

In the fourth post Gynning promotes her second brand *Viva by Carolina Gynning* (11% alcohol) with a post containing a picture of the bottles, and a promotional message with information about price and a hyperlink to Systembolaget's purchase page:

"New Year's Eve is approaching... So!!! Viva Prosecco by Carolina Gynning is now available at 275 stores around the country, and if it is not available at "your place" it is easy to order it from the link below [hyperlink] – Price, it only costs 129 kr...". (Gynning, 2016, December 1) [translated from Swedish]



*FRAGOLINO
(Gynning, 2016, December 22)*



*TIPS!
(Gynning, 2016, December 1)*



*Lucia och glögg
(Löwengrip, 2016, December 13)*

5.1.2.2. Isabella Löwengrip

The sponsored post on Isabella Löwengrip's blog featured text about and pictures of mulled wine by the producer Dufvenkrook. The pictures display three bottles of mulled wine with a low alcohol percentage, but the post also contains a hyperlink to Dufvenkrook's assortment. In turn, this link displays beverages with an alcohol percentage up to 38% (Dufvenkrook Svensk Akvavit). The post was explicitly marked as a sponsored post.

"I told that we celebrated Lucia at the morning here at the office, all the colleagues were mingling with mulled wine. Lighted candles, Christmas music and god mulled wine that we got to try from Dufvenkrooks. We had both the white and the traditional. So good! They also have flavoured varieties." (Löwengrip, 2016, December 13) [translated from Swedish]



Och jag fick ett till glöggbud! Från Saturnus Glögg. Tror ni att någon försöker säga till mig att ha julfest och bjuda alla jag känner? Kanste.

5.1.2.3. Sandra Beijer

Contained text about and pictures of five products from two different producers of mulled wine. The bottles have different alcohol percentages, with one of the bottles reaching up to 14,5% (Per Morbergs Starkvinsglögg). Marked as sponsored as the products were sent to the blogger.

De fyra sista dagarna i november (Beijer, 2016, December 1)

And I got another delivery of mulled wine! From Saturnus Glögg. Do you think that someone is trying to tell me to have a Christmas party and to invite everybody I know? Maybe. (Beijer, 2016, December 1) [translated from Swedish]

5.1.2.4. Michaela Forni

This post was sponsored by Systembolaget, the monopolistic government-owned chain of liquor stores in Sweden. The title says *"Why Systembolaget is closed on Christmas eve"* and was an informational post about Systembolagets limited opening hours and highlighted the negative consequences of alcohol consumption (coded as a negative post in the content analysis). The post was obviously sponsored as it was clearly marked as "sponsored" and had another background colour that set it apart from non-sponsored posts.

ANVÄND
DÄRFÖR HAR SYSTEMBOLAGET
STÄNGT PÅ JULAFTON
DAG: TORSDAG 18 DECEMBER 2016

SPONSORAT Av Systembolaget

Juli och nyår närmar sig och Systembolaget har inte öppnat som månaderna. Det finns en anledning. Här får du förklaringen – och kan kolla bolagets öppettider under helgerna.

Ungafår ni av 50 vaana i Sverige dricker alkohol. En del dricker mer, andra mindre.

För många är vin, öl och sprit synonymt med något festligt, men så faktiskt för en hel del. För en del leder det till alkoholproblem – cirka 450 000 personer i Sverige berörs av våra beroendelära alkohol.

Detta påverkar inte bara de som dricker, utan även barn, partners och vänner.

Det är mot den bakgrunden Systembolaget finns. I och med att alkohol i inte säljs överallt, begränsas konsumtionen och alkoholproblemen. Öppetti detta är en sådan begränsning.

Men gör öppetti denna verkligen någon skillnad?

Svaret är ja.

Därför har Systembolaget stängt på julafton (Forni, 2016, December 14)

For many, wine, beer and liquor are synonymous with something festive, but alcohol also have a downside.

For some it leads to alcohol abuse [...] This does not only affect those who drink, but also children, partners and friends. (Forni, 2016, December 14) [Translated from Swedish].

5.1.3. Type of alcohol

The type of alcohol that was most frequently portrayed was wine (66% of all alcohol posts), including variants of wine such as champagne, prosecco, rose and cava. Red and white wine were types of wine often drunk at more formal settings or in restaurants together with food or

desserts. Variants of wine such as champagne, prosecco and cava often appeared in posts about birthdays and anniversaries. Glasses of rose wine were often shown in a holiday setting when posts related to travels abroad, and mulled wine and champagne appeared in December blog posts (Christmas and New Year). Liquor (which was also coded as ‘drink’) appeared



Och SHIT vilken sjuk lounge! Den var flera våningar stor med gigantiska utrymmen. Det fanns både bio, liten golfbana, spel, massage, stora sköna soffor + ett stort utbud av en grym buffé som vi slaktade hatta (vi mellanandade i en pålåggen hem så det enda vi gjorde var att äta)

Ingrosso (2017, January 25)

in 46% of alcohol posts and appeared in blog posts related to party nights or settings of more heavy drinking (clubs), but also in combination with food, when having drinks at a bar or during holidays abroad. Beer appeared in 17% of the total blog posts in a rather wide variety of settings.

5.1.4. Brand mentioned/visible

A specific alcohol brand was displayed in 46 (18%) of all blog posts through writing or through pictures. Michaela Forni (10 posts, 17%) and Carolina Gynning (10 posts, 45%) were the two bloggers that mentioned or displayed a specific alcohol brand most often. Brands that were visible on pictures or written about were Corona Extra, Koskenkorva Vodka, Castelforte, Carlsberg and Veuve Clicquot among many others.

Furthermore, Gynning specifically displayed her own brands of wine several times.



Vi bjöd på extra stora och goda Amarone-flaskor till middagen.

“We served extra big and tasty Amarone-bottles for dinner” Forni (2016, December, 13). (pictured: Castelforte Amarone della Valpolicella)

5.1.5. Emotional context (positive, negative or neutral)

86% of the posts that were related to alcohol were positive, 3% were negative and 12% of the posts could neither be coded as negative or positive. Posts that were coded as positive were those that contained information about alcohol related to vacation, dinners, socializing, relaxing and parties. Below are translated outtakes from two posts that were coded as negative, and one that was coded as positive.

The negative posts contained written negative experiences related to alcohol such as hangovers or critical opinions towards drinking.



När klockan slog lunch beställde vi in varsin Coconut Mojito.
 Forni (2016, December 3). An example of a post coded as positive. In this case referring to vacation and relaxation.

“Flying when you’re hungover is not something I would recommend to anyone haba, I’ve done it once before (Klara and I were flying from Cannes to Barcelona early in the morning after a night out, the hungover became a migraine attack and when we arrived to the hotel in Barcelona I was in bed throwing up all day and night. it was awful!) and it is one of the worst things you can do.” (Zouiten, 2017, January 10)

“As usual I had a glass of wine but just had 2 sips haba. Christmas has never been about alcohol for me or my family. No one in my family has ever focused on drinking snaps or wine but always Christmas Root Beer. I am happy that is the case because there is probably nothing worse than as a child sit in the middle of a group of drunk adults during Christmas...?! And it is totally okay NOT to drink alcohol even though everyone else is, and it is totally okay to say no to alcohol even though others call you a ‘geek’ or ‘boring’!! It is like the worst thing I know when people try to force me to drink when I do not want to!!!!” (Ingrosso, 2016, December 26).

The positive post contained text which referred to wine as a solution to a problem; wine would enable the blogger (who experiences high energy levels due to her ADHD) to get lower energy levels.

“[...] This is the worst part of ADHD, to not be able to choose to have a restful evening. I had been looking forward to it a lot. I will probably pour myself a glass of wine, it is not the optimal solution, but it can work. The option is to skip the wine and take lergigan (weakly soothing) but then there is a possibility that I will fall asleep. Not really a dream scenario.” (Löwengrip, 2016, December 23).

5.2. General findings: Interviews

The semi-structured approach chosen for the interview design meant that the authors formulated key questions relevant for the study, which served as a basis for the dialogue in the interview sessions. The questions were based on the result from the web content analysis, and in order to uncover underlying motives, the researchers have asked supplementary questions or used probing based on how the dialogue has developed. These are not presented. Instead, outtakes from the interviews are arranged by the questions that were used as a guide.

What do you think of after reading these blog posts? Is there anything in the posts that you react on specifically? If so, what?

Several respondents mention that they immediately react on the alcoholic content in the blog posts. They reflect on how the bloggers recommend alcoholic beverages, and how they call for a purchase by mentioning price and where to buy it. The respondents also perceive the blog posts to be similar to each other, and mention that they see Christmas and New Year's Eve as a common theme:

"I mean, it is the fact that they touch upon alcohol a lot, and the first thing that crossed my mind was: 'who really reads these blog posts?'. It is a little bit like, like they mediate something without knowing about it maybe. That alcohol is like: 'it is so good' and 'you can find it here for 129 kronor'". (Interview 4).

"All of them were quite similar in a way, it was almost the same theme, the time around Christmas and New Year's Eve and so. Especially the thing about alcohol I think. That probably appeared in every blog post, some of them really short and like 'I recommend this alcoholic beverage, and you can buy it for really cheap here' and others were more like 'here you can buy this, and then you can go there and drink this, and then you can go there and drink that'". (Interview 1).

For other respondents, alcohol was not as obviously apparent. Instead, these respondents reacted on how the blog posts have surreptitious advertising, how they advertise or display specific products or services, and mention that there is a lot of shallowness:

"I think a lot of it is quite shallow. There is surreptitious advertising in all of them, but I guess that is how they make their money. So, it is understandable. At the same time, it can be that they want to show their favourite products and stuff for their readers and friends." (Interview 8).

“The fact that it is advertising, most of them are them are advertising in a way or another. For Isabella it is mulled wine, for Sandra Beijer it is clothes. They advertise something whether it is a restaurant, food or mulled wine... It is actually quite shallow.” (Interview 9).

How do you think alcohol is portrayed in these blog posts? Was this something you noticed?

The respondents perceive that the blog posts portray alcohol as something positive, and that it generally is put in positive contexts. Respondents mention the fact that drinking is portrayed as something you do during holidays (such as Christmas and New Year’s Eve) and something you do when you socialize, and how you live life. Alcohol is portrayed as a matter of course, and respondents mention that the bloggers do not highlight how it affects health or mention risks associated with alcohol (such as addiction):

“As if it would be a good thing, that you drink it on special holidays and that it is not dangerous at all. I mean they do not say ‘drink with moderation’ – like, there was a picture of a shopping cart filled with alcohol and then you think like... It is quite like that, they generally put it in positive contexts. They have not mentioned any risks, it is just ‘ah alcohol is nice and it tastes good, it is pleasant and you use it when you socialize’. They do not warn about anything but they just say ‘it is nice and it costs this much’, so yeah, they do not mention anything about the fact that you can become addicted, that it can damage your health and stuff.” (Interview 4).

“I think they portray it as something positive, because it looks like that is how you live life. I mean, actually alcohol has quite many disadvantages, but it feels like it is mostly positive for these bloggers.”
(Interview 5).

Do you think that others can be affected by the alcohol content found in these blog posts?

Several respondents think that the alcohol content found in the blog posts affect the readers, though in slightly different ways. The respondents mention that the bloggers’ fame, their position as role models, and their social status (inspirational, cool) as possible factors that contribute to affect the readers:

“Yeah, I think they can be. As the bloggers portray it so positively, I think you want to be like the bloggers because they are like, cool. And maybe you adapt their behaviour.” (Interview 5).

"I absolutely think readers can be affected by the alcohol. I think they look up to these blogging girls, and if they would for instance buy a lip-gloss, then I think the people that look up to them would also want to have that lip-gloss - as it then is a little exclusive. I think it is the same thing with drinks, because if you have heard about it, then you want to drink it, and I think you want to tell others that you have drunk the same thing as the bloggers have drunk. [...] Maybe you want to show that you have tried something they have recommended. [...] Then you are like aware, and can feel trendy and that 'you know what is up'. [...] I think it is a lot about showing it off to others; or like Instagram that you have drunk the same thing as them." (Interview 9).

One respondent does not think that the *overall attitude to alcohol* is affected, but that the readers will want to try the beverage(s) that a blogger liked. The respondent mentions that it depends on how much one looks up to a person, and on how much you care about trends and to fit in. The same respondent also mentions the *tonality* of the blog posts, and how this can affect how one reasons when the readers want to try a drink the bloggers thought was good:

"Not explicitly the overall attitude to alcohol, but I can imagine the readers want to try these new drinks, the mulled wine, the wine or whatever it is they mention, since their inspirational bloggers thought it was good. [...] I can imagine it depends on how much you look up to the person, or how active blog reader you are. But it probably also depends on how you think about trends and if you want to try to fit in with society; to be popular, a need to be the hottest thing at the moment, a bit of insecurity I would say, a need to be part of the group. [...] Younger women that are more fashionable or trendy maybe would get more inspired by the bloggers, as it is closer to their lifestyle. [...] And the easy-going tone probably also makes you think 'yeah, well, it is not that dangerous, it is just a glass'". (Interview 8).

Some of the respondents also reflect on the fact that the alcoholic content may not necessarily affect readers in a negative way, but can also affect them in a positive way:

"Some of them maybe have readers that are 14 to 18 years old, and already then they may think 'this blogger is my role model, and I will do what she is doing'. [...] So yeah, I think it can affect them, but surely it can probably affect them in a positive way as well. Like 'yeah, sure it is fun, but I do not want to do it because I know what it really is'... Of course I think they are affected by it, but both in a positive and a negative way." (Interview 4).

What group do you think would be the most affected by these blog posts? Do you think that these persons are affected by whom has written the blog post?

Although the researchers did not define the term ‘group’ as in ‘age-group’, most of the respondents answered the question in terms of what age-groups are most affected. Most respondents (though in slightly different ways) spontaneously refer to a younger demography when answering the question to which group that is the most affected by the blog posts. The ages that are most frequently mentioned are individuals in the ages of 16 years old to 18 years old:

“I think it is 16 and 17 year olds, just in the age between upper secondary school and college. That is the time when I believe, out of my own experiences, that you develop as most and are affected as most by other peoples’ opinions, and by what they do. So I would say the age group of 14 years old to 17 years old, or somewhere there.” (Interview 4).

Some respondents mean that it depends on who has written the blog post, and that the bloggers attract different age groups. Carolina Gynning is mentioned as a blogger who attracts an older audience. Isabella Löwengrip is considered to attract readers from various age-groups, and Kenza Zouiten is raised as an example of a blogger who mainly have younger readers:

“You immediately think of young individuals, especially when it comes to Kenza’s blog. [...] Then I do not know, because for like Gynning, I think individuals that are a little bit older read that blog, but if they also look up to her then maybe they also buy her champagne, or was it wine... So, it might be a lot of individuals that are affected. Same thing about Blondinbella [Isabella Löwengrip’s blog was called Blondinbella a couple of years ago], it is probably also a rather big age group that reads her blog.”
(Interview 7).

Would you say that you are affected by the alcohol content in these blog posts? If yes, in what way would you say you are affected?

More respondents claim they are not affected by the alcohol content in the blog posts compared to respondents that claim they are affected. For some of the respondents that claimed they were not affected, the answer was rather immediate and straightforward:

“No. As I do not like alcohol, I am not drawn to it. That is the simple answer.” (Interview 3).

“No. I mean, I react on the fact that there is a lot of alcohol and stuff, but I choose to ignore it as I have been surrounded by alcohol quite much growing up. But others might react in the way that they assimilate the information and want to do it themselves.” (Interview 6).

Another respondent mentioned other things, other than the alcohol itself that affected her from reading the blog posts. One such thing was the mediated image from the social environment found in blog posts:

“I would not say that I become affected in the way that I think ‘oh, now I also must drink alcohol’ but more like ‘oh, how much fun they are having’, like it is social, they are hanging out and it looks like fun. When it comes to alcohol one might just take something without alcohol and say it is a drink, because it kind of is. So, I do not think I would be affected by alcohol in that way.” (Interview 4).

One respondent claimed she was affected by the things she read, but has the self-control to decide on how much, and how, she lets it affect her:

“Yes, I become very affected of the things I read, but then I have to set a limit on how much I can allow the things I read to affect me, or to let it affect me in a positive or a negative way. When I read these blog posts I think ‘I never want to become like that, I do not want to be such a person’. It raises a lot of thoughts in me... I feel like I have that self-control, to push away that influence and really make sure not become the person that is like ‘oh, I really have to go out and party and do this and that’, but rather to feel ‘no, this is not for me’. If that makes any sense.” (Interview 1).

The respondents that stated that they were affected by the posts had either immediate answers:

“Yes, I think I become affected because... Even if one does not want to admit it, you are provided with that information and in one way you think just because they write about it, it is something to strive for, kind of.” (Interview 5).

...or more hesitant answers, where the respondent initially did not believe she would be affected by posts with alcohol content, but then realised she may be affected:

“Alcohol, in particular, I do not think affects me as much, as I did not think of alcohol when I read the blog posts, but maybe when it comes to other products I believe I am affected as much as everyone else. I

recognize myself in the behaviour that you are inspired - I have never tried a drink they have tried, but if they for instance have given a tip about a top [item of clothing], then I have looked it up in store. When it comes to alcohol I already know what I prefer; what type of drink, or what type of wine, and that is what I would order. But when I think about it... If they would say 'this drink is really good', then of course one maybe would want to try it, so then maybe I am affected by alcohol just as much? I can imagine one sees it on a blog, and then thinks, 'yeah, but let's try it'. [...] I think one is very easily affected, even though you as an individual think you 'have your shit together'. (Interview 9).

Would you say that you are part of the group you mentioned before?

A majority of the respondents that were asked this question all stated that they were part of the group they mentioned previously.

Do you think you are more easily affected, just as affected, or less affected, by the alcohol content in these blog posts, compared to the group you mentioned before?

As stated previously, most respondents believed a younger demography to be affected more easily. In most of these cases, the group that the respondents believed was most affected by the blog posts was also the group they belong to, still most respondents believe that they are less affected than others in the same group as themselves:

"I would say that I am less affected than them - because I believe and hope that I am not as affected as them. Then again it is different from person to person." (Interview 2).

No respondent thought that they would be affected *more* than the group they had previously referred to.

How come/what is it that makes you more/just as affected/less affected by the blog posts compared to the group you just mentioned?

Several respondents mean that they are less affected by the alcoholic content in the blog posts because their social environment has shaped their alcohol behaviour. Respondents point out their friends, family and their upbringing as determinants to why they do/do not feel any pressure and/or the need to drink alcohol from blog posts.

More than one respondent point out that they have chosen friends that do not drink or go out partying:

“I have been brought up in a family that hardly keep any alcohol at home, maybe only during special occasions. So, I am used to... I mean I do not feel as if I have the need to drink alcohol and stuff. And the friends that I hang out with and that I have chosen to hang out with, neither are they the kind of persons that drink or go out and party all the time, so when I read these blog posts I do not feel the pressure to try a specific alcoholic beverage. [...] I think I am affected by peer pressure as well, but with my friends there is no peer pressure to drink alcohol, it probably is more the other way around. If there would exist a peer pressure to drink alcohol, I still think I would have been better at not responding to it, in comparison to many others.” (Interview 1).

One respondent shares information about her personal experiences from growing up with parents that were heavy drinkers:

“For me it has to do with my background. My parents drank very, very much during my upbringing so I have become more discouraged from it as I know what can happen. Then I have also simply chosen friends that do not go out that much”. (Interview 6).

Several respondents perceive themselves to be self-confident, and describe this as a determinant to why they are not affected by alcohol content.

“I do not see the fun in it. [...] Surely you get affected, but I think you get more self-confident when you grow old and do not care as much about what others think. [...] But then it also depends on what friends you have and what you have been taught by your family. If you are raised in an environment where your parents drink wine to food or if friends are out partying every or every other weekend I think that affects you as well. [...] If you are raised in a Christian family as myself, then alcohol is not there.” (Interview 4).

“I think that when you are 14, 15 you are pretty insecure. You do not really know how to fit in and that stays until you are maybe 16 to 18 years old. I do not think I am as insecure about myself, and I know what is good and what is not.” (Interview 2).

One of the respondents that perceives herself to be self-confident explains that her self-confidence may be influenced by her mother:

"I do not know, I perceive that I am pretty self-confident and do things that I feel like doing, and do not really care about other peoples' opinions. [...] I think a lot of it has to do with my mother. Especially when it comes to alcohol she is really... We have problems with alcohol in the family, so that is always something one has been opinionated about. One becomes really affected by one's parents I believe. And then she has never thought it is important what others think but do things her own way and does not care. I think I have learned that from her. [...] If other peoples' parents really like alcohol and there is a lot of drinking at home and during special holidays and so, then maybe one does not think about the negatives. I mean this negative thinking that I have in the back of my mind whenever it comes to alcohol." (Interview 7).

The respondent that previously claimed she may have be just as affected as others claim that this is because of the bloggers influential power, and that this has become more important to her because there is a shallowness found in her school and in the industry she is part of:

"A part of me of course wants to be trendy. [...] But another part of me is like 'no I do not care'. Especially in my industry [the respondent refers to the fashion industry] these bloggers are influencers when it comes to fashion and stuff, so I think a lot of people try to act accordingly to be conscious and 'be in'. [...] I feel as if I have become more like that as the school I go to is shallow, and this industry as well. Before, I did not care about whether or not a blogger had a bag or whatever. [...] I think I have joined the group but do not think I am there completely. I know people that are in that group more than me." (Interview 9).

Do you think that others would have given the same answers as you gave? Why/why not?

The result shows that the respondents have different views of how others would answer the same questions based on their own responses. The majority states that it is difficult to predict other respondents' answers to above questions, as everyone has different views based on their experiences of alcohol, their family, their social environment and their upbringing:

"I guess you can have a lot of opinions about alcohol, and it depends on what you carry with you from previous experiences, what family you belong to and what friends you have." (Interview 7).

One respondent state that there is a difference in *how* someone is affected:

"It depends. I think it is quite 50-50. But the question is how you are affected. Some are affected in the sense that they feel as if they have to do something, others are affected in the way that they feel 'I want to stay away from this'. So, it is very different for different people..." (Interview 1).

Age is also mentioned as an aspect that influences how one would answer the questions:

"I think if you would have asked me these questions when I was 18, then I do not think I would have grown as much as I have now, to understand what is good and bad, and to understand what to do and not to do. I mean, at that time you were more wild and crazy, and at that time I think you are more affected by this - that they party, that there is a lot of alcohol." (Interview 2).

6. Analysis

The analysis chapter is divided into two parts, the first focusing on the web content analysis and the second focusing on the in-depth interviews. The analysis connects the findings of these two data collections to the theory and the research presented in the frame of reference.

6.1. Analysis of web content analysis

6.1.1. Number of alcohol posts

The results above showed that in a total of 1.461 blog posts, 17% of the posts contain alcohol in textual/and or pictorial form. At first glimpse, this number may not be very high, but one must recognize that there is a big variation between the blogs; there is a difference of 25 percentage points between the blogs with fewest alcohol-related posts versus the two with most alcohol-related posts. Furthermore, there is also a large monthly variance per blog between the three months that were investigated. For instance, during December, Sandra Beijer wrote 18 alcohol-related posts out of a total of 45 blog posts (40%) and during January, Michaela Forni wrote 23 alcohol-related posts (one of which was coded as negative) out of a total of 56 blog posts (41%). Taken this into account, the researchers believe that alcohol and alcohol-related activities are depicted often in some of Sweden's biggest lifestyle blogs.

Table 4 compares the findings with the findings of Mattebo (2015). The table shows that the same two bloggers that had the two top spots in the web content analysis also are the same two bloggers that have the top spots in Mattebo's findings.

		Mattebo (2015)	Axelsson & Yousef (2017)
Rank	Period	August to September 2015	November to December 2016 and January 2017
1		Sandra Beijer (32%)	Michaela Forni (33%)
2		Michaela Forni (29%)	Sandra Beijer (33%)
3		Kenza Zouiten (19%)	Bianca Ingrosso (16%)
4		Alexandra Nilsson (19%)	Alexandra Nilsson (16%)
5		Regina Katralen (11%)	Kenza Zouiten (14%)
6		Desirée Nilsson (9%)	Petra Tungården (13%)
7		Isabella Löwengrip (7%)	Carolina Gynning (12%)
8		Nellie Berntsson (3%)	Isabella Löwengrip (8%)

Table 4 – Comparison Mattebo (2015) and Axelsson & Yousef (2017)

The researchers want to stress that the findings should be compared cautiously. First, Mattebo (2015) investigated the blogs only during two months, and not three. Furthermore, the researchers investigated the blogs during different time periods, which may have affected the outcome. November, December and January are months where there may be a lot of festivities (such as Christmas and New Year's Eve) and there is a chance that the blog posts related to

these activities depict alcohol and alcohol consumption in a way that would not had happened had other months been selected as the period under investigation. The ideal case for a direct comparison would have been if the researchers had investigated the same months, but the researchers agreed upon choosing a period that was closer in time, as this would give more time-relevant results.

There may be several reasons for the frequent portrayal or mention of content related to alcohol. One possible explanation is that blogs give a glimpse of the everyday life of people; and alcohol may be a common element in these people's lives (IQ, 2014). This obviously happens to be the case for some bloggers, as the alcohol-related blog posts usually are depictions of activities that have taken place in their life recently. However, the researchers suggest that the bloggers still have a choice to either choose to present this part of their life on their blog, or choose not to. If this is the case, then why do the bloggers choose to expose alcohol so often through their blogs, when there is somewhat of an agreement on the fact that alcohol consumption may be risky and harmful to one's well-being? Obviously, only the bloggers that do write such blog posts can answer that question sincerely, but perhaps the bloggers want to be able to give readers an uncensored, unedited and raw depiction of their daily life, without prompting anyone on what to do/not to do. Another explanation might be that what is communicated through blogs are outtakes of a certain individual's life, and these outtakes help build the identity of the blogger, and is part of his/her brand creation. Just as argued by McCreanor et al. (2005), alcoholic beverages are high on the list of branded products that people use to signal their identity and belonging. Thus, one explanation for the high frequency of alcohol content on blogs may be that these alcohol products help the bloggers to build an online identity. This is not an unreasonable argument, as alcohol strongly helps build image and contributes with strong positive connotations, especially among young adults (IQ, 2014).

6.1.2. How alcohol is portrayed in blogs

Having discussed the frequency of alcohol-related posts, it is important to emphasize that it is not necessarily the frequency of blog posts with alcohol related content that is the only thing to keep in mind, but also how alcohol is depicted through blogs. Therefore, it is necessary to analyse whether or not the blogs may mediate a picture of alcohol consumption which can be perceived as problematical or may influence norms in an inconvenient way. The researchers believe that these blogs, just like McCreanor et al. (2013) suggested happens in social networking systems, enables a certain elision of commercial marketing with user-generated content that incidentally promotes alcohol and drinking. One way of doing this is putting alcohol-related content in a positive context, which may give activities related to drinking positive connotations.

The findings from the web content analysis showed that 86% of the total posts that contained information relating to alcohol put it in positive contexts such as vacation, dinners, socializing, relaxing and parties. In particular, alcohol was often depicted in combination with festivities such as Christmas and New Year's Eve. This was done through both pictures and text. A very limited amount of the posts touched upon the negative effects of alcohol, but instead some bloggers romanticized alcohol consumption by emphasizing it as an important element in social contexts, or even as a solution to a perceived problem.

Perhaps a more deliberate way of influencing norms happens when the user generated content does not promote alcohol incidentally, but rather purposefully. Through sponsored posts, the bloggers centralise alcohol and create content that is rather commercial. The web content analysis exposed several posts that were assessed to be sponsored and/or that promoted alcohol deliberately. In accordance with Section 9 of the Swedish Marketing Act (2008:486), all marketing shall also be formulated and presented in such a way that it is clear that it is a matter of marketing. ICCs Article 9 emphasizes that marketing communications should be clearly distinguishable as such, whatever their form and whatever the medium used (ICC, 2011). For some of these posts it was obvious that the content was sponsored, as the posts had a text that said "sponsored by [company]" or "post in collaboration with [company]". Other times the post was not explicitly stated as sponsored even though it had commercial undertones. Furthermore, several respondents perceived the blog posts shown to them to be commercial.

In accordance with Section 7 of the Swedish Alcohol Act (2010:1622), particular moderation should be applied with regard to the marketing of alcohol drinks to consumers. Advertising and other marketing measures may not be insistent, intrusive or encourage the use of alcohol. Furthermore, marketing may not be directed towards or depict children or young people who have not yet reached the age of 25. According to Wildh (2016), this applies to all commercial advertising for alcohol no matter the medium, i.e. also internet and social media. Still, most regular blog readers are under 25 years old (Mattebo, 2015), and the researchers perceive that the sponsored posts shown in this study may thus also be read by blog readers under the age of 25. Several agencies and associations (such as the Swedish Consumer Agency and the Association of Swedish Advertisers) have provided guidelines and recommendations regarding advertising for alcoholic beverages that build upon the legal regulations. In essence, many of the guidelines emphasize the importance of particular moderation. It is for instance prohibited to have pictures or texts that can be regarded as alcohol advertising playing on emotions, as advertising of alcohol as an important component during specific holidays or seasons, or simply as persuasive alcohol advertising as these are considered to exhort usage of alcohol (see Konsumentverket, 2016;

Alkoholgranskningsmannen, 2011). Still, both Löwengrip and Gynning promote beverages containing alcohol by linking it to Christmas and New Year's Eve respectively (relates alcohol to specific festivities), clearly expose specific brands, puts alcohol in positive contexts through emotive words and explicitly recommends specific beverages. It thus remains questionable whether or not some of the blog posts in this study do agree with Swedish Law and agency recommendations. Whether or not the blog posts in this study would be regarded as unethical or even illegal by the agencies thus remains to be seen. However, truth is that individuals and agencies such as the Swedish Alcohol Suppliers' Scrutineer (Alkoholgranskningsmannen) and the Swedish Consumer Agency (Konsumentverket) are scrutinizing alcohol advertising online, including blogs (Wildh, 2016). For instance, Gynning has before been subject to investigation by the Swedish Consumer Agency where her way of promoting her own wine has been criticized as playing on emotions since she has used emotive words, and thus not meeting the regulation of particular moderation as stated in the Swedish Alcohol Act (Nilsson, 2015, December 11; Samuelsson, 2015, December 11; Wildh, 2016).

Although one can assume such posts would not necessarily be regarded as advertising or commercial, the researchers still perceive such posts to potentially move the consumer closer to a purchase decision. One can use the Buyer Decision Process (Kotler, Armstrong & Parment, 2011) to concretize how this may happen.

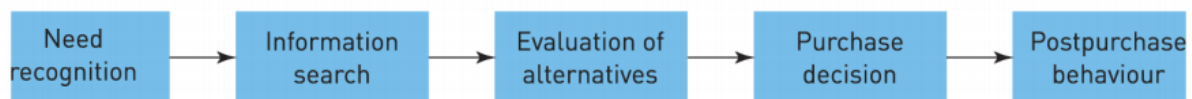


Figure 2 – The Buyer Decision Process. Kotler, Armstrong & Parment, 2011

Sponsored blog posts can potentially affect the consumer in the three first steps of the process: The first step the individual may go through is the stage of need recognition and problem awareness (Step 1). Here, the individual recognises a need triggered by external stimuli. Such external stimuli can be visual stimulus from pictures of a specific beverage or a specific brand in a blog post – for instance a picture of bottles of mulled wine. This stimulus may move the individual to the next step of the process, stage of information search (Step 2). Here the individual may undertake information search related to the need, perhaps by entering a state of heightened attention (Kotler et al., 2011), where she becomes more receptive to information about specific alcohol brands or beverages found in the blog. The individual may also pursue active information search (Kotler et al., 2011) by searching for previous posts where a blogger mentions a specific alcohol brand. This is especially easy if the blog post contains key-tags. Lastly, the respondent may be taken to the third step of the process, evaluation of alternatives

(Step 3). The individual can be taken to this stage through hyperlinks to a purchase page found in the blog post. For instance, Gynning's sponsored posts linked to a purchase page on Systembolaget and Löwengrip's post linked to Dufvenkrook's assortment page, where the individual can not only search for more information about a specific product, but also evaluate other alternatives. When blog posts are not regarded as advertisements there is still a chance that alcohol consumption can increase as the exposure of alcohol in blogs may facilitate the recognition of a need and simplifying information search.

The problem with blog posts that give exposure to alcohol is thus multi-dimensional and complex, and can encourage alcohol consumption in more than one way. If the blog posts in this study are to be regarded as advertisements, marketing, or portrayal of alcohol, then this means that advertising of alcohol online has spread to Swedish lifestyle blogs as well, and reaches thousands of young adults. It is a rather problematic scenario as exposure to alcohol advertising or promotional activity of alcohol has been found to be linked to subsequent alcohol consumption in young people (Nicholls, 2012; Smith and Foxcroft, 2009; Anderson et al., 2009). When blog posts are not regarded as advertisements there is still a chance that alcohol consumption can increase as the exposure of alcohol in blogs may facilitate the recognition of a need and information search. One may then wonder if it even is possible to advertise or give exposure to alcohol products in social media channels. That is a question that remains to be answered, but truth is the overrepresentation of children and young adults in social media (Wildh, 2016) makes it questionable whether or not it is suitable (or at times even legal) to expose alcohol beverages in social media and blogs in particular. At the same time, what makes lifestyle blogs what they are is the depiction of everyday life events, and perhaps that means to include portraying activities related to alcohol as well.

6.2. Analysis of interview findings

6.2.1. Recognition of alcohol content in blog posts

As to whether the presence of alcohol in blogs are recognised by readers, the answer was in most cases that they did perceive the alcohol content and that this was portrayed as something positive. Respondents perceived the blog posts to be positive as it was described as something enjoyable, both when it comes to the alcohol product characteristics (taste) but also when it comes to the product's functionality in social contexts. By not mentioning negative side effects of alcohol, the positivity of the blog posts remained unchanged. Obviously, some of the respondents may have perceived the alcohol content because it was apparent in more or less all blog posts. Though the researchers tried not to make the alcohol content too apparent by choosing blogpost with a high variation of content related to alcohol (both in terms of quantity and in terms of how it is depicted), there is obviously a possibility that the alcohol became more apparent the more blog posts the respondent read. One option to counteract this effect could have been to also include posts that had no alcohol content at all. However, among both the individuals that did perceive the alcohol content and the ones that did not, answers reveal that the blog posts were perceived as commercial, although the majority of sponsored posts were not marked as sponsored. Answers reveal that the respondents noticed and reacted on the fact that some of the blog posts included prices, recommendations and product placements.

6.2.2. Respondents claiming influence

When asked the respondents if they think others can be affected by the alcohol content found in the blogs, respondents claimed that they believe whether others are affected depends on if one cares about trends, cares about being popular and fitting in, cares about being perceived as being fashionable, and care about showing this off to others. Moreover, they believed the influence of bloggers is empowered by the fact that they are famous or have social characteristics such as being inspirational or cool. Respondents also mention that these traits make them become role models. Their power to influence also means that their consumption habits and product choices are by the respondents perceived to inspire others to act accordingly. Respondents also believed that individuals that are more fashionable and more trendy get more inspired, as this lifestyle is closer to the lifestyle of the bloggers. As such, it becomes easier for a reader to identify with the blogger, and the blogger becomes more of a referent.

In total, the researchers only perceived two out of the total number of respondents to claim they were, or could be, affected by the blog posts. Respondents that claimed they were affected by the

alcohol content in the blog posts said they could be affected because *“the things they write about are things worth striving for”* (Interview 5) and because they were *“inspired by the bloggers”* (Interview 9).

However, the beliefs about what affects others (trends, fitting in, being fashionable) appeared to be true when analysing the answers of a respondent (interview 9), which claimed she was not affected by the blog posts, but after some consideration said she probably was affected, and could be affected by the mediated picture of alcohol and alcohol activities in blogs. The respondent was quoted saying *“I think one is very easily affected, even though you as an individual think you ‘have your shit together’”*. For instance, the respondent acknowledged the fact that she may try a drink if a blogger recommends it, just the same way as she has looked up a piece of clothing in store when a blogger has recommended it. Compared to other respondents, the researchers perceived this respondent to care more about being fashionable, trendy and fitting in. This was also something the respondent acknowledged, but was rather ambiguous about. The respondent was quoted saying *“A part of me of course wants to be trendy. [...] But another part of me is like ‘no I do not care’”*. The respondent suggested that the bloggers influence her as they are regarded as important by individuals she goes to school with and works with as she said *“Especially in my industry [the respondent refers to the fashion industry] these bloggers are influencers when it comes to fashion and stuff, so I think a lot of people try to act accordingly to be conscious and ‘be in’. [...] Before, I did not care about whether or not a blogger had a bag or whatever”*. The respondent thus perceives she has become more concerned about what trends the bloggers are initiating, and that this has become more important to her because of the industry she is in. There is a possibility that the perceived behaviour of some referents has a greater influence on the formation of a descriptive norm than does the behaviour of other referents (Fishbein & Ajzen, 2011), and the researchers of this paper suggest that this may be the case in this situation. Bloggers’ influence is suggested to be present and affects the respondent (Interview 9) through her professional environment. The bloggers may be seen as important referents to the respondent as she may more easily identify with or aspire to be like the bloggers compared to other respondents, because of her particular study- and work environment. Because their normative influence is present in both the respondent’s professional and her private environment (all respondents claimed they read blogs regularly), there is also a chance that the respondent may be more influenced by these referents than other referents who may affect the descriptive normative component of the RAA model. Terry and Hogg (1996) and Terry, Hogg and White (1999) suggest that the more people identify with a given referent group, the more the perceived norms of that group will influence behavioural intentions. In this case, this may mean that the bloggers may influence the normative component more for this respondent in comparison to other respondents, since it may be easier for this respondent to

identify with bloggers as their normative influence is part of her study- and work environment, which not is the case for the other respondents. Consequently, the normative component may also affect the intention to pursue activities related to alcohol more than the normative component of other respondents.

6.2.3. Respondents claiming no or little influence

In the clear majority of the cases, the respondent either claim that they are not affected by the alcohol content in the blog posts (and that they are less affected than the group they mentioned), or that they are affected by other things than the alcohol (such as the social environment depicted). The researchers of this paper assume there may be several reasons to why the respondents are not affected by the blog posts:

- **There are other components in the RAA model that affect intention more than the descriptive norm of the normative component.**

Though only touched upon lightly in the above theory section of this paper, the RAA has more components than the normative component that affects intention to pursue a specific behaviour. Intentions are also influenced by attitude towards behaviour (ATB) and the perceived behaviour control (PBC).

6.2.3.1. Attitude Towards Behaviour (ATB)

People hold beliefs about positive and negative consequences they might experience if they perform a behaviour (Fishbein & Ajzen, 2011). These outcome expectancies determine people's attitude towards performing a behaviour, which is the positive or negative evaluation of performing a behaviour. In the RAA model, this concept is concretized with the Attitude Towards Behaviour-component (ATB). Attitudes are by Krech and Crutchfield (1948) described as "an enduring organization of motivational, emotional, perceptual, and cognitive processes with respect to some aspect of the individual's world" (p. 152). Fishbein and Ajzen (2011) refer to it as "the evaluation of an object, concept, or behaviour along a dimension of favour or disfavour, good or bad, like or dislike" (p. 78). Attitudes are influenced by moods and emotions, and respondents highlighted their attitudes to alcohol, bloggers and social pressures throughout the interviews. Not least did some respondents' attitude towards drinking and alcohol become apparent when asked whether or not they perceived the depictions of alcohol and alcohol related activities to in any way affect their intention towards pursuing alcohol related activities. Rather deliberately, the respondents claimed they were not affected by the alcohol content found in the blog posts due to attitudinal factors. One respondent said "*As I do not like alcohol, I am not drawn to it. That is the simple answer.*" (Interview 3). Another respondent said "*I do not see the fun in it.*"

(Interview 4). Both of these respondents stated they were not affected by the alcoholic content in the blog post, meaning the descriptive part of the normative component seems unaffected by mediated norms from the selected blog posts. Their attitude towards behaviour (ATB) thus may have an impact on the intention to pursue alcohol related activities, and as they claim they are not affected by alcohol depictions in blog posts, the attitude towards behaviour is suggested to have greater power over intention than does the descriptive normative component.

6.2.3.2. Perceived Behavioural Control (PBC)

The answers from the interviews also highlight respondents' beliefs about their perceived behavioural control. Perceived behavioural control is defined as the extent to which people believe that they are capable of performing a given behaviour, and that they have control over its performance (Fishbein & Ajzen, 2011). Salient control beliefs may be based in part on past experience with the behaviour, but also influenced by observation of the experiences of acquaintances and friends, and by other factors that increase or reduce perceived ability to perform the behaviour in question (Fishbein & Ajzen, 2011). For instance, one respondent said *"I feel like I have that self-control, to push away that influence [...] if there would exist a peer pressure to drink alcohol, I still think I would have been better at not responding to it, in comparison to many others."* (Interview 1). Furthermore, two respondents implicitly and explicitly gave answers that show that they believe to be self-confident. One respondent said *"I do not think I am as insecure about myself, and I know what is good and what is not."* (Interview 2), and another respondent said *"I perceive that I am pretty self-confident and do things that I feel like doing, and do not really care about other peoples' opinions"* (Interview 7). These answers were given when asked if they think they are affected by the alcoholic content found in the blog posts. The respondents' answers suggest that although there is a possibility that the respondents may be affected by the alcoholic content in the blog posts, and thus perhaps be tempted to pursue alcohol related activities, their beliefs about their own control and confidence may enable them to refrain from pursuing such activities. They therefore have a perceived self-control, and a perceived self-confidence. If one would use the RAA model to explain this, it means the respondents' perceived behavioural control may affect intentions to not be persuaded by pro-alcohol information, which in turn affects behaviour to not pursue alcohol related activities. One should see the impact of PBC on intentions from a multi-dimensional perspective; the self-control and confidence of the respondents make up the PBC-component and enables them to refrain from pursuing alcohol related activities or be persuaded by pro-alcohol information. However, rather than perceiving the PBC to inhibit intentions to drink, one can also perceive the PBC to enable intentions *not* to drink. In this way, the perceived self-confidence and perceived self-control make up the PBC, but instead of inhibiting the

intention to pursue alcohol related activities, one can view the PBC as facilitating intention to pursue a behaviour that does not incorporate alcohol.

- **There are referents (other than bloggers) who affect the normative component more than bloggers, or bloggers are not perceived as affecting the normative component for some individuals as they are not regarded as referents at all.**

The respondents that claimed they were less affected by the alcoholic content often tended to refer to their upbringing or their current social environment when answering questions to whether they were affected to the alcoholic content in the blog posts. In these answers, parents, family and/or circles of friends were pointed out as individuals who have played an important role in shaping intention and behaviour towards alcohol and alcohol-related activities. According to Fishbein and Ajzen (2011), parents and friends are examples of salient normative referents, and the researchers of this paper assume that these respondent's parents, family and friends are people important to the respondent and/or are people whose opinions the respondents value. As a consequence, these individuals are perceived to be referents with great power to influence the respondents' normative component. The respondents have beliefs about what normative referent views as appropriate (or inappropriate) behaviour, and what this normative referent thinks should or ought to be done. For instance, one respondent (interview 1) mentioned that there is no peer-pressure to drink between her and her friends, but rather the other way around (i.e. peer pressure not to drink between her and her friends). She thus perceives there exists somewhat of a *proscription* to drink in her social environment initiated by her *group of friends*. This normative proscription represents a source of perceived normative pressure coming from a belief that a particular group do not want her to perform a given behaviour.

Another respondent (interview 7) mentioned that her mother was opinionated about alcohol, and that this has affected her to also become negative towards alcohol. In this case, the respondent may have felt a normative prescription (to be opinionated about alcohol) growing up initiated by her *mother*. This normative prescription represents a source of perceived normative pressure from a belief that an individual wants her to perform a given behaviour, in this case her mother. The researchers suggest that in both these examples, the respondents perceive that their *salient referents* have desires and that these respondents want to comply to these desires. There thus exists an injunctive norm in their social environment based on their beliefs of what referents important to them (in this case friends and mother) *thinks* they should (or should not) do.

However, not only the desires of important referents play an important role, but also their actions. One respondent (interview 6) said she has chosen friends that do not go out that much,

meaning they are not often involved in activities related to alcohol. The respondent thus perceives that her friends are not performing a specific behaviour, and the researchers suggest she may feel a normative pressure to not perform a behaviour because she believes her friends are not performing the behaviour. Consequently, this belief affects her intention, which in turn affects her behaviour. The researchers hence suggest that in this example, the respondent perceives that the referents do not perform a specific *action*, the respondent wants to comply, and thus does not perform it either. There thus exists a *descriptive norm* in her social environment based on her beliefs of what referents important to her (in this case friends) are *doing*.

These respondents thus behave in accordance with both what they believe important referents think they should do (or not to do) and/or what they believe their important referents are doing (or not doing). In this way, there both exists *injunctive norms* and *descriptive norms* initiated by salient referents, and that these norms together form a normative component which affects the respondents' intention to pursue activities related to alcohol. The researchers thus suggest that referents that are more salient and more ready accessible may have a greater impact (whether positive or negative) on the descriptive norm than less salient and less ready accessible referents (such as bloggers).

6.2.4. Attempting to quantify components

It is thus apparent, and reasonable, that the bloggers influence the normative component to varying degrees between respondents. To be concrete, this means that the normative component takes on different *weights* between respondents. Reasonably, each component takes on different weights between respondents as it is not realistic that different respondents would put identical weights to the same components. These differences affect the total intention to perform a given behaviour, as the intention is based on a combination of attitudinal, normative and control considerations (Fishbein & Ajzen, 2011). For some, the normative component may play a vital role, and for others not as much. In the same way, some people may pursue a behaviour because of attitude towards behaviour, whereas others do it because of the perceived social pressure (Fishbein & Ajzen, 2011). It explains why people with similar attitudes, perceived norms and perceptions of control behave in different ways (Fishbein & Ajzen, 2011).

This motivates an attempt to try to quantify the normative component, to then be able to measure this component's weight against the other two components weights. It would mean that one would have to understand *to what extent* bloggers may influence the descriptive norm, to then understand the bloggers' degree of power on influencing intentions. However, first, there was never an objective of this study to define *how much* bloggers affect the normative component,

rather *how*. Secondly, there is a difficulty in assessing the degree of influence a specific blogger has on a respondent's descriptive norms. In the same way that injunctive normative beliefs should be weighted by motivation to comply with a given referent, also descriptive normative beliefs should be given weights to consider the possibility that the perceived behaviour of some referents has a greater influence on the descriptive norm than does the behaviour of other referents (Fishbein & Ajzen, 2011). This can be done by "assessing a person's identification with the different referent individuals or groups, multiplying the measures of descriptive normative beliefs regarding given referents by the corresponding identity measures, and then summing the normative belief by identity products" (Fishbein & Ajzen, 2011, p. 147-148). However, no empirical research to date has performed this test, and such attempts to weight descriptive normative beliefs may do little to improve prediction of the overall descriptive norm (Fishbein & Ajzen, 2011).

7. Conclusion

With the material presented in the result- and analysis chapter, this part answers the two stated research questions for the study. The conclusion is linked to the purpose of the study.

This study sought to explore if and how the presence of alcoholic beverages on Swedish blogs may affect young females' intention to pursue activities related to alcohol. To fulfil this purpose, two research questions were created. With an analytical comparison of theory and empirical findings from a web content analysis and interviews, the study could give answers to the two research questions:

R1: to what extent and how do alcoholic beverages and activities related to alcohol appear on Swedish blogs?

The study shows that blog posts give exposure to alcohol in a multi-dimensional and complex way. Though the results show that a moderate number of the total blog posts contain alcoholic content, there is a big variation between blogs and a large monthly variance per blog. When these differences are considered, the study shows that alcohol and alcohol-related activities are depicted often in some of Sweden's biggest lifestyle blogs. Some of Sweden's biggest lifestyle blogs are considered to put alcohol in a favourable setting firstly by putting it in a positive context through pictures and text by romanticising alcohol consumption as an important element in social contexts. For instance, alcohol is especially exposed in combination with festivities and celebrations. Furthermore, alcohol is also perceived to be put in a favourable setting through sponsored posts, where bloggers centralise alcohol and create content that is rather commercial. For some posts it is rather apparent, for other posts there are commercial undertones. The study questions whether some of these posts can be considered as marketing, and then whether they do agree with Swedish Law and agency recommendations on alcohol marketing. The blog posts that are not regarded as commercial but still expose alcohol can be perceived as moving the consumer closer to a purchase decision by facilitating a recognition of a need and simplifying information search.

R2: is the presence of alcohol in blogs recognised by readers and if so, how do they perceive this to affect their own and others' intention to consume alcohol?

The study shows that blog readers interviewed perceive that posts do contain alcohol content and that it is portrayed as something positive and enjoyable. They also notice that some blog posts include prices, recommendations and product placements. Most respondents claim they believe others may be affected to consume alcohol by blog posts that put alcohol in a positive context as bloggers have an influence empowered by their social status as role models,

inspirational, famous and cool. It is suggested that only a minority of respondents may be influenced to pursue alcohol-related activities. Bloggers have an impact on these individuals' intention to pursue alcohol-related activities as these individuals care more about being trendy or fitting in, or because the bloggers appear influential in respondents' professional environment. A majority of respondents claim they themselves are not affected by the alcohol content in the blog posts and it is suggested that this is because subjective attitude towards alcohol and a belief of personal control has stronger impact on intention to pursue alcohol-related activities compared to norms formed by bloggers. Another suggestion is that more salient and ready accessible referents, such as parents, family and friends, are deemed more important in affecting norms around alcohol through individuals' perceived view of these referents' desires and actions. It is thus apparent, and reasonable, that bloggers' influence on intention to pursue alcohol-related activities varies based on who the reader is, what the reader does, and what referent is assessed to be important.

8. Discussion

The discussion chapter presents a discussion on the possible societal implications the results of this research may create. The chapter ends with suggestions for future research.

8.1. Societal implications

Research on alcohol is an important topic because of the possible negative effects excessive alcohol consumption may impact individuals' and society at large (see Anderson et al., 2009). With this study, the researchers have wanted to highlight a seemingly forgotten channel online which also enables user-generated content of alcohol, which as suggested by Nicholls (2012), Leyshon (2011), McCreanor et al. (2013) and Moewaka Barnes et al. (2016) can intensify norms of intoxication and reinforces risky drinking practices. The authors have presented not only the frequency of alcohol posts on Swedish lifestyle blogs, but also provided data with how alcohol is depicted on these channels. Unfortunately, the results show that not much has changed compared to two years ago (see Mattebo, 2015), and some posts raise questions on ethically or legally acceptable content. Though the findings show that a majority of respondent's claim they are not affected by such content, questions still arise whether the alcoholic content online can influence other individuals, who are perceived not to have the behavioural control or attitude that the respondents in this study described they have. Perhaps alcohol content may affect individuals with a less alcohol-persistent attitude, individuals with less behavioural control or individuals that do not have referents that refrain from alcohol. If this is the case, then blogs' depiction of alcohol may be assumed to influence these individuals, and there is thus a higher risk of non-moderate consumption of alcohol by these groups of people. It is a problematic scenario, and the researchers want to highlight three kinds of stakeholders who they consider may be taking part in this development, and who also have the power to change it:

- Companies within the alcohol industry. The authors argue that alcohol companies have an ethical responsibility in making sure that the marketing of their products follow current regulations and guidelines. They are the ones who can determine who will be exposed to the company's marketing activities, and thus when selecting blogs as a communication channel for marketing purposes, the companies should be aware of the fact that people under 25 years old may be exposed to such promotional content, and understand the associated risks that includes.
- The blogger. The study shows that the respondents believe the bloggers to be influential because of their social status, and that they believe the bloggers to have an impact on

other readers' intention to consume alcohol. This obviously means the blogger has a responsibility to think of what he/she displays, and how this may affect the blog reader. It is a responsibility which means that one has to question whether one should partake in commercial relationships with alcohol brands, and whether sponsored content related to alcohol is ethical or even legal.

- Regulators and agencies providing recommendations. The authors of this study have highlighted several aspects that can be considered problematic in terms of how alcohol and is portrayed on blogs, and the exposure it receives. The presence of alcohol is portrayed often on blogs and people below the age of 25 years old are assumed to make up a large share of the audience. The result of this study shows that sponsored blog posts containing alcohol plays on emotions. Moreover, it is questionable whether some blog posts should be marked as sponsored, or whether some depictions of alcohol respect the rule of particular moderation. The authors want to raise the issue whether the existing legislation on marketing is sufficient and covers online channels well enough to be able to apply it on the platforms of influencers, who reach thousands and thousands of young adults, or whether it is too diffuse. Perhaps there is a need to revise laws on marketing online and on social media in particular.

8.2. Future research

The researchers of this paper acknowledge that there still is a need for more in-depth research on the topic of alcohol online. Firstly, blogs have been the main social media channel used for the topic of this paper. However, Facebook, Twitter, YouTube, Instagram and Snapchat are examples of both newer and relatively older social media channels. Unlike big lifestyle blogs, where a prominent blogger is the publisher, other social media channels allow also family-members, relatives and friends to expose alcoholic content. Bearing in mind the findings from this study where the respondents often refer to family and friends as important individuals shaping intentions and behaviour towards alcohol, the authors suggest further research on how intentions and behaviour are affected in social media channels where also friends and family can contribute to exposure of alcoholic content.

Secondly, blogs have a skewed gender distribution where a large share of readers consist of females. This, and the fact that much of the studies relating to alcohol typically recruit female samples (Cooke et al., 2016), suggests it is meaningful to consider research that includes or focuses on males as well, and investigate how and what affects their intentions and behaviours towards alcohol.

Lastly, this study uncovered that the respondents' perceived control beliefs help outplay the impact from surrounding norms around alcohol. It is unclear what has caused the salient control beliefs of these respondents, and the researchers of this paper therefore suggest that it would be meaningful to investigate what can help shape individuals' control beliefs. By understanding what influences young adults to form control beliefs that can help them refrain from pursuing alcohol related activities, or refrain from being persuaded by pro-alcohol information, health regulators may be able to diminish the effect of prevalent pro-alcohol norms.

9. References

- Ajzen, I. (1985). From intentions to actions: A theory of planned behavior. In J. Kuhl & J. Beckman (Eds.), *Action-control: From cognition to behavior* (pp. 11–39). Heidelberg, Germany: Springer.
- Alkoholgranskningsmannen (2011). *Recommendation regarding advertising for alcoholic beverages and alcoholic light drinks*. Stockholm: Alkoholgranskningsmannen
- Anderson, P., De Bruijn, A., Angus, K., Gordon, R., & Hastings, G. (2009). Impact of alcohol advertising and media exposure on adolescent alcohol use: a systematic review of longitudinal studies. *Alcohol and alcoholism*, 44(3), 229-243.
- Armitage, C. J., Conner, M., & Norman, P. (1999). Differential effects of mood on information processing: Evidence from the theories of reasoned action and planned behaviour. *European Journal of Social Psychology*, 29(4), 419-433.
- Beijer, S. (2016, December 1). De fyra sista dagarna i november [Blog post]. <http://sandrabeijer.se/2016/12/01/de-fyra-sista-dagarna-i-november/>
- Bloggportalen. (2017a). *Mest besökta privata blogggar*. Retrieved 2017-04-15 – 2017-04-29, from <https://www.bloggportalen.se/BlogPortal/view/TopLists?tl=1>
- Bloggportalen. (2017b). *Mest besökta proffsbloggar*. Retrieved 2017-04-15 – 2017-04-29, from <https://www.bloggportalen.se/BlogPortal/view/TopLists?tl=2>
- Booth, N., & Matic, J. A. (2011). Mapping and leveraging influencers in social media to shape corporate brand perceptions. *Corporate Communications: An International Journal*, 16(3), 184-191.
- Chester, J., K. Montgomery, and L. Dorfman. 2010. *Alcohol marketing in the digital age*. Center for Digital Democracy & Berkeley Media Studies Group. Retrieved from http://bmsg.org/sites/default/files/bmsg_report_alcohol_marketing_in_the_digital_age.pdf
- Cheung, C. M., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision support systems*, 54(1), 461-470.
- Cialdini, R. B., Reno, R. R., & Kallgren, C. A. (1990). A focus theory of normative conduct: Recycling the concept of norms to reduce littering in public places. *Journal of personality and social psychology*, 58(6), 1015.
- Cooke, R., Dahdah, M., Norman, P., & French, D. P. (2016). How well does the theory of planned behaviour predict alcohol consumption? A systematic review and meta-analysis. *Health psychology review*, 10(2), 148-167.
- Dagens Industri. (2013, December 3). Bloggarna som tjänar mest. *Dagens Industri*. Retrieved 2017-05-20, from <http://www.di.se/artiklar/2013/12/3/bloggarna-som-tjanar-mest/>

- Easterby-Smith, M., Thorpe, R., & Jackson, P. R. (2015). *Management and Business Research*. London: SAGE Publications Ltd.
- Fishbein, M. (2008). A reasoned action approach to health promotion. *Medical Decision Making*, 28(6), 834-844.
- Fishbein, M., & Ajzen, I. (2011). *Predicting and changing behavior: The reasoned action approach*. Taylor & Francis.
- Forni, M. (2016, December, 10). 29 grader den sjunde december och en svart katt [Blog Post]. <http://sandrabeijer.se/2016/12/10/29-grader-den-sjunde-december-och-en-svart-katt/>
- Forni, M. (2016, December 13). En helg med massa familjehäng, otur och lussebullar [Blog post]. <http://www.forni.se/2016/12/13/en-helg-med-massa-familjehang-otur-och-lussebullar/>
- Forni, M. (2016, December 14). Därför har Systembolaget stängt på julafton [Blog post]. <http://www.forni.se/2016/12/14/darfor-har-systembolaget-stangt-pa-julafton/>
- Gibbons, F. X., Gerrard, M., Blanton, H., & Russell, D. W. (1998). Reasoned action and social reaction: willingness and intention as independent predictors of health risk. *Journal of personality and social psychology*, 74(5), 1164.
- Gold, G. J. (2011). Review of Predicting and Changing Behavior: The Reasoned Action Approach: by M. Fishbein and I. Ajzen. *The Journal of Social Psychology*, 151(3), 382-385.
- Gynning, C. (2016, December 1). Fragolino [Blog post]. <http://gynning.net/2016/12/01/48746/>
- Gynning, C. (2016, December 22). Tips 3 [Blog post]. <http://gynning.net/2016/12/22/tips-3/>
- Gynning, C. (2017, January 6). Fragolino by me [Blog post]. <http://gynning.net/2017/01/06/fragolinoby-me/>
- Gynning, C. (2017, January 27). Fredags vin [Blog post]. <http://gynning.net/2017/01/27/fredags-vin/>
- Hastings, G., & Sheron, N. (2013). Alcohol marketing: grooming the next generation (Editorial). *British Medical Journal*, 346(f1227).
- Herring, S. (2010). *International Handbook of Internet Research*. J. Hunsinger, & M. Allen (Eds.). London, New York: Springer.
- Ingrosso, B. (2016, December 26). Christmas Eve [Blog post]. <http://biancaingrosso.se/2016/12/26/christmas-eve/>
- Ingrosso, B. (2017, January 25). Our way home [Blog Post]. <http://biancaingrosso.se/2017/01/25/our-way-home/>
- The International Chamber of Commerce (ICC). (2011). *Consolidated ICC Code of Advertising and Marketing Communication Practice* (Report No. 240-46/660). Retrieved from: <http://reklamombudsmannen.org/eng/shared-media/icc-consolidated-code-of-advertising-and-marketing-2011-english.pdf>


- IQ. (2010). *Sociala medier – alkoholreklam i nya kläder*. Retrieved from: http://www.iq.se/public/assets/Documents/Alkoholreklam/IQ_Rapport_Om-alkoholreklam-i-sociala-medier_2010-07.pdf
- IQ. (2014). *Bilden av alkohol i bloggssfären*. Retrieved from http://www.iq.se/public/assets/IQ_alkohol_bloggar.pdf
- IQ. (2016). *Så nås unga av alkoholreklam och alkoholbudskap*. Retrieved from http://www.iq.se/public/assets/Documents/Alkoholreklam/IQ_Rapport_Sa_nas_unga_av_alkoholreklam_och_alkoholbudskap_2016-3.pdf
- IQ. (2017). *Om IQ*. Retrieved May 3, 2017, from <http://www.iq.se/sv/om-iq/>
- Jernigan, D. H., Ostroff, J., & Ross, C. (2005). Alcohol advertising and youth: a measured approach. *Journal of public health policy*, 26(3), 312-325.
- Konsumentverket. (2015). *Vägledning om marknadsföring i bloggar och andra sociala medier*. Retrieved from <http://www.konsumentverket.se/globalassets/publikationer/produkter-och-tjanster/reklam-och-marknadsforing/vagledning-om-marknadsforing-i-bloggar-201511-konsumentverket.pdf>
- Konsumentverket. (2016). *Konsumentverkets allmänna råd för marknadsföring av alkoholdryck till konsumenter*. Karlstad: Konsumentverket
- Krech, D., & Crutchfield, R. S. (1948). *Theory and problems of social psychology*. New York: McGraw-Hill.
- Krippendorff, K. (2013). *Content Analysis - An introduction to its methodology*. 3rd ed. California: SAGE Publications Inc.
- Kotler, P., Armstrong, G., & Parment, A. (2011). *Principles of marketing Swedish edition*. Harlow, England: Prentice Hall.
- Leyshon, M. (2011). *New Media, New Problem? Alcohol, Young People and the Internet*. London: Alcohol Concern.
- Lobstein, T., Landon, J., Thornton, N., & Jernigan, D. (2016). The commercial use of digital media to market alcohol products: a narrative review. *Addiction*, 112, 21-27.
- Lyons, B., & Henderson, K. (2005). Opinion leadership in a computer-mediated environment. *Journal of Consumer Behaviour*, 4(5), 319-329.
- Löwengrip, I. (2016, December 13). Lucia och glögg [Blog post]. <http://www.isabellalowengrip.se/2016/12/lucia-och-glogg/>
- Löwengrip, I. (2016, December 23). Typiskt [Blog Post]. <http://www.isabellalowengrip.se/2016/12/typiskt-3/>
- Löwengrip, I. (2017). Om. Retrieved 2017-04-29, from: <http://www.isabellalowengrip.se/om/>
- Malhotra, N. K., & Birks, D. (2007). *Marketing research: An applied approach (3rd ed.)*. Harlow, England: Prentice Hall.
- Malhotra, N. K., Birks, D., Willis, P. (2012). *Marketing research (4th ed.)*. Harlow: Pearson Education.

- Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business horizons*, 52(4), 357-365.
- Mart, S. M. (2011). Alcohol marketing in the 21st century: new methods, old problems. *Substance use & misuse*, 46(7), 889-892.
- Mattebo, L. (2015, November 9). Var tredje blogginlägg innehåller alkohol. *Motfakta*, p. 6-7.
- McCreanor, T., Moewaka Barnes, H., Gregory, M., Kaiwai, H., & Borell, S. (2005). Consuming identities: Alcohol marketing and the commodification of youth experience. *Addiction Research & Theory*, 13(6), 579-590.
- McCreanor, T., Lyons, A., Griffin, C., Goodwin, I., Moewaka Barnes, H., & Hutton, F. (2013). Youth drinking cultures, social networking and alcohol marketing: Implications for public health. *Critical Public Health*, 23(1), 110-120.
- McMillian, S. J. (2000). The Microscope and the Moving Target: The Challenge of Applying Content Analysis to the World Wide Web. *Journalism and Mass Communication Quarterly*, 77, 80-98
- Moewaka Barnes, H., McCreanor, T., Goodwin, I., Lyons, A., Griffin, C., & Hutton, F. (2016). Alcohol and social media: drinking and drunkenness while online. *Critical Public Health*, 26(1), 62-76.
- Montgomery, K. C., & Chester, J. (2009). Interactive food and beverage marketing: targeting adolescents in the digital age. *Journal of Adolescent Health*, 45(3), S18-S29.
- Neuendorf, K. A. (2002). *The Content Analysis Guidebook*. London: SAGE Publications Inc.
- Nicholls, J. (2012). Everyday, everywhere: alcohol marketing and social media—current trends. *Alcohol and Alcoholism*, 47(4), 486-493.
- Nilsson, L. M. (2016, February 3). Blondinbella - Så blev hon en av de största. *Expressen*. Retrieved 2017-05-20, from <http://www.di.se/artiklar/2013/12/3/bloggarna-som-tjanar-mest/>
- Nilsson, M. (2015, December 11). Konsumentverket synar Carolina Gynning. *Dagens Media*. Retrieved 2017-05-20, from <http://www.dagensmedia.se/marknadsforing/kampanjer/konsumentverket-synar-carolina-gynning-6237038>
- Park, D. H., Lee, J., & Han, I. (2007). The effect of on-line consumer reviews on consumer purchasing intention: The moderating role of involvement. *International journal of electronic commerce*, 11(4), 125-148.
- Pligt, J. V. D., & De Vries, N. K. (1998). Expectancy-value models of health behaviour: The role of salience and anticipated affect. *Psychology and Health*, 13(2), 289-305.
- Reyna, V. F., & Farley, F. (2006). Risk and rationality in adolescent decision making: Implications for theory, practice, and public policy. *Psychological Science in the Public Interest*, 7, 1-44.
- Samuelsson, J. (2015, December 11). Gynnings plutmun kritiseras. *Sydsvenskan*. Retrieved 2017-05-15 from <http://www.sydsvenskan.se/2015-12-11/gynnings-plutmun-kritiseras>

- Saunders, M., Lewis, P., Thornhill, A. (2016). *Research Methods for Business Students*. 7th ed. Edinburgh: Pearson Education Limited.
- SFS 2010:1622. *Alkohollag*. Stockholm: Socialdepartementet
- SFS 2008:486. *Marknadsföringslag*. Stockholm: Finansdepartementet
- Smith, L. A., & Foxcroft, D. R. (2009). The effect of alcohol advertising, marketing and portrayal on drinking behaviour in young people: systematic review of prospective cohort studies. *BMC public health*, 9(1), 51.
- Socialbakers. (2011). *What brand categories lead marketing on Facebook?*. Retrieved from <http://www.socialbakers.com/blog/266-whatbrand-categories-lead-marketing-on-facebook/>
- Stranegård, M. (2009). *Hotell Speciell. Livsstilskonsumtion på känslornas marknad*. Lund: Liber.
- Söderlund, R. M. (2015, December 3). Carolina Gynning lanserar konstnärligt vin. *Elle*. Retrieved 2017-05-20 from <http://www.ellematovin.se/carolina-gynning-lanserar-konstnarligt-vin/>
- Tungården, P. (2016, December 23). Julpiff, julklappar och mys [Blog post]. <http://petra.metromode.se/2016/12/23/julpiff-julklappar-och-mys/>
- Uzunoglu, E., & Kip, S. M. (2014). Brand communication through digital influencers: Leveraging blogger engagement. *International Journal of Information Management*, 34(5), 592-602.
- Uzunoglu, E., & Öksüz, B. (2014). New opportunities in social media for ad-restricted alcohol products: The case of 'Yeni Raki'. *Journal of Marketing Communications*, 20(4), 270-290.
- Wildh, M. (2016). *Hårdare tag mot alkoholreklam*. Retrieved from: <https://www.kntnt.se/nya-hardare-tag-mot-alkohol-i-marknadskommunikation/9007>
- Wisterberg, E. (2016, April 4). Kenzas Jackpot – H&M betalade 20 miljoner kronor för Ivy Revel. *Dagens Media*. Retrieved 2017-05-20, from <http://www.dagensmedia.se/medier/digitalt/kenzas-jackpott-h-m-betalade-20-miljoner-kronor-for-ivyrevel-6537586>
- Wisterberg, E. (2017, May 5). Blondinbella är död - här är Isabella Löwengrips plan för världsherravälde. *Breakit*. Retrieved 2017-05-20, from <http://www.breakit.se/artikel/7519/blondinbella-ar-dod-har-ar-isabella-lowengrips-plan-for-varldsherravalde>
- Wu, P. C., & Wang, Y. C. (2011). The influences of electronic word-of-mouth message appeal and message source credibility on brand attitude. *Asia Pacific Journal of Marketing and Logistics*, 23(4), 448-472.
- Zouiten, K. (2017, January 10). [Blog post]. <http://kenzas.se/2017/01/10/82045/>

Appendices

Appendix A – Selected blog posts for the interviews



ISABELLA
LÖWENGRIP

HEV OM LÖC FLÄTTARE STRÅLARE ISABELLA'S SELECTIONS

DECEMBER 13 2016 AT 16:30 - ÖVRIGT

Lucia och glögg

ORALSK F. FÄRRECK

– I samarbete med Duvverkrooks –

Jag berättade ju att vi firade Lucia imorse här på kontoret, det var glöggmyrighet med alla kollegor. Tända ljus, julmusik och god glögg som vi köpt besta idag från Duvverkrooks. Både den jusa och den traditionella hade vi framme. Så gott! De har även flera smaksatta sorter. Pingst hade även köpt med sig en italiensk lukaka, panettone tror jag att den hetta. Dessutom hade vi bjudd in ett luciatåg från Stockholms musikaliskt-utbildning på Sase 23 som överströkte med skönsång. Det var verkligen prickarna över iel.





DEN SISTA DAGEN PÅ ÅRET.

KLÄDER, HÅR, SKOR OCH SANT. * 1 JANUARI, 2017 - 12:28



Igår var det nyårsfest och jag såg ut såhär.

Rött läppstift för extra festlig stämning förstås.



Topp från Alice+Olivia, kjol från & Other Stories, väska YSL och skor Prada.





Gjorde typ femhundrasjuttioelva olika saker igår och hade kul nästan hela tiden. Fick dock inte kysa någon på tovslaget och det är jag lite ledsen över. Som den romantiker jag är så är liksom det klokslaget speciellt.



Idag har jag bakåtgått och känner mig ganska ledsen, så nu ska jag krypa ur den här lägenheten, gå hem till Jenny, köpa pizza på vägen och kolla på kostymdramer i hennes säng.



20 DECEMBER 2016 - 18:58

KASAI







Saturday party with HOSS EVENTS at Kasai / borrowed photo 1, 4 & 8 from Bianca's blog, photo 2, 3, 5, 6 by August Dallerik

I lördags bjöd mina favorittjejer från Hoss Events in oss till restaurangen Kasai här i Stockholm för middag och fest! Jag hade inte varit på det stället innan men jag gillade det som fan, det känns lite som ställarna i New York med fest & uppträdanden under middagen. Bra föreställning! :-)) Vi åt sushi, drack goda drinkar och trädde Zara som pieces för år. Sedan fortsatte firandet på Spy Bar och vi kom inte hem förrän vid fem typ, haha. Sjukt rolig kväll!

Hörrni kväll är det dags för del 7 av min stora giveaway. Om ni gillar kläder får ni ENTE missa detta! :-)

// On Saturday my favorite gurls from Hoss Events invited us to the restaurant Kasai here in Stockholm for dinner and party! It was my first time there and I really liked it, it felt like those places in New York with party & performances during dinner. If you're going out this is a really good place to start! :-)) We had sushi, delicious drinks and celebrated Zara's birthday. And then we continued the celebration at Spy Bar and we didn't get home until 5 am, haha. Such a fun night!

Heyy tonight it's time for part 7 of my big giveaway. If you love clothes you don't want to miss this! :-)

FAVORITSTÄLLEN I STOCKHOLM – EN HELLDAG

15:30 TORSDAG 17 NOVEMBER 2016

Jag tänkte att jag skulle lista mina favoritställen i **Stockholm** för en hel dag – följ med!

Frukost



Nybrogatan 38, Nybrogatan 38

Mysigaste frukoststället i stan. Prisvärt för att vara i city och sjukt mycket goda grejer på meny. På de flesta ställen brukar jag ha en favorit som jag helst väljer, men här har jag typ fem frukostfavoriter. Missa inte deras gröt, skinkmackan under julen, knäckebrödet, scrambled eggs med tryffel eller croissanten med nutella (typ enda stället i stan som serverar sin croissant med nutella – as it should!)



Lunch/Brunch



Riche, Birger Jarlsgatan 2

INGEN som har läst den här bloggen kan väl ha missat att jag älskar Riche. För helgbrunch är det bästa stället i stan, men om jag ska vara ärlig är Riche bra vilken dag och tid som helst. Jag går gärna hit för lunch eller brunch i veckosluten, alltid bra stämning och högt i tak. At deras klassiker på menyn och spana på människor.



Kaffe



Snickarbacken 7, Snickarbacken 7

Jag brukar sitta här på förmiddagarna eller eftermiddagarna, mellan frukost och lunch-ruschen. Det är ett fik och en shop kombinerad i ett och är hela dagarna fullt av frilansare som sitter och jobbar. Jag älskar det för myssets skull – det är murrigt där inne och fiket låter en gå in i sin egna bubbla. Deras frukostmackor är supergoda, men missa heller inte deras avokadomacka, tonfiskmacka, acalobowl eller rulltårna. Viktigast är faktiskt rulltårten – det är det bästa fikarödet som görs i hela stan tror jag!

After work



Italiano Bar, Birger Jarlsgratan 23

Italiano är ett av få ställen i stan som serverar en klassisk aperitivo på eftermiddagen varje fredag. En aperitivo är Italienarnas signum – det är deras eftermiddagsdrink! På nästan alla barer i Italien beställer man ett glas på eftermiddagen så får man en bricka med massa snacks till, alternativt så duker de upp en liten buffé med plockmat till din dryck. Generöst och perfekt efter jobbet när man är lite hungrig. Italiano Bar anammar de italienska rötterna och bjuder in till aperitivo varje fredag. Köp ett glas att dricka och åt lite charcuterier, ostar och kex till ditt glas. Ett ställe som alltid är varmt, inlöst och välkomnande.

P.S! Forulom Italiano Bar har samma kedja även restaurangen Italiano och bakficken Papa, som jag även rekommenderar varmt om du vill ha en stökig middag med enkel men god italiensk mat!



Middag



Milles, Strandvägen 1 (bredvid restaurangen Strandvägen 1)

Det finns få ställen i stan som är lika bra som Milles tycker jag. Milles är mest briljant på sommaren (missa inte en helgbrunch på deras uteservering då!) men det är fan fantastisk på vintern också, speciellt för middag. Jag vet inte hur många gånger jag har varit på Milles, men det är många. Kvinnorna som driver stället är riktigt riviga (lämnar den definitionen åt er fantasi haha) men stämningen på denna lilla restaurang är alltid bra. Aven här -- högt i tak, hoga skrat, mycket liv. Missa inte deras asiatiska råbiff som de är nästan illi kända för.

Drink!



Nobis (Normalmstorg) eller Vassa Eggen (Birger Jarlsgatan 29)

Gå till Nobis om du vill ta en lugnare drink. De har sjukt goda drinkar i Guldbaren som görs med massvis av kärlek. Kul om man vill ta in lite olika och köra drinkprovning! Ganska lugnt, så om du vill gå vidare känns Vassa Eggen som en bra destination. Stökigt men goda drinkar och bra musik (23-års gräns!).

Bubblare: *Taverna Brillo (för hela dagen), Daphnes (för middag), Broms (för hela dagen), Strandvägen 1 (för hela dagen), Un Poco (för middag), Oaxen Slip (för lunch på sommaren, annars middag), Gnarlys Burger (för bургarlunch givetvis) eller Supper (för middag)*

TIPSI

15:08 | december 22, 2016 | Carolina Gynning



NU NÄRMAR SIG NYÅRSÅFTON...SÅ!!!

Viva Prosecco By Carolina Gynning finns nu i 275 butiker runt om i landet, om den inte finns "hemma" hos dig så är det så enkelt att beställa den på länk nedan.

Här

Pris 129 kr kostar den bara...

Julpiff, Julklappar och Mys!

23 DECEMBER, 2016, 18:53



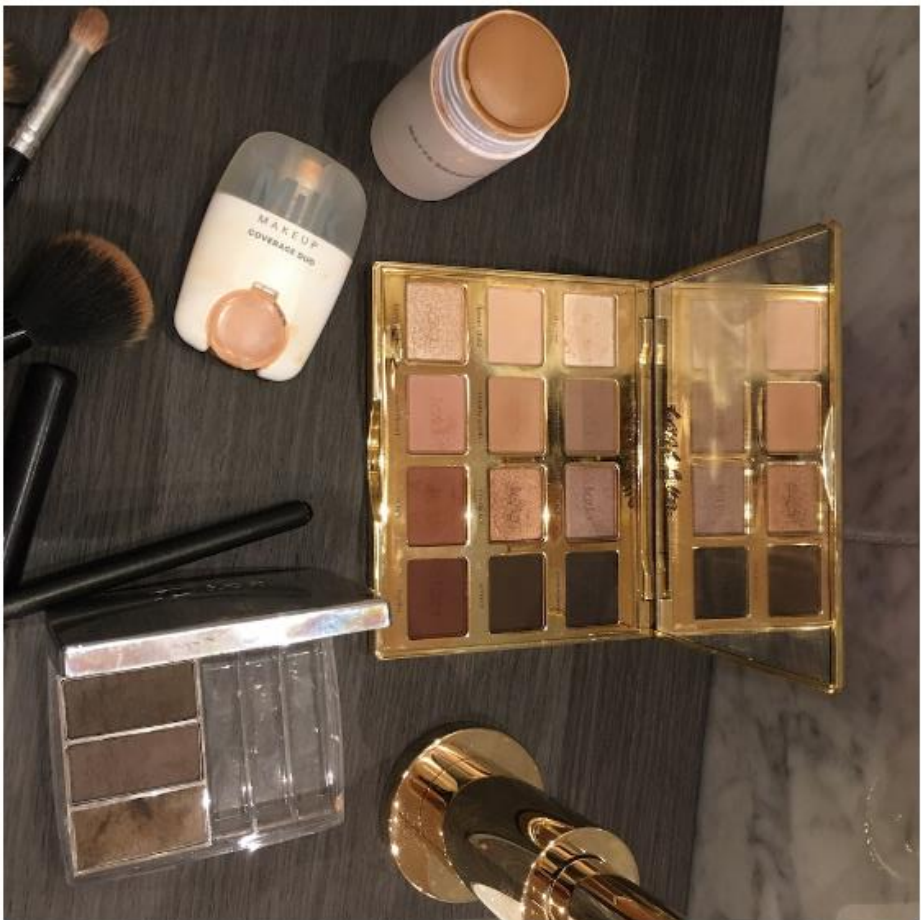
Imorse vaknade jag av att solen blandade mig. Så himla trevligt! Satt att vakna till nu när det är så förbannat mörkt. Jag stökade av lite jobb från sängen. Himla trevlig kompostplats måste jag säga.



Sedan ringde det på dörren med matleverans. Vi ska ju fira jul hemma hos oss. Så det var en jättesnabb mat som skulle inhandlas. Vi har ju ingen bil och bor lite nära en enda matbutik. Den närmsta är 15 minuter bort eller ökej det finns en liten matbutik 5 minuter bort men den har knappt någonting. Så jättes skönt.



Collig bild, haha. Jag skulle bara visa er hur dåligt mitt hår just nu. Det håller på att gå av framåt! Det står alltså rakt upp, standört är det. Älskar att det hänger hoop med mangan.



Hur konstigt var det att kunna sminka sig och lägga sminket på vårt nya handfat istället för på toaletten. Vardagslyx! Har ni provat Milk & smink? Det är minna nya favorit saker i necessären. Den concealern är himmels! Först applicerar man en krämig variant och över den en flytande. Sedan har det ett krämig brumpuder som är mat i den perfekta nyansen.



Sedan gick jag och Marlene ner på stan för att shoppa de sista julklapparna och de sista puffen inför imorgon. Vi mötte upp Dasha som gjorde samma sak och snackade lite skit.



Två favoriter <3 Hur turligt att Dasha ska finna mig med oss imorgon!



Vi hittade fina julsvens på H&M Home



Sedan sprang vi och köpte massa blommor. Tänkte dekorerat bordet med det imorgon.



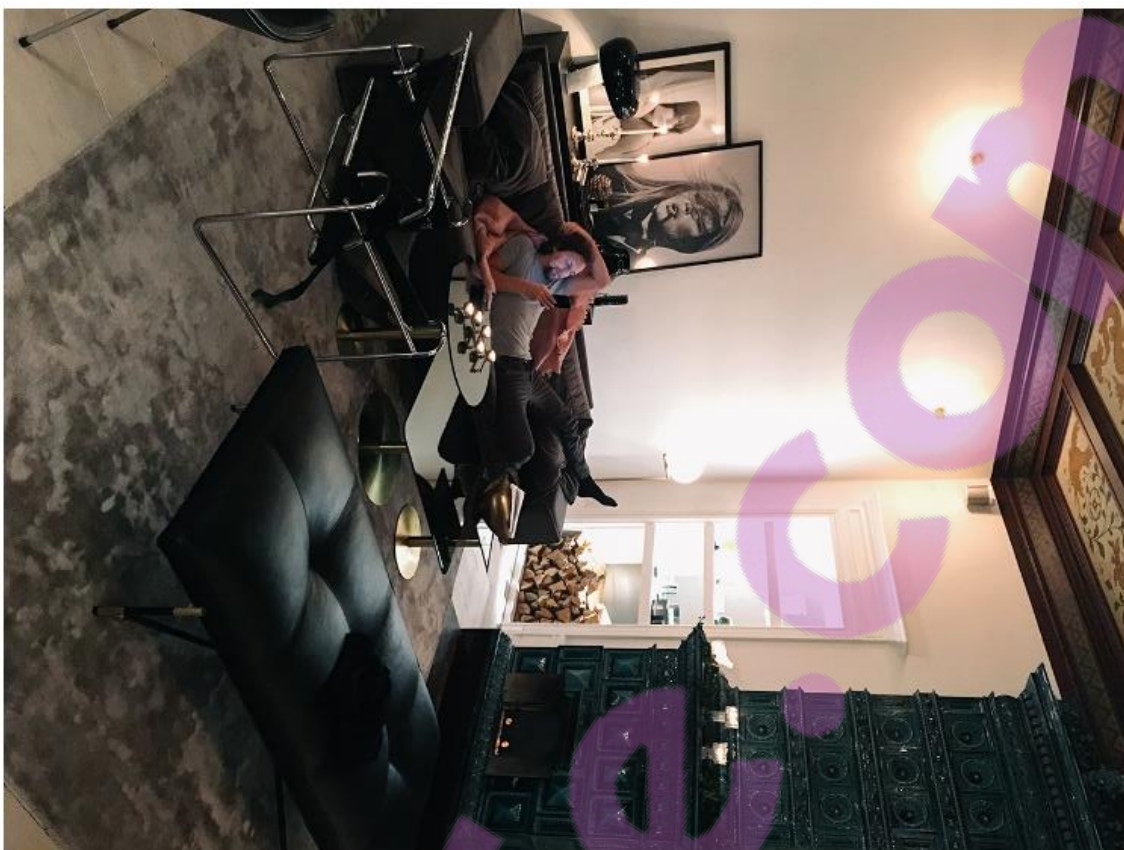
Sedan skulle vi till systemet. Det är inte bara familjen som kommer imorgon utan en jätta massa vänner som kommer efter vi ätt julbord. Vi ska leka julklappssåken, dricka drinkar och spela spel. Så himla trevligt. Haha, kommer nog bli en himla massa alkohol över dock.



Nu när vi kom hem så tände vi två bränsor! Nu fungerar två kakelugnarna! Så fastligt! Det synkare är att när Morgan var här och skulle laga dem så han att även den tredje fungerade, den behövde bara tåras. När vi köpte den så den att den i deras gamla bartrum. Inne gick att laga.



Haha, några fintiga julklappar under granen sållefäll. Till min familj. Jag och Markus har bestämt oss för att köpa julklappar till varandra och skänka bort pengarna istället.



Nu ligger Markus och mysar i soffan. Snart kommer Grassea och Ida över för att julbaka, dricka glühwein och piffa inför imorgon.

Appendix B – Findings, Web Content Analysis

	NO. OF POSTS	CONTAINS ALCOHOL		SPONSORED		BRAND MENTIONED USABLE		CONTEXT		PRODUCT CATEGORY			POSITIVE	NEGATIVE	NEUTRAL
		YES	NO	YES	NO	YES	NO	TEXT	PICTURE	BEER	WINE	LIQUOR			
KENZA ZOUTIEN															
NOVEMBER	48	4	44	0	4	0	4	3	1	0	2	3	0	0	1
DECEMBER	54	7	47	0	7	2	5	2	6	2	3	5	1	1	1
JANUARY	55	11	44	0	11	3	8	3	9	3	6	7	8	1	2
TOTAL (%)	157	22	135	0	22	5	17	8	16	5	11	14	16	2	4
TOTAL (%)		14%	86%	0%	100%	23%	77%	36%	73%	23%	50%	64%	73%	9%	18%
ISABELLA LOWENGRIP															
NOVEMBER	92	6	86	0	6	2	4	0	6	3	5	1	4	0	2
DECEMBER	96	7	89	1	6	1	6	5	3	0	7	0	6	0	1
JANUARY	86	9	77	0	9	2	7	7	7	0	7	2	9	0	0
TOTAL (%)	274	22	252	1	21	5	17	12	16	5	19	3	19	0	3
TOTAL (%)		8%	92%	5%	95%	23%	77%	55%	73%	23%	86%	14%	86%	0%	14%
SANDRA BJER															
NOVEMBER	45	13	32	0	13	4	9	11	8	3	9	7	12	0	1
DECEMBER	45	18	27	1	17	4	14	16	12	5	15	3	18	0	0
JANUARY	48	15	33	0	15	1	14	12	11	6	10	0	12	1	2
TOTAL (%)	138	46	92	1	45	9	37	39	31	14	34	10	42	1	3
TOTAL (%)		33,23%	67%	2%	98%	20%	80%	85%	67%	30%	74%	23%	91%	2%	7%
MICHAELA FORNI															
NOVEMBER	60	14	46	0	14	1	13	12	13	1	13	6	12	0	2
DECEMBER	66	23	43	1	22	3	20	12	19	4	15	13	17	1	5
JANUARY	56	23	33	0	23	6	17	11	22	6	18	9	16	1	6
TOTAL (%)	182	60	122	1	59	10	50	35	54	11	46	28	45	2	13
TOTAL (%)		32,967%	67%	2%	98%	17%	83%	58%	90%	18%	77%	47%	73%	3%	22%
BIANCA INGROSSO															
NOVEMBER	32	4	28	0	4	0	4	3	3	1	2	2	4	0	0
DECEMBER	28	7	21	0	7	0	7	6	7	1	5	6	5	2	0
JANUARY	25	3	22	0	3	1	2	0	3	1	1	1	2	0	1
TOTAL (%)	85	14	71	0	14	1	13	9	13	3	8	9	11	2	1
TOTAL (%)		16,47%	84%	0%	100%	7%	93%	64%	93%	21%	57%	64%	75%	14%	7%
CAROLINA GYNNING															
NOVEMBER	65	8	57	0	8	1	7	1	7	0	7	3	8	0	0
DECEMBER	61	7	54	2	5	4	3	3	6	1	4	3	7	0	0
JANUARY	64	7	57	5	5	5	2	5	7	0	7	1	6	0	1
TOTAL (%)	190	22	168	4	18	10	12	9	20	1	18	7	21	0	1
TOTAL (%)		12%	88%	18%	82%	45%	55%	41%	91%	5%	82%	23%	95%	0%	5%
ALEXANDRA NILSSON															
NOVEMBER	103	20	83	0	20	1	19	17	14	0	8	15	19	0	1
DECEMBER	92	11	81	0	11	2	9	11	8	0	7	6	10	0	1
JANUARY	91	15	76	0	15	0	15	9	9	0	6	10	15	0	0
TOTAL (%)	286	46	240	0	46	3	43	37	31	0	21	31	44	0	2
TOTAL (%)		16,08%	84%	0%	100%	7%	93%	80%	67%	0%	46%	67%	95%	0%	4%
PETRA TUNGA RÖDEN															
NOVEMBER	51	3	48	0	3	1	2	2	2	1	0	2	3	0	0
DECEMBER	57	8	49	0	8	2	6	7	6	2	4	6	8	0	0
JANUARY	41	9	32	0	9	0	9	7	8	2	6	5	7	0	2
TOTAL (%)	149	20	129	0	20	3	17	16	16	5	10	13	18	0	2
TOTAL (%)		13%	87%	0%	100%	15%	85%	80%	80%	25%	50%	65%	90%	0%	10%
ALL TOTAL	1461	252	1209	7	245	46	206	165	197	44	167	115	216	7	29
ALL TOTAL (%)		17%	83%	3%	97%	18%	82%	65%	78%	17%	66%	46%	86%	3%	12%