

JULY 26-28, 2023 UNIVERSITY OF SALFORD, MANCHESTER NETNOCON.ORG



NETNOCON 2023

CONFERENCE PROCEEDINGS

CONFERENCE PROGRAM AND
EXTENDED ABSTRACTS

“BUILDING BRIDGES”



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NETNOCON 2023 Conference Theme

Building Bridges

The inaugural International Conference (NETNOCON23) was a meeting of minds dedicated to the theme of “Building Bridges” with netnography. Since its initial development in 1995, netnography has become one of the most popular methods for gaining qualitative insights across the social sciences, including Health Communication, Education, Nursing, Medicine, Disability Studies, Management, Marketing, Consumer Research, Communication, Human Geography, Political Science, Sociology, and more – as well as in applied business settings.

Now, the Association for Netnographic Research brought you NETNOCON23, a conference that has provided an unprecedented international forum for sharing knowledge and results about the development of ethnographic methodology applied to social media, apps and immersive technologies. NETNOCON23 welcomes applications of netnography across any domain in applied or basic science, from any field and any level.

The goal of NETNOCON23 was to build bridges and supportive connections among the global community of netnographers. Although devoted to netnography, NETNOCON23 was open to significant contributions from all ethnographers studying social media or immersive technology, regardless of methodological inclination.

The inaugural Conference was held in Manchester at the University of Salford UK and was co-chaired by: Robert V. Kozinets, Ulrike Gretzel, Alex Fenton, Cristina Vasilica, Rossella Gambetti and Wasim Ahmed.



NETNOCON 2023 Conference Chair & Co-chairs

Chair



Professor Robert V. Kozinets develops methods and theories that are widely used around the world. His work aims to provide a human-centered understanding of technocultures as well as the social structures and passions that surround them. Netnography, his major innovation, is transforming research practices throughout industry and across the social sciences.

Co-chair



Dr. Ulrike Gretzel is a Senior Fellow at the Center for Public Relations, University of Southern California and Director of Research at Netnografica. She has over 15 years of experience conducting academic and practice-focused netnographies, with topics ranging from the experiences of black vanlifters to the collective activism among fans of a Chinese TV drama.

Co-chair



Dr. Alex Fenton is Associate Dean International for the Faculty of Science, Business & Enterprise at the University of Chester UK and Associate Professor of Digital Transformation. He was formerly Head of Centre for Professional & Economic Development. His PhD explored international fan communities using netnography and his research explores social media communities and culture, fandom and inequalities.

Co-chair



Dr. Rossella Gambetti is professor of branding and consumer culture at Labcom, Università Cattolica del Sacro Cuore in Milan. Her research focuses on emerging technocultural phenomena shaping contemporary branding and consumer culture. Rossella is a “netno-enthusiast who conducted several netnographic explorations in the social media worlds of amateur chefs, virtual influencers, counterbrand activism, youth tobacco consumption and Chinese cosmetics consumption.

Co-chair



Dr. Cristina Vasilica is a Reader in Digital and Social Media in Healthcare. Her background is in IT service development working in the industry before embarking on PhD, which evaluated the impact of social media on patients' information provision, networking and communication.

Co-chair



Dr. Wasim Ahmed is a Senior Lecturer and his research interests are based on supporting healthy behaviours with cross-cutting interests in digital business and sports research. He has recently been studying the use of social media by the public and sports brands such as football clubs. He has also been conducting research in the area of digital health such as exploring public views and opinions expressed on social media across a range of topics.

NETNOCON 2023 Conference Programme

Day 1 July 26, 2023

Location: The University of Salford, Peel Park Campus, Peel building <https://www.salford.ac.uk/conferencing/peel-building>

Peel Park dates to 1846 as one of the first public parks to be opened in the UK. The park features a host of attractions including the Marie Curie Field of Hope. Salford Museum and Art Gallery (2 mins away from Peel Building) allows you to explore “Lark Hill Place”, a northern street during Victorian times. You are invited to dress in Victorian clothes and wander in and out of the shops along the street. It also has a great coffee shop for any impromptu networking chats.

July 26, 10h30-11h30

Registration, tea & coffee, box lunch

All participants attending the conference are invited to follow the registration process. This includes signing in at the venue, registering, and collecting the conference materials and box lunch. All the information will be at the entrance of the venue (the campus will have NETNOCON23 signs).

July 26, 11h30-11h45

Welcome and meet the conference team

July 26, 11h45-12h30

Keynote ‘The netnography vision’ Professor Robert V. Kozinets

July 26, 12h30-13h20

‘The future of netnography’ plenary session

Our PhD Scholarship students will be invited to introduce themselves and their work in a 1-minute “elevator pitch”

July 26, 13h20-13h30

Networking break

July 26, 13h30-15h00 – Full length presentations (Session 1) [Peel Hall G19]

Session Chair: Killian O’Leary

“Phygital netnography: Investigating Physical/Digital Experience”—Part 1

- 1) Fan, X., Unboxing the experiential aspect of museum cultural products.
- 2) Ditta-Apichai, M., Gretzel, U., The representation of Thai community-based tourism experiences on social media.

- 3) Pera, R., Bagna, G., Why does beauty matter? The role of aesthetic appreciation in enhancing Consumer Wellbeing: The Outdoor Experience.
- 4) Ghorbani, M., Tonner, A., Tsoukou. E., The digital brand personality assemblage – a netnographic exploration across platforms.

July 26, 13h30-15h00 – Full length presentations (Session 2) [Peel Classroom 102]

Session Chair: Rachel Ashman

“Creator Anthropologies: Investigating Influencers and their Ecosystems”

- 1) Bouarour, F., Reid, E., Online fashion and the performative cyber-power of social media influencers.
- 2) Timsard, S., Quinton, S., Building bridges between self-learner types and Kozinets’ online community typology.
- 3) Garwood-Cross, L., Reflecting on an entangled digital methods journey to understand if social media influencers can influence health.
- 4) Sweeney, E., Lawlor, M.A., Young consumers’ advertising literacy in the context of influencer marketing - a netnographic research agenda.

July 26, 15h00-15h20

Networking, tea, coffee, cakes

July 26, 15h20-16h35 – Full length presentations (Session 3) [Peel Hall G19]

Session Chair: Russell Belk

“Phyigital Netnography: Investigating Physical/Digital Experience”—Part 2

- 1) Odoi, L., Doherty, A.M., Hewer, P., Embedded netnography: Building bridges by connecting digital and physical worlds.
- 2) Deshbandhu, A., Netnography & Game Studies: Rethinking ethnographic approaches to virtual world interactions.
- 3) Eaton, G., Tierney, S., Wong, G., Mahtani, K.R., An analytic auto-netnography of the online social spaces for paramedics working in primary care.

July 26, 15h20-16h35 – Full length presentations (Session 4) [Peel Classroom 102]

Session Chair: Rossella Gambetti

“Netnography for Researching Subcultures, Fandoms, and Gaming” – Part 1

- 1) O’Leary, K., ‘Gamifying Guinness’: A Netnography of New Porter.
- 2) Ahmed, W., Women’s Football Subculture of Misogyny: The Escalation to Online Gender-Based Violence.
- 3) Lu, Y., Organisational formation: a netnographic study on Chinese online fan organisation.

July 26, 16h35-16h45

Networking break

July 26, 16h45-18h15 – Full length presentations (Session 5)[Peel Hall G19]

Session Chair: Ulrike Gretzel

“Capturing Platform Aesthetics, Agency and Affordances”

- 1) Gheza, K., Social media affordances: a qualitative analysis model to address its complexity.
- 2) Gambetti, R., Biraghi, S., Beccanulli, A., Theorizing zoomie technoculture: embodied netnography to capture the connected self.
- 3) Thompson, K., Ashman, R., Patterson, A., Self(ie)-Editing: Techno-Mediated Aesthetics on Instagram.
- 4) Bar-Gil, O., Hey google, Tell me how to use Netnography to study Google?.

July 26, 16h45-18h15 – Full length presentations (Session 6) [Peel Classroom 102]

Session Chair: Cristina Vasilica

“Precious Ties: Netnography to Study Value and Stakeholder Relationships”

- 1) Sthapit, E., Stone, M.J., Björk, P., Interactive value formation and its sources: A netnographic approach in the context of Airbnb.
- 2) Boukouyen, F., Yin and Yang of value: A holistic coexistence model.
- 3) Hammad, M., Raddats, C., Kearney, T., A Netnographic Investigation of Rapport Development Between Customers and Service Employees in Online Service Encounters.
- 4) Cruz, A., Fenton, A., Fletcher, G., Heinze, A., Using Netnography to Develop Stakeholder Value Personas.

July 26, 18h15-19h30

Join us to celebrate NETNOCON23 with an evening reception

Day one ends with an evening reception offered by the conference host – The School of Health & Society, University of Salford. An opportunity to celebrate and network, engage with participants, speakers, and experts across fields of practice to build more interdisciplinary bridges.

Location: Council Chamber & Albert Adams Room, Old Fire Station which is a short walk across the road from Peel Hall. Food and drinks provided by the host.

Day 2, July 27, 2023

Location: The University of Salford, MediaCityUK Campus [MCUK]

<https://www.salford.ac.uk/our-facilities/mediacity-campus>

We welcome you at The University of Salford, MediaCityUK campus. Situated on the Manchester Ship Canal in Salford, Greater Manchester, the campus shares an impressive waterfront site with BBC, ITV Granada, The Lowry Theatre, Imperial War Museum, The Studios and more.

July 27, 8h30-9h00

Registration, networking, tea & coffee (MCUK reception area)

July 27, 9h00-9h35 [MCUK Digital Media Performance Lab (DMPL) 0.11]

“Building Bridges” with netnography. Panel Discussion, Chair Professor Ben Light

Panelists: Li Xie-Carson, Rossella Gambetti, Stacey Munnely, Alex Baudet

The cross-disciplinary panel, formed of experienced netno-enthusiasts and early career netno-researchers, will focus on “Building Bridges” with netnography. During the discussions, the panel will delve into the ways netnography can be effectively employed as a research tool in various academic and professional contexts, methodological inclinations and utility in studying social media, apps and immersive technologies.

July 27, 9h35-9h45

Networking break

July 27, 9h45-11h15 – Full length presentations (Session 7) [MCUK 3.10/11]

Session Chair: Mariam Humayun

“Immersing in Technology: Studying the Metaverse, AI, and Social Robots”

- 1) Dimitrova, I., Öhman, P., Play and pay? Metaverse users’ behaviour and their real-world intention to fully adopt digital payment methods.
- 2) Arora, A., Chakraborty, A., Belk, R., Roy, G.R., PEAK Experiences: A Netnographic Study of Consumer Experience In Metaverse For Consumer Engagement.
- 3) Kerekes, M., Guiot, D., Le Nagard, E., Individuals' connection with social robots in a successful appropriation: a netnographic exploration.
- 4) Kothari, A., Josiowicz, A., Discourse on Artificial Intelligence in Latin America: Netnography of Portuguese and Spanish Language Tweets.

July 27, 9h45-11h15 – Full length presentations (Session 8) [MCUK 3.06/7]

Session Chair: Anthony Patterson

“NetnoTok: Methodological Innovation in Studies of TikTok Culture”

- 1) Mouritsen, A.S., Exploring mobile data donation: methodological insights into the study of TikTok usage.
- 2) Yu, P., The use of TikTok for Customer-Dominant-Logic: a comparison of basketball fans in China and the USA.
- 3) McFarlane, A., #Chavcheck: Does TikTok facilitate the pornification of social class struggles?
- 4) Qi, H., Understanding content provision and user engagement on TikTok in China: a netnographic Approach.

July 27, 11h15-11h30

Networking, tea & coffee, cakes

July 27, 11h30-13h00 – Full length presentations (Session 9) [MCUK 3.10/11]

Session Chair: Rebecca Scott

“Netnography for Investigating Education and Social Media Acculturation”

- 1) Leung, A.Y.T., Content marketing for educational purposes: What and how do consumers learn from online video tutorials?.
- 2) Sepehr, S., Dehghan Nayeri, H., Social media consumption and pre-immigration consumer acculturation: A poststructuralist perspective.
- 3) Chinazzi, A., A Netnographic Study of Homeschooling in Italy.
- 4) Benseitita, A., Investigating the Use of Online Linguistic Practices among Kabyle Males and Females students of English on Facebook: An Analysis through Bourdieusian Social Practice.

July 27, 11h30-13h00 – Full length presentations (Session 10) [MCUK 3.06/7]

Session Chair: Ashleigh Logan-McFarlane

“Algorithmic and Market Culture: Studies and Methods Utilizing a More-than-human Approach”

- 1) Cavusoglu, L., Kozinets, R., More-than-human Prejudice: Using Netnography to Investigate Producer and User Conceptions of Algorithmic Bias.
- 2) Bjørlo, L.V., Baudet, A., Haunted by algorithms: Understanding the phenomenon of algorithmic aggravation.
- 3) Wastell, G., Hill, S.R., Joubert, A., Cancel Culture: The Dark Side of Social Media Marketing.
- 4) Eagar, T., Elkins, M., Shi, Y., Social Media Curations: Collecting Data in Risky Contexts through Crowdsourced Compilations.

July 27, 13h00-14h00

Networking, lunch, NETNOCON ‘60s Shout Out’ and

NETNOCON24’s announcement

July 27, 14h00-15h15 – Full length presentations (Session 11) [MCUK 3.10/11]

Session Chair: Chihling Liu

“In Times of Crisis: Netnography for the Study of Disruption”

- 1) De Simone, L., Global pandemics in the streets, emotional consumption on the screens. Using netnography for studying consumer behavior changes from a trauma response in the Chilean case.
- 2) Ashman, R., Radcliffe, L., Patterson, A., Gatrell, C., Re-ordering Motherhood and Employment: Mobilizing ‘Mums Everywhere’ during Covid-19.
- 3) Asena Salman, B., A Netnographic Survey of Turkish Twitter after the Earthquakes of February 2023.

July 27, 14h00-15h15 – Full length presentations (Session 12) [MCUK 3.06/7]

Session Chair: Lena Cavusoglu

“Transformative Netnography: Building Methods for Social Empowerment”-Part 1

- 1) Primossi, V., Mulvey, M., Decloaking invisible disabilities.
- 2) Go Jefferies, J., Ahmed, W., Netnography and co-designed research: applying an ethic of care.
- 3) Munnely, S., Using Social Media To Raise The Voice Of Chronic Pancreatitis Patients.

July 27, 15h15-15h35

Networking break, tea & coffee

July 27, 15h35-16h50 – Full length presentations (Session 13) [MCUK 3.10/11]

Session Chair: Aditya Deshbandhu

“Netnography for Researching Subcultures, Fandoms, and Gaming” – Part 2

- 1) Dimond, R., Making sense within the chaos of gang digital connections through netnography.
- 2) Humayun, M., Kozinets, R., Using Netnography to Navigate the Ideological Mazes of Crypto-Hive Minds.
- 3) James, S., Cronin, J., Patterson, A., Accounting for the Lack of Lack: Fetishistic Disavowal within Networks of Desire.

July 27, 15h35-16h50 – Full length presentations (Session 14) [MCUK 3.06/7]

Session Chair: Angela Beccanulli

“Transformative Netnography: Building Methods for Social Empowerment”-Part 2

- 1) Fanini, L., Lopes Costa, L., Netnography on the beach: invitation to a social ecological approach.
- 2) Anderson, M., Netnography as a Historical Method: Building Fair Trade Networks in India.
- 3) Serwański, T., Expanding the battlefield of social responsibility – consumer tactics towards brands in the face of war in Europe.

July 27, 16h50-17h00

Networking break

July 27, 17h00-18h30 – Full length presentations (Session 15) [MCUK 3.10/11]

Session Chair: Burcu Salman

“Revealing Consumer Ideologies and Behavioral Shifts Using Netnography”

- 1) Güven, F.A., The Role of Nationalism in Consumers' Data Privacy Concerns.
- 2) Scheel, A., Fleshing out food controversies using netnographic methods.
- 3) Bui, C., Chen, N., Ozanne, L., Understanding the changes in sports viewership patterns: How and why consumers are using social media.
- 4) Pettit, F., Reframing responsibility: A netnographic study of sustainability communications and image restoration in the retail coffee sector.

July 27, 17h00-18h30 – (Session 16) [MCUK 3.06/7]

Session Chair: Robert Kozinets

“Methodological innovations in Netnography: Presenting and Workshopping Cutting-edge Ideas”

- 1) Kimamo, M., Crossing the streams: How fans showcase brand equity within football official and Fan TV YouTube communities.
- 2) Patrick-Thomson, H., Hyper-Visibility and Solidarity: A Netnographic Analysis of Pandemic Organising Amongst Creative Freelancers.
- 3) Woodhead, E., Kim, J., For Love or Money? – Exploring Reality Television Audiences' Perceptions of Social Media Influencer Authenticity, A Netnography of Love Island Fans.
- 4) Powierska, A., Using surveys on Facebook, Instagram and Twitter in netnographic research.
- 5) Marchowska-Raza, M., Netnographic procedural movements; a perspective from the cosmetics industry.

July 27, 19h00-22h00

Conference Dinner, Lowry Pier 8 within The Lowry Theatre, at Salford Quays and MediaCityUK

The Netnocon Gala Dinner will take place at 7.00pm in the Pier 8 Room at the Lowry [<https://thelowry.com/visit-us/eat-drink/>]. The Lowry is located a short walk from the University of Salford's MediaCity Campus

Day 3, July 28, 2023

Location: The University of Salford, MediaCityUK Campus [MCUK]

<https://www.salford.ac.uk/our-facilities/mediacity-campus>

We welcome you at The University of Salford, MediaCityUK campus. Situated on the Manchester Ship Canal in Salford, Greater Manchester, the campus shares an impressive waterfront site with BBC, ITV Granada, The Lowry Theatre, Imperial War Museum, The Studios and more.

Netnography In Practice Day

July 28, 09h00 – 9h30 MCUK Reception

Registration, networking, tea & coffee

July 28, 9h30 – 11h30 [MCUK Digital Media Performance Lab (DMPL) 0.11]

“Doing Netnography Today” Workshop facilitated by Professor Robert V. Kozinets

July 28, 11h30 – 11h45

Networking break, tea & coffee

July 28, 11h45 - 12h15 [MCUK DMPL 0.11]

“Why netnography should be the first thing you do when trying to innovate”

Nayeli Tusche, Senior Director Human Centered Research, Innovation & Experience, Spiegel Institut*

Nayeli Tusche is a Senior Director at the Spiegel Institut Mannheim and has led about 50 Netnography projects throughout her career. She’s been a driving force in the international evangelization of the Netnography method in universities, companies, institutions and conferences. She has a B.Sc. in cognitive psychology and an M.Sc. in consumer science. Nayeli brings with her 15 years of professional experience in qualitative market research, including online market research methods, such as netnography, online research communities, social listening and mobile ethnography. Nayeli is a loyal practitioner of Design Thinking and Service Design and relies on netnography for a number of human-centered design, innovation and customer experience projects.

July 28, 12h15 – 13h00 [MCUK DMPL 0.11]

“The commercial and ethical considerations in applying netnography to business situations”

Ray Poynter, ESOMAR President

*Ray is the President of ESOMAR (the global association of insight and research professionals) and is a researcher with over 40 years experience. As well as being a director with a number of market research companies, Ray has written books, including *The Handbook of Online and Social Media Research* and the *Handbook of Mobile Market Research*, taught market research courses at Nottingham University and Saitama University in Japan, and is a subject matter expert for Georgia University’s MRII course. Ray is a prolific blogger, writer of articles for the research trade press and is in high demand as a workshop leader. As well as being a member of ESOMAR, Ray is a fellow of the MRS, the UK’s research association. Outside of research, Ray is a keen runner, last summer Ray completed the UK’s Spine Race, covering 268 miles in 5.5 days – finishing 31st out of 106 runners.*

July 28, 13h00 – 14h00

Lunch & networking

July 28, 14h00 – 14h30 [MCUK DMPL 0.11]

“For The Culture: Using Netnography To Reach Intimacy and Drive Behavior”

Marcus Collins, Best-selling Author and Former Chief Strategy Officer, Wieden+Kennedy New York*

*Marcus Collins is an award-winning marketer and cultural translator. He is the former chief strategy officer at Wieden+Kennedy, New York, a marketing professor at the Ross School of Business, University of Michigan, and the author of the best-selling book, *For The Culture: The Power Behind What We Buy, What**

We Do, and Who We Want To Be. Collins is a recipient of Advertising Age's 40 Under 40 award and an inductee into the American Advertising Federation's Advertising Hall of Achievement. Most recently, he was recognized by Thinkers50 and Deloitte among their class of 2023 Radar List of 30 thinkers with the ideas most likely to shape the future. His strategies and creative contributions have led to the launch and success of Google's "Real Tone" technology, the "Made In America" music festival, and the Brooklyn Nets, among others. Before his advertising tenure, Marcus worked on iTunes + Nike sport music initiatives at Apple and ran digital strategy for Beyoncé.

July 28, 14h30 – 15h00 [MCUK DMPL 0.11]

"Getting closer remotely: a quick introduction to Mobile Ethnography"

Eugene Murphy, Founder and CEO, Indeemo*

Eugene Murphy is the Founder and CEO of Indeemo, the Mobile Ethnography platform that is being used globally by Consultancies, Academia and Enterprises for in-the-moment MR, UX and CX Research.

July 28, 15h10 – 16h10 [MCUK 3.10/3.11]

"Doing Netnography in Health"

Round table discussion facilitated by Dr Cristina Vasilica, Dr Alex Fenton, Professor Paula Ormandy

July 28, 16h10 – 16h40 [MCUK 3.10/3.11]

Closing remarks and announcements

*Virtual Speaker

NETNOCON 2023 Conference Proceedings

July 26, 13h30-15h00 – Full length presentations (Session 1) [Peel Hall G19]

Session Chair: Killian O’Leary

“Phygital netnography: Investigating Physical/Digital Experience”—Part 1

- 1) Fan, X., Unboxing the experiential aspect of museum cultural products.
- 2) Ditta-Apichai, M., Gretzel, U., The representation of Thai community-based tourism experiences on social media.
- 3) Pera, R., Bagna, G., Why does beauty matter? The role of aesthetic appreciation in enhancing Consumer Wellbeing: The Outdoor Experience.
- 4) Ghorbani, M., Tonner, A., Tsoukhou. E., The digital brand personality assemblage – a netnographic exploration across platforms.

Unboxing the experiential aspect of museum cultural products

Xuxiangru Fan

University of Birmingham, Birmingham, United Kingdom

Extended Abstract

In parallel with consumer’s appetite for more diversified cultural experience, contemporary museums have aspired to expand their influence beyond the spatial boundary to a wider scope. Emerged in response to these expectations and ambitions, museum-led cultural products (MCP) become a new favourite in cultural market, providing consumers with an extended cultural experience. Inspired by the phenomenal popularity and multifaceted experience generated from a rising star in Chinese MCP market – a serial product launched by Henan Museum, known as archaeological blind box, this study seeks to gain a deeper understanding of consumer’s MCP experience, particularly how consumers engage with the product and how this consumer-product interaction could further affect the experience.

Extant studies concern more about the aesthetic or functional evaluation of MCP (Lin et al., 2018), little is known regarding the dynamics within the transformation of consumer experience from a temporary appreciation in situ to a long-lasting cultural exposure. As a concept-fusion between archaeological excavation and blind box, archaeological blind box enables a vicarious immersion that is approachable in both off and online context, of which its online popularity once started an “archaeological craze” among Chinese MCP enthusiasts. Correspondingly, this study kicked off with a netnographic approach by adopting the unboxing videos published by MCP consumers on Bilibili.com as a way in. 64 unboxing videos were collected as foundational data and later supplemented by online interviews. Facilitated by the unfolding presentation and retrospective reflection, various themes have been generated and weaved into a multidimensional system consisting of various market actors and dynamic elements.

As stated by Bourgeon-Renault et al. (2006), the experiential aspect of consumption is not confined to product’s extrinsic attributes but involves consumer’s engagement with the product and relevant context behind. In contrast with previous research, this study takes a consumer-centric perspective and problematises consumer experience, addressing its fluidity and inner-linkage. It is found that the investigated experience is composed of various unresolved tensions revolving around the product’s form of presentation, mode of experience, as well as the experience context. Interactions between these tensions

such as interdependence and reciprocity were marked as compelling features of the experiential aspect of MCP. Contribution lies in its dissection of MCP consumption, proposition of the intrinsic connection between polarised interpretations within consumer experience, insights into consumer-product interaction, as well as strategic suggestions for practitioners.

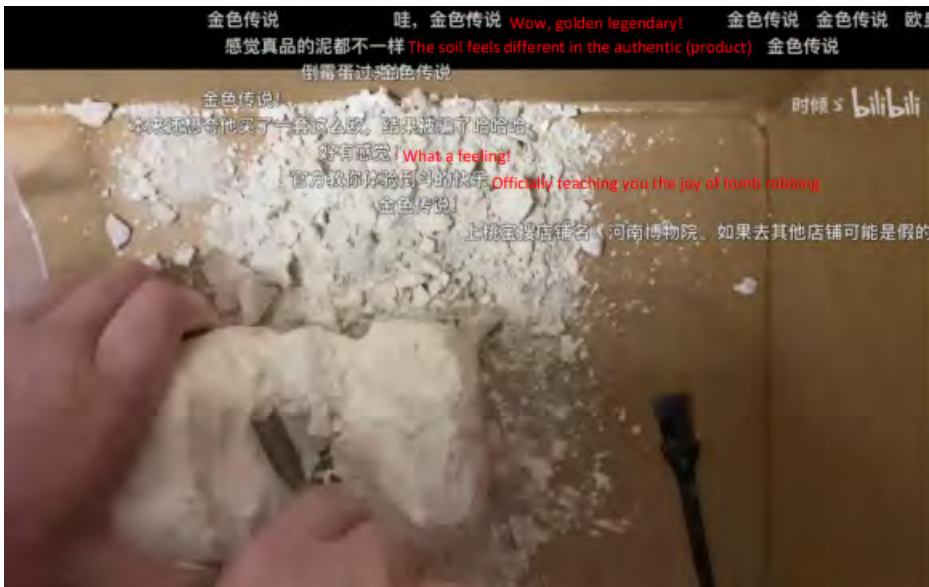
Keywords: museum cultural product, consumer experience, unboxing video

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Lin, C.-T., Lee, C., Wang, S.-W., & Chen, Y.-H. (2018). Using the DEMATEL Method to Explore the Critical Factors That Influence Visitors to Purchase Museum Cultural Products. *Journal of Testing and Evaluation*, 46(5), 2045-2055. <https://doi.org/10.1520/JTE20160510>

Figure – Screenshot of consumers' unboxing videos



The representation of Thai community-based tourism experiences on social media

Morakot Ditta-Apichai¹, Ulrike Gretzel²

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Extended Abstract

Purpose: Community-based tourism (CBT) (Dangi & Jamal, 2016) has, for over three decades, been promoted as a means of development to meet the social, environmental, and economic needs of local communities (UNWTO, 2017). The involvement of the host community in planning and maintaining tourism development is a key component of CBT (Henama, Mangope, & Strydom, 2019). However, the social media platform-mediated voices of tourists and their role in promoting CBT have been largely ignored. This paper seeks to bridge community-based tourism, sustainable tourism, and online platform affordance literature by exploring the specific ways in which technological platforms can empower tourists to promote CBT and create opportunities that benefit local communities.

Methodology: A netnographic approach involving immersive and investigative data collection (Kozinets, 2020) was employed to explore online data (textual posts, pictures, videos, and online reviews of CBT experiences) from travelers' touristic encounters on three social media platforms (Facebook, YouTube, and TikTok) used by four well-established CBT communities in Thailand. Thematic analysis was employed to systematically analyse the data and compare and contrast nuances in CBT experiences as well as tourists' descriptions and perceptions of experience features.

Findings: This research shows that all social media platforms facilitate connections among travellers and between travellers and CBT communities. However, the representations of tourists' experiences relating to the CBT tourism offers and personal relationships with hosts at CBT destinations vary across online platforms. Like platforms provide CBT entrepreneurs with different affordances (Ditta-Apichai et al., 2020), they also allow those who consume CBT to represent their experiences in specific ways. This affects how CBT offers are represented online and how other tourists learn about CBT destinations.

Originality/value: This paper adds to extant community-based tourism, platform-mediated tourism, and tourism experience literatures by dissecting the roles of online platforms as mediators of community-based tourism, and discussing the platforms' contributions to tourism experiences as well as their role in supporting the achievement of sustainable development goals. Most importantly, the research contributes a tourist-focused perspective to a literature that has almost exclusively captured the perceptions and experiences of destination residents and has neglected to look at the role of technology in facilitating CBT (Nindito et al., 2022).

Keywords: Community-based tourism; social media; platform-mediated tourism experience; Netnography; Thailand.

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Why does beauty matter? The role of aesthetic appreciation in enhancing Consumer Wellbeing: The Outdoor Experience

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Extended Abstract

Introduction and research aim: While within the consumer research literature the concept of beauty is often addressed in terms of a person's physical appearance (e.g. Langlois et al., 2000), a product's attribute (e.g. Alba and Williams, 2013), or consumer practices to enhance it (e.g. Samper, Yang and Daniels, 2018), the goal of this ongoing study is to explore how the experience of beauty in the context of outdoor sport activities enhances consumer wellbeing. Drawing from aesthetics, that has engaged philosophers (from Plato to Hegel) in understanding the nature of beauty and its influence in our existences, this research investigates beauty as an aesthetic appreciation experience and uncovers the influence it has on consumer subjective wellbeing (Ryff, 1989; Deci & Ryan, 2008).

Methodology: This research adopts a multi-method qualitative approach focusing on outdoor sport activities. In specific, study 1 analyzes, with a netnographic approach, 13 online consumer outdoor communities to uncover how community members express and share the concept of beauty in outdoor activities; study 2, through a digital ethnography approach, creates a temporary online community with outdoor sports passionate to explore the influence of beauty on their subjective wellbeing over time. Study 2 encouraged participants to make sense of the concept of beauty (videos, photographs, storytelling tasks) in the perspective of wellbeing.

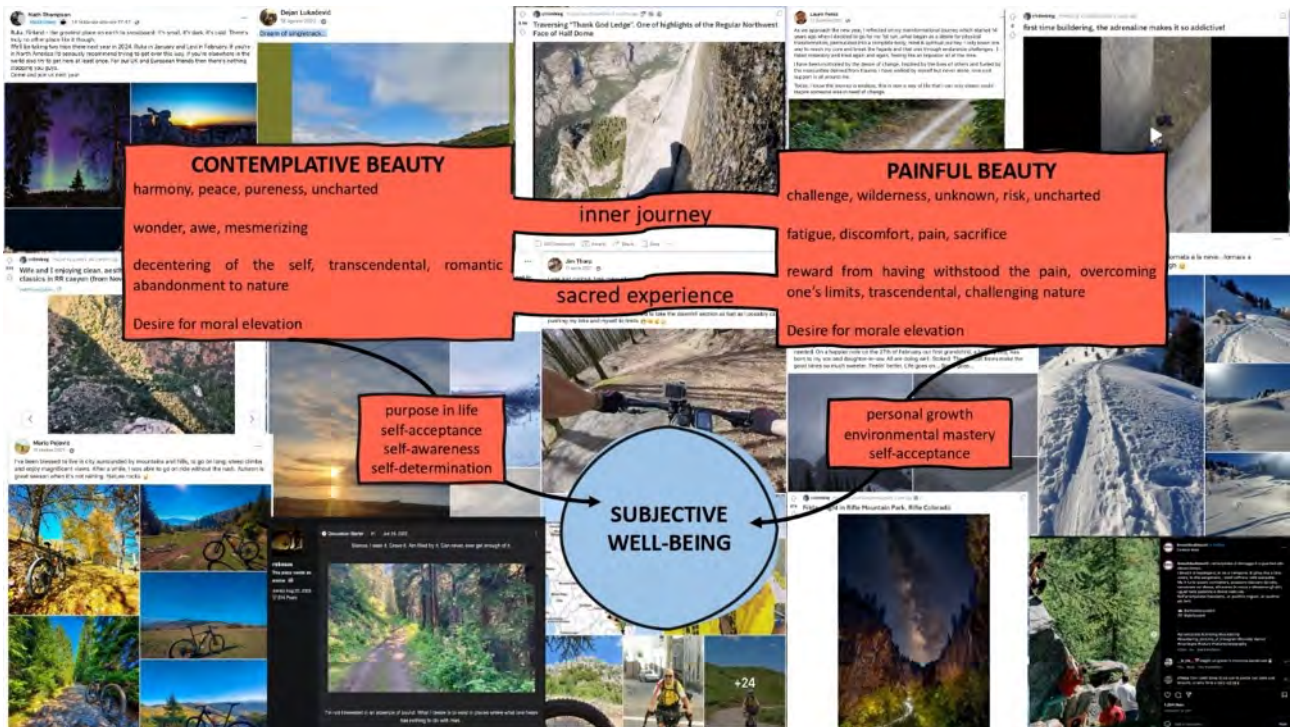
Findings: The study intends to conceptualize two beauty experiences: 1. a "contemplative beauty" characterized by properties of harmony, peace, pureness that induce a sense of awe and wonder; 2. a "sublime" characterized by properties of challenge, risk, and danger that induce a sense of discomfort and pain. Both experiences generate pleasure going well beyond a simple aesthetic appreciation, in terms of preference or liking. Second, the findings show that different types of experienced beauty mobilize consumer wellbeing in different ways, having all in common a therapeutic and transformative role. Third, this study disentangles the conceptualization of the beauty experience from other extraordinary experiences by offering how it uniquely induces in those who experience it the desire for a moral elevation; that is, consumers are moved to enact virtues and good actions in their daily life.

Keywords: beauty, aesthetic experience, netnography, consumer wellbeing, moral

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Figure – The representation of beauty experiences



The digital brand personality assemblage – a netnographic exploration across platforms

Mijka Ghorbani, Andrea Tonner, Eleni Tsoungkou
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Extended Abstract

This netnography explores digital brand personality across social media platforms. Brand personality (BP; i.e., human characteristics attributed to a brand) is the symbolic-emotional component of brand meaning (Aaker, 1997). Through social media content, brand meanings and personalities are increasingly co-created by brands and consumers (Borges-Tiago et al., 2021). Furthermore, social media platforms themselves are active agents with distinct affordances that shape consumer-brand interactions and content (Kozinets et al., 2021). Yet, no research has explored digital BP co-creation while considering the role of the platforms. To address this gap, this study draws on assemblage theory as an ontological framework that considers the interplay of human and non-human actors (DeLanda, 2016) to investigate how brands, consumers, and platforms interact to co-create digital BP meanings.

This study adopted an investigative and immersive netnography design (Kozinets, 2020) and partly drew on more-than-human netnography (Lugosi & Quinton, 2018; Kozinets et al., 2021) to explore how digital BP is projected through brand-generated and user-generated content across multiple platforms. Two sports brands (adidas, Nike) were chosen as the research context for their rich digital presence. An investigative procedure collected publicly available data (text, images, videos) from the most interactive social media sites (Facebook, Twitter, Instagram, TikTok, YouTube) through screenshots/casts. The immersion journal enabled a deeper understanding of the platforms as the researchers recorded encounters, captured screenshots of structural features, and reflected on socio-cultural practices. This yielded a sample of 250 user-generated posts, 50 brand-generated posts with comments, and 130 pages in the immersion journal.

The qualitative analysis considers the digital BP assemblage on two levels: First, following assemblage theory and visual methods (Rokka & Canniford, 2016), the analysis maps out material (e.g., objects) and expressive components (e.g., emotions) assembled in social media posts that convey different BP

meanings, for instance, by anthropomorphising the brand or portraying it as reliable, creative, or enthusiastic. Second, building on detailed descriptions of platform affordances and practices (Kozinets et al., 2021), the analysis compares how platforms shape these contents and facilitate the emergence of different BPs. Thus, this netnography contributes to digital branding research by conceptualising digital BP as an assemblage co-created by human and non-human agents.

Keywords: Brand personality, cross-platform netnography, assemblage theory

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July 26, 13h30-15h00 – Full length presentations (Session 2) [Peel Classroom 102]

Session Chair: Rachel Ashman

“Creator Anthropologies: Investigating Influencers and their Ecosystems”

- 1) Bouarour, F., Reid, E., Online fashion and the performative cyber-power of social media influencers.
- 2) Timsard, S., Quinton, S., Building bridges between self-learner types and Kozinets’ online community typology.
- 3) Garwood-Cross, L., Reflecting on an entangled digital methods journey to understand if social media influencers can influence health.
- 4) Sweeney, E., Lawlor, M.A., Young consumers’ advertising literacy in the context of influencer marketing - a netnographic research agenda.

Online fashion and the performative cyber-power of social media influencers

Fatma Bouarour, Emma Reid

Extended Abstract

This study critically interrogates the role of female social media influencers and online fashion in Algeria as a realm of cyber-power, wherein the contestation of cultural capital gives rise to a gendered performativity shaped by differentiation, distinction, and dominance. The theoretical positioning of this research centres around the concepts of cultural capital and gender performativity. Performativity theory provides a lens for analysing how gender identity is built and performed in the cyber sphere, particularly in the context of social media female influencers. This study analyses the way social media influencers employ cultural capital to distinguish themselves, claim dominance, and gain influence by looking into the contestation and creation of cultural capital within the realm of social media influencers.

The researcher used a Netnography approach (Kozinets, 2020), which was carried out in four stages. During the first phase, Netnography observation was used, and the researcher kept an immersive digital journal. Screenshots of influencers' images and videos were taken, and these visual materials were examined using cultural capital and gender performativity theories. In the second phase, eight Algerian female influencers were interviewed. The influencers were chosen with the goal of capturing a broad and representative sample that would allow for an in-depth analysis of cyber performativity. In the third phase, four Algerian local brands were interviewed. These interviews attempted to acquire a better understanding of these brands' viewpoints on online fashion, as well as the role of social media influencers as agents of cultural capital and gender performativity. Finally, in the final phase, interviews were conducted with four influencers' followers to look into the acceptance and interpretation of the influencers' contents, offering light on how cyber-performativity occurs and is perceived.

The findings of this research highlight three key points regarding the interaction between gender identity, fashion, and social media in Algeria. This study indicates that social media influencers in Algeria use fashion as an instrument for self-presentation and negotiating gendered identities challenging the social and religion standards. Additionally, it addresses how online fashion enables women to assert their distinctiveness and distinctiveness in their gendered fashion choices. The study looks at how social media influencers use their fashion content to question and defy traditional gender stereotypes in Algerian contexts. The findings also indicate how these influencers use online fashion to prove their identities and agency within Algerian society, as well as established relationships of power and norms by using fashion as a platform for self-expression and empowerment.

This research makes significant contributions to knowledge and to Algerian body of literature by expanding the understanding around online fashion in performing gender identity and challenging the societal norms. The use of Netnography is also considered as a methodological contribution around cyber performativity by examining the interplay of gender identity, fashion, and social media in digital contexts.

Keywords: Gender performativity, immersion. Cultural capital, Netnography, fashion.

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Building bridges between self-learner types and Kozinets' online community typology

Somhatai Timsard, Sarah Quinton

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Extended Abstract

Digital and post digital technologies, including social media have become vehicles for self-learning through which anyone can learn skills and competencies. Understanding ways in which social media has the potential to transform users' skills and competencies via increasing self-efficacy and the subsequent sharing of these competencies remains insufficient. The global cosmetics market, as a highly visual product sector suited to visually focused social media has been swift in its response to the technology-enabled consumption behaviour changes of its customers. This study investigates the role of social media in self-learning within the realm of cosmetics consumption.

A digital ethnographic approach involved data collection from a range of formats including screen grabs, and interviews, from both consumers and social media influencers in Thailand. Kozinets's online community typology (Kozinets, 1999) of Tourists, Minglers, Devotees, and Insiders was employed as a self-categorisation tool by the 53 participants.

Following analysis which incorporated the principles of self-efficacy (Bandura, 1977) shown through the application of skills learnt, and the intensity of ties (Akdevelioglu & Venkatesh, 2022) four groups of social media learner types were identified and mapped to the online community typology. Surface learners (Tourist), Inexpressive learners (Minglers), Private learners (Devotees) and Sociable learners (Insiders).

Surface learners were those who gained limited knowledge regarding cosmetic consumption. They learned how to consume cosmetics superficially, and skills and competencies were only applicable for their personal use and not shared. Inexpressive learners developed further knowledge, such as specific terminology and shared their developed skills to wider audiences upon request. Private learners were those who developed skills and competencies but only reviewed and shared among closed groups. Sociable learners were the most passionate type of learners who developed the broadest skills and competencies in their own cosmetic use and who also shared their knowledge publicly across social media platforms.

This study has created a bridge between self-learning and online community membership by identifying distinct self-learner types and linking those to the established online community typology for a complex product group. The value of this study lies in the insight created into not only how self-efficacy in social media users' self-directed learning (Mohamed & Shoufan, 2022) may be enabled through social media, but also the identification of differing types of learners within a consumption environment. The classification of social media learner types (Figure 1) may be used by marketers as a segmentation tool when determining communication strategies and in addition, has potential application to other contexts for self-learning such as DIY and cooking.

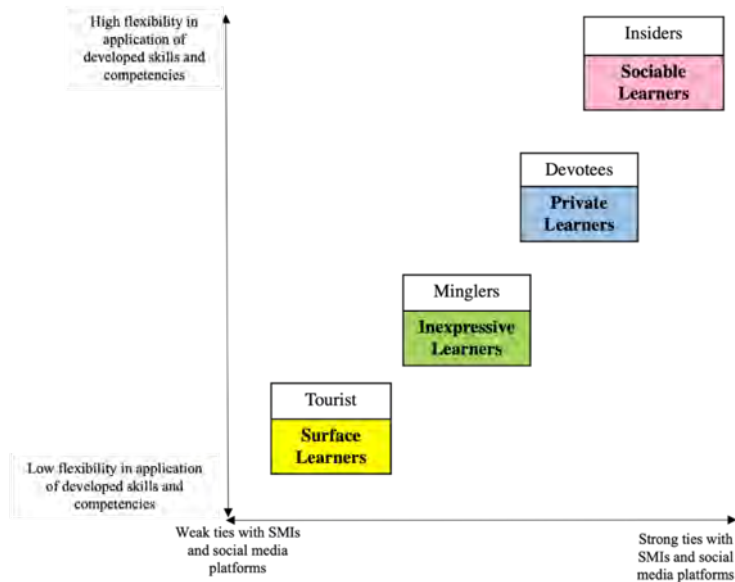
Keywords: self-efficacy, social media learners, multi-modal data

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Figure – Kozinets’ (1999) typology applied to social media learners



Reflecting on an entangled digital methods journey to understand if social media influencers can influence health

Lisa Garwood-Cross

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Extended Abstract

Social media influencers develop trust relationships with audiences through demonstrating authenticity and approachability (Cunningham & Craig, 2017). This trust relationship has been studied extensively when it comes to marketing audience trust to impact purchase intention (De Veirman et al., 2017; Ki et al., 2020). However, there is a small but growing body of work considering social media influencers in health-related contexts (Cheng et al., 2019; Bonnevie et al., 2020; Rawatte et al., 2021). Having begun a study into if social media sex edutainment influencers on YouTube could act as peer-educators and sexual health influencers (Garwood-Cross, 2022) this has led into what will be a broader study of social media health influencer cultures.

This paper chronicles a methodological journey which started with a three-phase digital mixed methods study rooted in actor-network theory. The study utilised digital methods that sit on the periphery of netnography, including comment analysis of 60,070 public comments on 22 YouTube sex edutainment influencer videos, and the walkthrough method (Light et al., 2016). Identifying the ways these methods compliment netnographic research, the author reflects on how these methods became part of her journey to netnography which will be utilised within an entangled set of digital methods for the next phase of extending the research.

The paper argues that embracing entangled digital methods provides an opportunity for a rich depth of data and immersion of the researcher within the online environments studied, and combining these entangled digital methods provides macro and micro-observation of actors in internet cultures.

Keywords: Digital methods, Netnography, Influencers, Social media, Walkthrough method

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Young consumers’ advertising literacy in the context of influencer marketing - a netnographic research agenda

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Extended Abstract

Influencer marketing (IM) is a pervasive marketing strategy used to target teenage consumers. Its popularity is evident in one study which indicated that 72% of US millennials and Gen Z follow influencers (Morning Consult, 2019). Elsewhere, in a survey of 400 young consumers aged 6-16 years in the UK and the US, 28% of the sample indicated that friends were the biggest influence on their spending, whilst 25% identified influencers (Wunderman Thompson Commerce, 2019).

However, children and teenagers are viewed as a vulnerable group in an IM context (De Veirman et al., 2019). The embedded nature of IM (e.g., a YouTube video or Instagram post) can make this form of commercial communication difficult to recognise as advertising since it is integrated in entertaining, interactive, and engaging content (Hudders et al., 2017; De Veirman, et al., 2019; Sweeney et al., 2022). This effectively means that IM may challenge the development and deployment of advertising literacy (AL) in young consumers (Campbell & Farrell, 2020; Hudders et al., 2021; Kim & Kim, 2021; Ye et al., 2021). AL

can be defined as “consumers’ beliefs about the tactics, intentions, and strategies that are used in persuasive attempts, in the context of advertising” (van Dam & van Reijmersdal, 2019, para. 2) and their subsequent ability to critically reflect upon advertising episodes (De Veirman & Hudders, 2019).

Methodologically, the extant literature has tended to favour verbal self-reports and interviews as a means of examining AL (Zarouali et al., 2019). In contrast, there has been far less empirical attention given to the use of a netnographic approach. This is surprising given that the immersive and online nature of a netnography powerfully reflects the time and involvement that young consumers invest in social media. For instance, 84% of US teens use Instagram, while 80% use Snapchat and 69% use TikTok (Statista, 2020). Elsewhere, the average Irish teenager is estimated to check social media a minimum of sixty times a day (Okoh, 2022).

Accordingly, this paper presents a research agenda outlining how a netnographic approach could be used in a scholarly setting to explore the nature of IM in a social media context and its implications for the application of AL amongst young consumers. The aim is to stimulate a discussion amongst marketing researchers as to future research directions that can be explored in this critical but under-researched area.

To give an example of a key AL research priority that could be explored via netnography, the power of IM stems from the influencer’s source credibility (Kim et al., 2021). Central to this status is the creation of an authentic identity by way of sharing posts which are perceived as being candid, natural, genuine, and personal (Colliander & Dahlén, 2011). Therefore, a netnographic approach could be used to study how influencers create and curate these key characteristics which in turn leads to the fundamental attraction to marketers of IM, namely the perception that IM is more authentic than brand-driven advertising (Campbell & Farrell, 2020; Kim & Kim, 2021).

Keywords: influencer marketing, advertising literacy, children, teenagers, netnography

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July 26, 15h20-16h35 – Full length presentations (Session 3) [Peel Hall G19]

Session Chair: Russell Belk

“Phygital Netnography: Investigating Physical/Digital Experience”—Part 2

- 1) Odoi, L., Doherty, A.M., Hewer, P., Embedded netnography: Building bridges by connecting digital and physical worlds.
- 2) Deshbandhu, A., Netnography & Game Studies: Rethinking ethnographic approaches to virtual world interactions.
- 3) Eaton, G., Tierney, S., Wong, G., Mathani, K.R., An analytic auto-netnography of the online social spaces for paramedics working in primary care.

Embedded netnography: Building bridges by connecting digital and physical worlds

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Extended Abstract

The purpose of the paper is to make a methodological contribution by introducing embedded netnography. In doing so we emphasize the strength of netnography in connecting digital and physical worlds and highlight the dynamics between online and offline data.

The context for our research is the zero waste movement which was initiated by Bea Johnson, a blogger, author and minimalist (Erdős, 2019). Our research builds on a systematic literature review of consumer movements. This literature stream has been strongly influenced by Kozinets and Handelman's (2004) paper on consumer movements. Therefore, consumer movement researchers have been applying netnographic methods almost since the introduction of netnography (Kozinets, 1997, 1998, 2002). More than two decades later, netnographic methods have evolved significantly and are established in diverse academic fields (Kozinets, 2019, 2023), as well as in the reviewed literature (see table 1). Our literature review confirms Kozinets' (2020) observation that netnographic work is mostly combined with other qualitative data sources. However, published articles do not discuss dynamics between data from digital and physical sites, a gap this paper aims to fill.

We build on previous research which finds that online communities often reflect practices in the physical world (McAlexander et al., 2002) and respond to Weijo et al.'s (2014) call for "greater sensitivity to contextual embeddedness" (p. 2077). The context of the zero waste consumer movement is rooted in both digital and physical worlds. While participants describe the role of social media as pivotal, the objective of the movement is to minimize waste, which is a very tangible physical 'product' of our consumer society. Consequently, this research immerses into the context by embedding netnographic data within a qualitative study that incorporates online and offline data.

The authors introduce the term embedded netnography to refer to a netnographic method that puts netnographic data collection at the heart of a qualitative study integrating diverse qualitative online and offline data. The selection of qualitative data sources is contingent upon their contextual embeddedness (Weijo et al., 2014). Furthermore, multiple data sources contribute to attain a high level of quality and rigor in qualitative research. (e.g. Jarzabkowski et al., 2021; Rheinhardt, et al., 2018; Tracy, 2010). Embedded netnography is characterised by possible dynamics between data, for example:

- Theoretical sampling: online data identifies participants for in-depth interviews.
- Reflections of data: the researcher's ethnographic field work can be documented on social media, and hence can be mirrored in netnographic data collection.
- Guidance for data collection: an interview can guide the researcher's search in netnographic data collection
- Non-human interaction: researchers need to be aware that unobserved dynamics between online and offline data can arise through non-human interaction.

To conclude, interactions between data sources can influence research. Therefore, researcher reflexivity (e.g. Corlett & Mavin, 2018) and awareness of object agency (Kozinets et al., 2018) are important. Researchers must be conscious of the digital identity they bring to the research process and the potential digital footprints their research may leave on their work as well as on their digital and real-life personas.

Keywords: Embedded netnography, dynamics between online and offline data, contextual embeddedness, researcher reflexivity, zero waste consumer movement

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Figure – Netnographic work in the context of consumer movements
(Articles are identified based on a systematic literature review run via Scopus)

Journal article	Research question	Research Context	Research methods	Online data	Offline data	Authors' comments on data and methodology	Interaction between data
Discetti, R. (2021). Campaigning for sustainable food: Sustainably certified consumer communities. <i>British Food Journal</i> , 123(3), 958-973.	In a landscape characterised by digitally enabled phenomena, what is the coordination role that certification bodies play in consumer movements? How does the relationship between campaigning groups and certification bodies evolve as movements institutionalise? What are the wider consequences for our understanding of consumer movements' identity and, ultimately, likelihood of success?	Fairtrade Towns movement (fairtrade products in local communities)	Netnography, interviews	Fairtrade Towns' online forum Immersive filed notes	Interviews	"blended netnography" (p. 963)	Not discussed
Gollhofer, J. F., Weijo, H. A., & Schorten, J. W. (2019). Consumer movements and value regimes: Fighting food waste in Germany by building alternative object pathways. <i>Journal of Consumer Research</i> , 46(3), 460-482.	How do consumer movements create and integrate alternative pathways into value regimes?	Food waste in Germany	Ethnography, netnography	Social media data related to food sharing and dumpster diving	Interviews, field notes, photography, newspaper articles, documentaries, archival data	"We chose, in both the construction and the analysis of the ethnographic data, to follow the food and the practices associated with its handling, exchange, use, and meaning." (p. 466)	Not mentioned
Hemetsberger, A. (2006). When David becomes Goliath: ideological discourse in new online consumer movements. <i>Advances in Consumer Research</i> , 33, 494-500.	What is the functional character of ideological discourse for the sustainability of online movements?	Free and open-source software movement	Netnography, discourse analysis	News and discussion forums related to the free and open-source movement	None	"The findings were regularly discussed with community members" (p. 494)	Not discussed
Kozinets, R. V., & Handelman, J. M. (2004). Adversaries of consumption: Consumer movements, activism, and ideology. <i>Journal of Consumer Research</i> , 31(3), 691-704.	When the goal of a movement includes changes in consumer culture, does this affect the other ideological elements of the movement? Does it affect activists' self-representation? Does it affect their portrayal of their adversary?	Three domains of consumer activism	In-depth-interviews, observations, netnography	Online data related to consumer activism: 3 sites (Anti-Nike, Anti-Advertising, Anti-genetically modified foods)	Interviews, field notes	"Our research sites had initially been selected because they were of interest to research we were conducting on boycotts and on critical theoretic approaches to consumption change." (p. 693)	Netnography follows interviews and observations
Pentina, L., & Amos, C. (2011). The freegan phenomenon: Anti-consumption or consumer resistance? <i>European Journal of Marketing</i> , 45(11), 1768-1778.	How does the collective identity construction process look like and how is it applicable to other forms of consumer resistance?	Freeganism': combining concepts of free/shared resources, veganism, alternative consumption practices, collective political actions, and radical anti-capitalist ideology	Netnography, content analysis	Freegan online discussion forums and web sites e.g. Freegan.info; Content analysis of 56 essays on Freeganism written by students at two US universities	56 essays on Freeganism written by students at two US universities	"We employed data triangulation methodology to compare the inner perspective provided by the netnographic analysis of major Freegan online discussion venues and communities with content analysis of free-form essays by 'outside' of Freeganism consumers" (p. 1770)	Not discussed
Scaraboto, D., & Fischer, E. (2013). Frustrated Fatshionistas: An institutional theory perspective on consumer quests for greater choice in mainstream markets. <i>Journal of Consumer Research</i> , 39(4), 183-206.	What triggers prompt consumers to seek greater inclusion in mainstream markets and a more satisfactory set of offerings from mainstream marketers? What strategies will consumers use when they seek greater inclusion and choice?	Market for plus-size fashion	Netnography, interviews, media analysis	Blogs related to fat acceptance Media (e.g. New York Times)	Interviews Participation in a Fat Studies conference track	"We observed as full as possible an array of blogs addressing fat acceptance in order to achieve a rich understanding of the issues of importance for those who identify with the movement as a whole." (p. 189)	Netnographic data and interviews are complemented by an analysis of media coverage
Weijo, H. A., Martin, D. M., & Arnould, E. J. (2018). Consumer movements and collective creativity: The case of Restaurant Day. <i>Journal of Consumer Research</i> , 45(2), 251-274.	How do consumer movements mobilize through collective creativity change marketplaces?	Finnish food market: Restaurant Day (RD)	Ethnography, netnography	Social media data related to Restaurant Day and food blogs	Interviews, ethnographic interviews, field notes, photography, videography	"Netnography allowed us to observe different stakeholders' reactions in the blogosphere" (p. 255)	Not mentioned

Netnography & Game Studies: Rethinking ethnographic approaches to virtual world interactions

Aditya Deshbandhu

Extended Abstract

Capturing the experiential in video game studies has been a significant methodological challenge for researchers of the medium. We have struggled to capture the nearly infinitesimal inputs which translate to in-game acts that are often accompanied by corresponding reactions in offline settings. In order to help researchers immerse themselves in and capture not just in-game acts, but also the meanings they signify and the cultures that emanate from these interactions, scholars like Boellstorff (2006; 2012) have developed methods like virtual world ethnography. These approaches have since been refined into methods like co-playing (Deshbandhu, 2016; 2020) where in-game acts have transcended the boundaries between the online and the offline to allow studies of players in their native settings as they engage with games of their choice.

Boellstorff et al. celebrate the chaos that emanates from studying such interactions (2012) and critiquing ideas like the magic circle and understanding how acts of play are performed as part of the everyday (Deshbandhu, 2020) has benefitted researchers in their work and the arguments they make. However, as acts of play are increasingly remediated in forms like streaming and e-Sports viewership, the challenge of capturing them acquires performative and interactive dimensions that extend beyond game worlds. Thus, a researcher seeking to chart the experiences of a streamer or an e-Sports athlete must capture both the player/creator of content and their audiences/communities. This chaos expands exponentially to a point where it is nearly impossible to keep track of what is concurrently said, typed, moderated, acknowledged, performed, and overlooked with acts of play. In my personal experience, the few times I have sought to study these moments, I have found virtual world ethnography and co-playing, while excellent for intense sessions of focused play, limited as they are not created for multidimensional expressions (for the lack of a better word) of this kind.

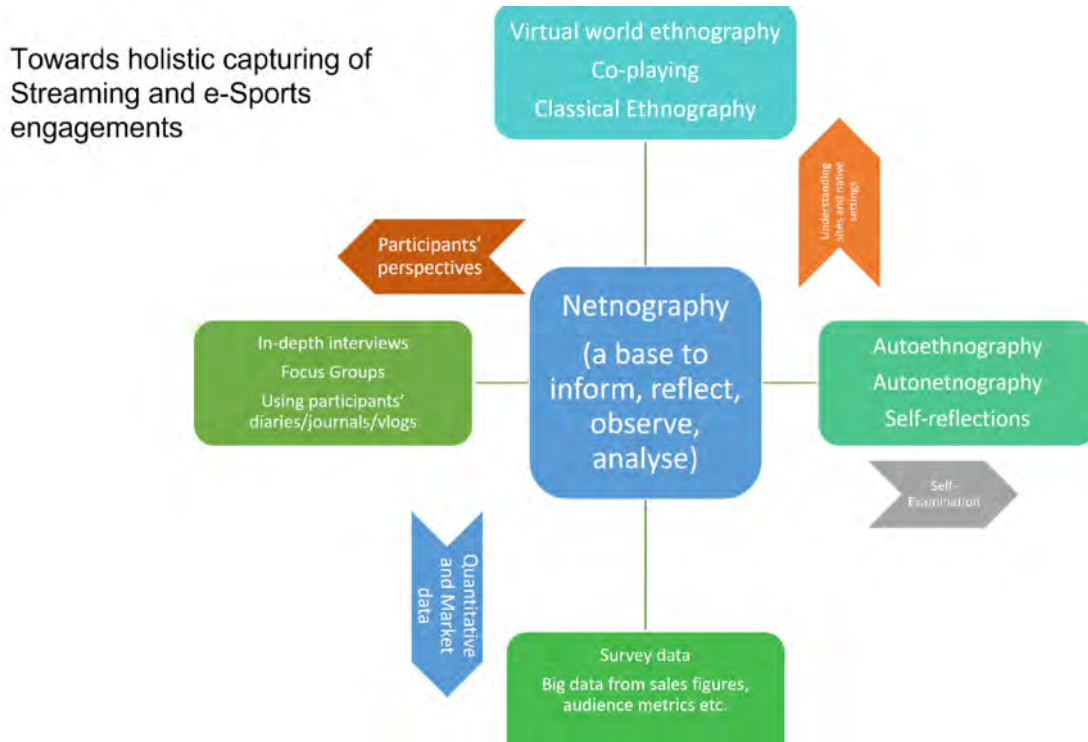
Netnography is ideal to fill this methodological vacuum as it can capture not just what is present on-screen (the various elements of the ongoing chat, the streamer/ e-Sports athlete's actions in-game and with their community, and the commentary/conversations they initiate) but allow room for the unseen and the reflective because of its inherent flexibility to work with other methods (Kozinets, 2010; 2019). The use of netnography in such intense settings can potentially reduce the researcher's anxiety as they now have the option to go back to archived streams and capture/analyze what is online, thereby, freeing their capacities to focus on the chaos behind the scenes. In this form, netnography can serve as the backbone for researching such multi-faceted instantaneous acts as it allows the researcher to make new observations and also recall dimensions of the chaotic lived experiences (autoethnography/autonetnography) they were part of. This positioning of netnography (at the heart of it all) is almost like a methodological pathway that enables both recalling what was observed and the making of new observations which can lead to newer understanding of identities, beliefs, audiences, consumption and creation patterns, and partnerships.

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Figure – Towards holistic capturing of streaming and e-Sports engagements



An analytic auto-netnography of the online social spaces for paramedics working in primary care

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Extended Abstract

In the UK, paramedics have traditionally provided emergency care within an ambulance service, responding to life-threatening emergencies through the 999-call system. However, the role of the ambulance service has changed substantially, and the role of the paramedic has subsequently evolved to provide more urgent care. As the paramedic profession has steadily evolved, primary care workforces have simultaneously undergone significant changes. With an increased demand in services, and more patients requiring complex case management within the community, primary care services are facing unprecedented challenges that have resulted in recruitment and retention issues for doctors – opening up opportunities for paramedics to work in this setting.

As part of a larger project funded to explain the ways in which paramedics impact the primary care workforce (NIHR, 2020), an analytic auto-netnography was undertaken to understand the perceptions paramedics have on their role in primary care. Such information had previously been outlined as a gap in the literature relating to this field (Eaton et al 2021), and it was considered the use of such an approach would provide the researcher – a paramedic known within the wider profession – an insight into reality experienced by the wider workforce, which could not be gained through traditional interview methods alone.

A peripheral membership approach was utilised within online communities for this professional group on Facebook, Reddit and Twitter. Only online spaces which were considered public, in accordance with platform terms and conditions at the time (Facebook 2021; Twitter 2021; Reddit 2021) were included. Over a 3-month period (December 2021- February 2022), the researcher responded to the conversations, comments and opinions posted within these communities within a reflexive journal, considering them against the context of her own experience.

Whilst the method of data collection was analytical through its reflexive design, social network analysis and directed content analysis were used to generate a thematic understanding of this data. This was then considered within a realist logic of analysis, as per the epistemological ideology that underpins the entire research project.

As the first application of this methodology within online social spaces utilised by UK paramedics, this presentation will give a brief overview of the research findings. However, the main emphasis of the presentation will be to outline how the use of peripheral membership approach within an analytic auto-netnography in public online spaces can be utilised for researcher-practitioners where issues previously outlined regarding membership may be challenged (Adler & Adler, 2011). This presents the development of this novel approach building on existing methodological principles utilising a complete membership approach (Howard, 2018), demonstrating its potential for effect when applied alongside more 'traditional' research methodologies.

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July 26, 15h20-16h35 – Full length presentations (Session 4) [Peel Classroom 102]

Session Chair: Rossella Gambetti

“Netnography for Researching Subcultures, Fandoms, and Gaming” – Part 1

- 1) O'Leary, K., 'Gamifying Guinness': A Netnography of New Porter.
- 2) Ahmed, W., Women's Football Subculture of Misogyny: The Escalation to Online Gender-Based Violence.
- 3) Lu, Y., Organisational formation: a netnographic study on Chinese online fan organisation.

'Gamifying Guinness': A Netnography of New Porter

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Extended Abstract

In Ireland unique cultural traditions are respected in a time-honoured fashion (O’Leary et al. 2018), foremost amongst them, a pint of Guinness. Traditionally Guinness has leveraged indexical and iconic authenticity to affirm a habitus around its consumption (McAuley and Pervan, 2014). Think old men in smoky pubs, 119 seconds and the sanctity and solace of its creamy goodness. However recently its consumption has been dominated by a younger, more diverse, demographic. Tourists and old men aside, Guinness is now preoccupying Gen Z’s with tales and trials of its consumption shared across social media. It’s not difficult to see why. A vegan friendly option, entrenched in ritual and nostalgia, in a similar fashion to gin, Guinness is being revitalised by a new taste regime (Pedeliento et al. 2019). The consequence of this is that the habitus of Guinness, long established and fundamental to its appeal, is now being disrupted and renewed by a ‘digital habitus’ of consumption (Gambetti, 2021). The purpose of this study is to explore how Guinness has become ‘electrified’ by technoculture (Kozinets 2021). To do so a netnography of two Guinness related social media channels is discussed, namely: the Guinness Guru and shitlondonguinness.

The Guinness Guru is a self-proclaimed Guinness savant. He analyses Guinness through certain metrics which contribute to a gamification of its consumption. For example, his reviews centre on its temperature, colour, its ‘dome’ (head of the pint), its ‘shtick’ (the rings left on the glass) and ‘splitting the G’ (depleting the drink to the G of Guinness). The citation of this discourse has permeated popular culture, gamifying Guinness consumption among younger demographics and thus re-signifying the ineffable quality of respite, leisure and appease it has stereotypically been associated with. Consumers share stories of their own tests in mimicry trials of adventure to find the perfect pint. By contrast on shitlondonguinness consumer images of pints that have not being prepared in the correct manner and thus fail the ‘dome’ or ‘shtick’ tests are regularly shared. This sustains a new digital habitus of Guinness consumption with different perceptual schema used to exalt its consumption. Conceptual contributions, while embryonic, will be developed around changing praxis, narrative and technoculture.

Keywords: Guinness, Gamification, Habitus, Technoculture, Authenticity.

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Women’s Football Subculture of Misogyny: The Escalation to Online Gender-Based Violence

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Extended Abstract

Given the global expansion of women's football and its significant social media presence, it is vital to investigate fan culture and perspectives. This article examines how fans react to the rising visibility of female athletes on TikTok.

Our goal is to assist other scholars interested in examining complex platforms and how gender-based violence literature enables us to explore broader social concerns such as privacy and security. The present study answers a call by Dá-Lameiras and Rodriguez-Castro (2021) for empirical research into newer digital video social media channels and women's football. We, therefore, post the following research questions:

- RQ1 How do fans react to women's football on TikTok in the framing of gender-based violence?
- RQ2 How can brands respond to gender-based violence on TikTok?

We investigated these topics through a netnography (Kozinets 2020) in which researchers used immersive data operation to study women's football on TikTok. We studied (2) English Premier League football (EPL) clubs' use of social media in the United Kingdom and situated it within the context of gender sports studies politics. More specifically, text and video were analysed, but primarily fan text comments/responses to videos were examined as this was the primary fan response mode. We kept a netnography team digital immersion journal over seven months containing screenshots, field notes in text and video. The study examined public posts on TikTok and gained University ethical approval (see also Fig 1). We used an inductive approach to examine all posts. Our findings provide fresh insights by identifying themes from social media responses to women's football and providing brand recommendations pertaining to gender-based violence.

The study set out to investigate how the EPL represents and promotes female football players on social media and how professional women football players are perceived as "sporting topics" (Jones, 2008). We were particularly interested in how fans (re)construct women footballers' identities and the fan-based mentality at play here, revealing what we perceive as vulnerabilities when these athletes are made available via social media. The study raises questions of how these clubs navigate the complexities and contradictions inherent in sports regarding how women are empowered individually while also being used as targets for harassment. It contributes to and expands on current studies on how football teams and their fans utilise social media to represent, promote, and advertise themselves and their sport, particularly emphasising the identities of female players featured in their content. We identify the escalation of gender-based violence on social media against women players. Academics interested in analysing complex platforms such as TikTok and the ways in which gender-based violence literature enables us to analyse broader social issues such as privacy and security will find our research useful.

Figure – The research design



Organisational formation: a netnographic study on Chinese online fan organisation

Yifan Lu

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Extended Abstract

With the development of social media over the past 20 years, fan communities have flourished around the world, especially in China. The initial motivation of studying fans and their organisations comes from the negative connotation attached to individual fans, as well as the recognition of fan organisation's collective ability to grapple with multiple issues (Hills, 2019). On the one hand, fans are portrayed as people who have "an extreme belief", lack intimacy, community, and identity and have "excessive and mistaken enthusiasm" towards something or someone (Jenkins, 2013: 12). On the other hand, extant research underscores the multifaceted impact of fans: fans are suggested to dramatically impact the positive image of celebrities, and they are also described as a powerful catalyst for celebrity value and brand marketing (Wu, 2021).

This paper aims to explore how these online organisations form and subsequently carry out a variety of activities. In China, fans rely heavily on the convenience of social media for their collective practices, and this reliance became especially prominent during the COVID-19 pandemic. By utilising various social media platforms as a heuristic device, the study delves into the collective behaviour of Chinese fans within the digital realm.

Specifically, the author plays the role of a constructivist grounded theory researcher in this study, and the primary method employed is online ethnography, also known as netnography. As a common-used approach contemporary in fan studies, netnography is used to capture the complicated phenomenon in online Chinese fan organisations, as what happens in these nascent organisations defies rational and academic explanation. Also, netnography is adapted to gather archival material and word-of-mouth discussion from such online organisations; A year-long online fieldwork also provides a window into naturally occurring organisational behaviour, paving the way for locating gatekeepers and preparing for interviews (Kozinets, 2021).

One significant contribution of this paper is to delineate the term "fan community" with "fan organisation". In the context of the Chinese internet, a 'fan community' refers to a large and loosely group of fans of a celebrity or public figure. In contrast, a 'fan organisation' refers to a more disciplined and structured action

organisation that is spontaneously established by a small group of fans with clear organisational strategy and task allocations.

My field observations reveals that Chinese online fan organisations mimic certain organisational practices found in conventional companies, with various positions and hierarchy systems observed. In addition, tradition organisational practices such as recruitment and selection are also evident in these emerging fan organisations. More importantly, this study not only uncover the specific practices of these fan organisations but also depict how such organisations are established and developed. The intertwining of state authoritarian repression and fan collective strategies during this process are also explored and examined.

The exploration of fan behaviour from organisational aspect seeks to explore emerging organisation's behaviours and attract more organisation scholars to focus on this value-laden field. This study also enriches the literature associated with the organisation formation for theoretical contribution.

Keywords: netnography, Chinese fan community, organisational formation, grounded theory

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July 26, 16h45-18h15 – Full length presentations (Session 5)[Peel Hall G19]

Session Chair: Ulrike Gretzel

“Capturing Platform Aesthetics, Agency and Affordances”

- 1) Gheza, K., Social media affordances: a qualitative analysis model to address its complexity.
- 2) Gambetti, R., Biraghi, S., Beccanulli, A., Theorizing zoomie technoculture: embodied netnography to capture the connected self.
- 3) Thompson, K., Ashman, R., Patterson, A., Self(ie)-Editing: Techno-Mediated Aesthetics on Instagram.
- 4) Bar-Gil, O., Hey google, Tell me how to use Netnography to study Google?.

Social media affordances: a qualitative analysis model to address its complexity

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Extended Abstract

Despite the growing interest and the analytical value of affordances, its multidimensional structure has questioned its usefulness, especially in methodological terms (Bossetta, 2018). This work, conducted as a part of my ongoing doctoral thesis, proposes an innovative qualitative analysis model involving netnographic and complementary research methods for addressing the study of social media affordances without reducing its complexity. In my research, I used this model to answer how the relationship between gender and affordances is manifested in political participation through Facebook, Twitter, and Instagram in the electoral campaign before the referendum to approve or reject the text for a new Constitution.

The concept of affordances in the communication field is ambiguous (Naggy & Neff, 2015; Davis & Chouinard, 2016)). However, there is a consensus in the literature on its relational nature. In this view, affordances are not exclusive properties of people or technologies, they "are functional and relational aspects that frame, but do not determine the agential possibilities in relation to an object" (Hutchby, 2001, p, 144). According to Kreiss et al. (2018, p.23), affordances refers to "what various platforms are actually capable of doing and perceptions of what they enable, along with the actual practices that emerge as people interact with platforms"; a multidimensional structure that enables or constrains certain behaviors and actions in a given context (Evans et al., 2017).

I developed a progressive methodological design to embrace each dimension —technological capabilities, perceptions and practices— in studying social media affordances (see figure 1). This design starts with the Walkthrough Method (Light et al., 2018). This method for analyzing platforms examines the material characteristics and the cultural and socioeconomic frameworks that guide user activity and shape user experiences. Doing so, the walkthrough is a preliminary step to the fieldwork that allows mapping (and being aware of) platforms' technological capabilities (explicit and implicit). Given that affordances have variability (Evans et al., 2017), like other scholars, I use the typology of gradations developed by Davis and Chouinard (2016) to establish how social networks request, demand, encourage, discourage, reject and enable certain actions. In my research, I grouped the technological capabilities into four relevant categories to answer the research questions: "News feed", user profile, posts, and interactions. The separation of these categories responded only to an analysis strategy. In praxis, the influence of technological capabilities on the materialization (or not) of certain affordances (e.g., visibility and scalability) depends on the interconnectedness of these categories rather than on a particular function/feature.

Netnography (Kozinets, 2020) corresponds to the second method. This immersive method enables observing and describing the practices, behaviors and interactions, that emerge when people interact with technologies in a given sociocultural context. Finally, the design involves in-depth interviews; interactive data (Kozinets, 2020) to understand the perceptions, motivations and goals that drive particular uses of technologies. This model will allow researchers: to a) address the relationship between technologies and human agency from a relational and multi-layered perspective, b) develop valid interpretations through method triangulation, and c) ensure a deeper understanding of affordances-based phenomena.

Keywords: affordances, netnography, social media, communities, political participation

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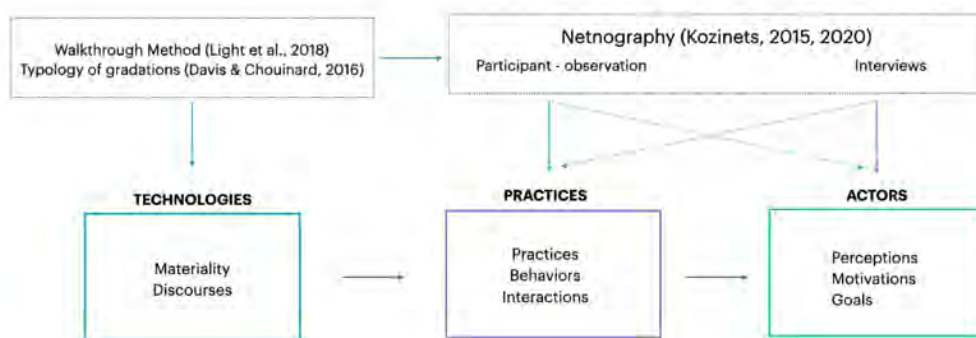
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Figure – Analysis model



Theorizing *zoomie* technoculture: embodied netnography to capture the connected self

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Extended Abstract

The *zoomie* is a technologically-mediated self-portrait snapshot, snapped by an individual with a smartphone or a webcam in the flow of a Zoom platform experience (or other similar internet-based videocommunication platforms such as Microsoft Teams or Google Meet) and then shared on social media. Conceived as a natural evolution of the selfie, the *zoomie* practice, after being globally popularized during the COVID-19 pandemic, has given rise to a new “*zoomie* technoculture”. *Zoomie* technoculture designates the system of meanings, actions, discourse, technologies, people, objects, places, and interactions used by people to present their self, build their relationships and craft their content within and through videocommunication platforms such as Zoom.

While literature on selfies is abundant, studies are missing that theorize the new stylistic canons and cultural codes of the *zoomie*, looking at it as a new object of evolving technoculture (Kozinets, 2019). Through a netnography (Kozinets, 2020), this study provides an inductive theorization of the *zoomie* and of its stylistic canons and cultural codes of self-presentation and contrasts them with those of the selfie. To this aim, this work highlights the techno-materiality of the *zoomie*, depicting how technology captures, frames

and enables the representation and the circulation of the zoomies in social media platforms. Self-presentation captured in a *zoomie* reveals a shift from the beautifying and curated logic of selfie to the unkempt and comfy logic of *zoomie*. While selfies “publicize the private gaze”, carefully embellishing the self, the spaces and the objects with contrived authenticity and commoditizing them as objects of consumer desire; *zoomies*, in contrast, “privatize the public gaze”. In *zoomies*, people invite others into the interior, genuine, intimate space of their own subjectivity and make them part of a flow of experience where the self is crafted in connection with other people (see Figure 1). This highlights that the practice of self-presentation performed on technological platforms affectively, productively, and playfully reaffirms how the self is always connected with and constituted by multiple others (Ngai, 2022).

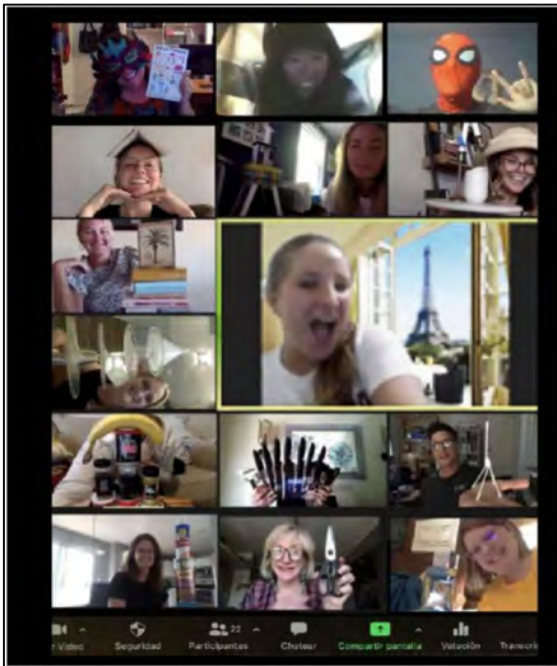
In theorizing the *zoomie*, netnography plays a crucial role, acting not only as a method to collect, get immersed into, analyze and interpret the variety of the *zoomies*, but also as a material and discursive embodiment (Barad, 2003) of the *zoomie*. Notably, in the investigative, interactive and immersive research operations, netnography discovers, represents, curates and enriches the *zoomie*, co-constructing its multifarious embodiments as emergent deep data. In the netnography process, the *zoomie* takes its own shape as a technocultural object which reveals meanings, values, actions, affordances and interactions. Hence, in this paper we discuss netnography as an embodied set of technocultural research practices where method and data coalesce assuming fluid, dialectic, co-constitutive dynamics. As netnography adapts its practices and procedures to form a unique combination that is new and different for each phenomenon, with this study we also advance our understanding of how embodied netnography captures meanings and practices that today can be increasingly obscure, elusive, slippery, and hidden in the depths of human interactions through and with technologies (Gambetti & Kozinets, 2022).

Keywords: Zoom; zoomie; netnography; technoculture; self-presentation

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Figure – A zoomie snapshot of the connected self



Self(ie)-Editing: Techno-Mediated Aesthetics on Instagram

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Extended Abstract

Driven by technocultural trends such as the #selfie, virtual representations of the body proliferate on social media. Guided by an entrepreneurial ethic to capitalise on the body in expanding ways (Ashman et al., 2018), many social media users employ self-editing technologies – such as smartphone apps and face-filters – to enhance appearance in selfies. Edited selfies have become a normative feature of Instagram’s attention economy (Marwick, 2015). Accustomed to this filtered experience (Rettberg, 2014), many users replicate metrically successful digital designs, often shared by influencers, in pursuit of aesthetic capital (Elias et al., 2017). Existing research has examined how digital practices bolster female beauty standards (e.g. Elias et al., 2017; Elias and Gill, 2018; Rodner et al., 2021). Taking an alternative approach, we are interested in how self-editing processes establish new techno-mediated beauty standards.

We employed netnography to collect data (Kozinets, 2015; 2020). The focal topic, in this case, self-editing, was observed across Instagram, YouTube and Reddit. In-depth interviews were conducted with 18 ‘self-editors’. Projective materials were used in the interviews. Fieldnotes were created by the first author. Analytic procedures were guided by reflective thematic analysis (Braun and Clarke, 2019).

We find that self-editing processes effectively entangle the material and mediated body, establishing a cyborgian fusion of machine and body (Haraway, 1991[1985]). Self-editors forge artificially ideal appearances via self-editing technologies which are adjusted to perform better over time within Instagram’s algorithmic architecture. These processes have established a techno-mediated aesthetic based on a racially ambiguous template of appearance which transcends traditional gender binaries. We explore the ethical implications this generates.

Keywords: Self-Editing, Instagram, Cyborgs, Aesthetics

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Hey google, tell me how to use Netnography to study Google?

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Extended Abstract

Over 2.2 billion people use Google, which accounts for about 70% of all Internet users worldwide. Understanding the potential influence of Google's platform of services on users' self-perception is crucial. However, conducting meaningful studies on such a large population presents unique challenges. This presentation aims to address these challenges by discussing the research methods employed in my dissertation, which investigated the impact of Google's services on users' self-perception.

The study utilized netnography as the primary research methodology (Kozinets, 2015). By analyzing user reviews of digital products and services collected from prominent industry blogs, the research gained insights into the influence of Google's platform. Supplementary information from empirical and ethnographic studies of individual Google products further enhanced the analysis. A comprehensive

dataset containing 525 postings, 46 books, and 25 academic studies about Google or its products underwent qualitative analysis with the aid of computer-assisted qualitative data analysis software (CAQDAS).

To analyze the intricate relationship between users and Google's services, the study employed Bruno Latour's actor-network analysis (2005) and Don Ihde's post-phenomenological method (2009). The findings indicate that users perceive Google services as cognitive technologies that are extensions of their self in unique and novel ways. These cognitive processes introduced by Google services challenge users' agency in technology-mediated interactions, blurring the distinction between their self and Google's cloud.

The presentation will focus on the methodology developed, emphasizing its relevance for future research exploring the influence on the self within the user experience of technological tools. The presentation will delve into effective data collection, handling, and assessment methods, employing a post-phenomenological approach to address philosophical research questions.

This research contributes to the growing field of netnography and provides insights into the complex relationship between individuals and technological platforms. The findings and methodology have broader implications for understanding how users navigate their digital experiences and the evolving dynamics between technology and the self.

July 26, 16h45-18h15 – Full length presentations (Session 6) [Peel Classroom 102]

Session Chair: Christina Vasilica

“Precious Ties: Netnography to Study Value and Stakeholder Relationships”

- 1) Sthapit, E., Stone, M.J., Björk, P., Interactive value formation and its sources: A netnographic approach in the context of Airbnb.
- 2) Boukouyen, F., Yin and Yang of value: A holistic coexistence model.
- 3) Hammad, M., Raddats, C., Kearney, T., A Netnographic Investigation of Rapport Development Between Customers and Service Employees in Online Service Encounters.
- 4) Cruz, A., Fenton, A., Fletcher, G., Heinze, A., Using Netnography to Develop Stakeholder Value Personas.

Interactive value formation and its sources: A netnographic approach in the context of Airbnb

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Extended Abstract

Studies on value co-creation have been applied in the field of tourism and hospitality (Font, English, Gkritzali & Tian, 2021), however, there is less research on value co-destruction and value co-recovery (Mody, Lu & Hanks, 2020). There have been calls to examine value co-creation, value co-destruction and value co-recovery, including their sources, in the context of the sharing economy (Nadeem, Juntunen, Shirazi & Hajli, 2020). This study explored the sources of value co-creation, co-destruction and co-recovery amid the COVID-19 using 415 online reviews of guests' experiences with Airbnb.

Data were collected using netnography. First, we selected the Trustpilot website because it had good user interactivity and a high number of users and user posts about recent Airbnb experiences. The second step

involved data collection and analysis, which was conducted between February-August 2020. Positive emotions, or the use of the search words 'good', 'excellent', 'great', 'nice' and 'amazing', were used to capture review posts that indicated value co-creation and value co-recovery. Negative emotions, or the use of the keywords 'awful', 'bad', 'worst', 'terrible' and 'horrible', were linked to value co-destruction.

Data analysis using grounded theory approach identified two main sources: Airbnb's customer service and hosts' conduct. Four sub-themes (quality of interactions with customer service representatives, difficulties in achieving resolution, dissatisfaction or satisfaction with the resolution offered and costs incurred by the consumer) comprised the main theme of Airbnb's customer service. Two sub-themes (the role of the host's communication in service recovery and perceived unethical actions by the host) comprised the main theme of hosts' conduct.

This study adds to the literature on Airbnb by identifying two sources – Airbnb customer service and hosts' conduct – of value co-creation, co-destruction and co-recovery from Airbnb guests' perspectives in the context of the COVID-19. At the micro level, due to inadequate communication and unethical actions by hosts, value co-destruction occurred. At the macro level, poor interactions with customer service representatives, difficulties achieving resolution, dissatisfaction/satisfaction with the resolution offered and the costs incurred by Airbnb customers resulted in value co-destruction. Existing studies have not examined all three-value outcomes simultaneously, particularly in the COVID-19 context, making this study valuable for its comprehensive approach.

Keywords: value co-creation, value co-destruction, value co-recovery, Airbnb, COVID-19

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Yin and Yang of value: A holistic coexistence model

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Extended Abstract

Value co-destruction (i.e., yin) and value co-creation (i.e., yang) are two opposite concepts of value, which have been discussed extensively in various fields. However, to the best of my knowledge, no study to date has shed light on their coexistence. Therefore, this study aims to identify (1) how value's yin and yang coexist and are presented on co-creation platforms and (2) their consequences. Netnography was conducted on two co-creation platforms (Kozinets, 2015):

Planning and Entrée: The platforms are: *heterogeneous and international* (brands seek creative ideas from worldwide participants), *relevant* (relate to current research questions), *active* (contain regular

communications between participants and multiple contests are launched), *interactive* (participants discuss, review and comment on their peers' ideas), *data-rich* (more than 1000 comments and ideas are submitted). The platforms are dedicated to various online contests (e.g., graphic design, creative writing, problem-solving) that are launched by brands. Participants submit their ideas regarding a specific contest and the winners receive a monetary reward. However, participants whose ideas are rejected receive a certificate of participation (i.e., a non-monetary reward).

Data collection: Three types of data were gathered: *archival data* (different comments and 25 interviews conducted by community managers), *elicited data* (3 private messages and 40 email interviews with community members), and *fieldnote data* (notes taken from both platforms).

Data analysis: A thematic content analysis was conducted as follows (Miles et al., 2014; Spiggle, 1994): *data preparation* (recording each type of data in a separate word file), *data condensation* (combining deductive and inductive coding), and *interpretation* (based on a hermeneutic perspective). Data analysis allowed better understanding of value's contradictory sides on co-creation platforms, which complement each other and form a balanced holistic coexistence model (Figure 1).

Research ethics: The anonymity of the platforms and their participants was kept to avoid biasing the whole research project and weakening the unobtrusive nature of content analysis (Langer and Beckman, 2005).

This research contributes to prior literature by exploring the coexistence of value's two opposite facets on co-creation platforms using Netnography and showing how negative and positive drivers complement each other. Furthermore, the results provide practitioners with insights on the main elements to consider while organizing or participating in a co-creation activity.

Keywords: Netnography; value co-creation; value co-destruction; well-being; ill-being

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Figure – Yin and Yang of value model

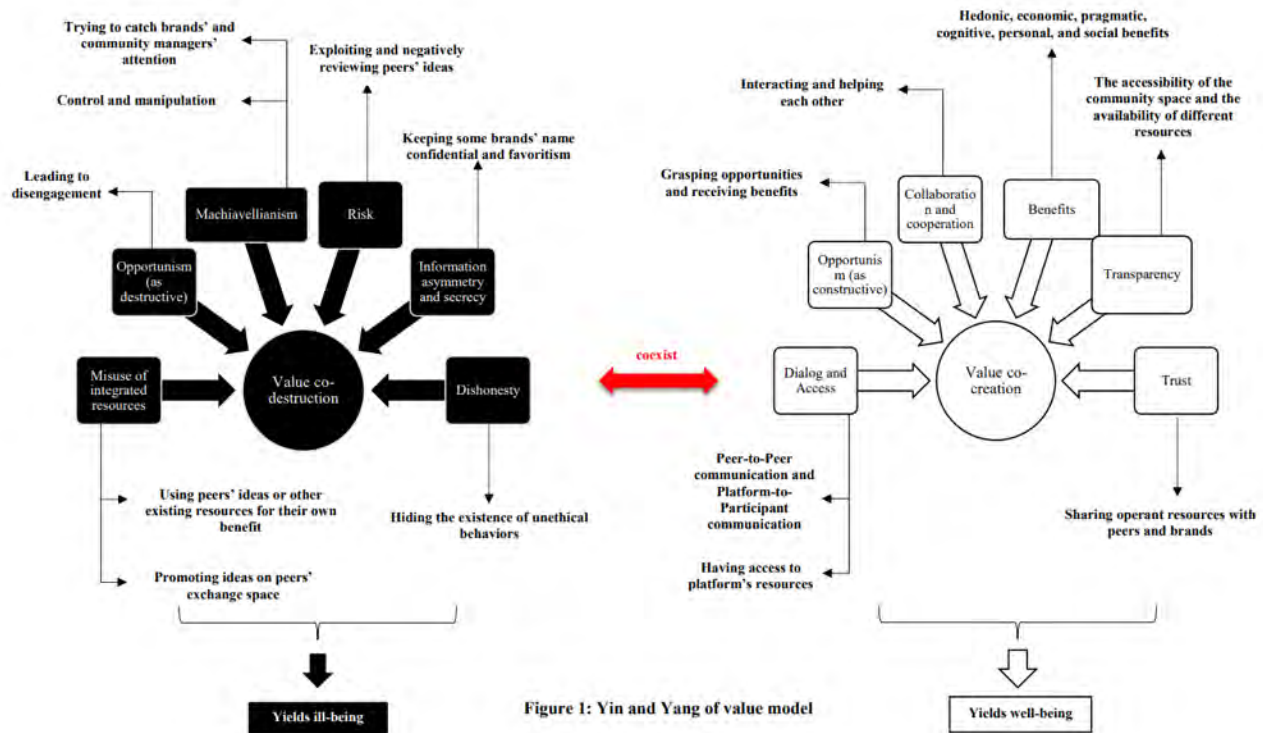


Figure 1: Yin and Yang of value model

A Netnographic Investigation of Rapport Development Between Customers and Service Employees in Online Service Encounters

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Extended Abstract

Service providers use rapport to build strong customer relationships in service encounters. Existing research views rapport in offline channels (i.e., retail and call centre) as a ‘customer perception’ of positive service encounters (Gremler and Gwinner 2000). The primary responsibility of rapport development has been attributed to service employees and positioned the role of customers in the background. As such, the focus of those studies was mostly on employee rapport-building behaviours, which were viewed as necessary for building a personal bond with customers in service encounters (e.g., Hennig-Thurau et al. 2006).

No prior work has considered online channels despite scholars such as Fatima, Di Mascio, and Sharma (2020, p. 3) recognizing that “online interactions ... require a different set of criteria to build rapport and make customers happy”. Moreover, prior research has adopted a unidirectional perspective (mostly the customer’s) when investigating rapport, even though rapport is a dyadic concept that captures the perspectives of both interacting parties (Gremler and Gwinner 2008). To address these gaps, we investigate online rapport development, taking a bidirectional, dyadic perspective of service employees and customers by answering two research questions; RQ1: How are online rapport-building behaviours initiated by service employees and by customers? and RQ2: What are the outcomes of online rapport for service employees and customers?

Using netnography and following a passive, covert approach (Kozinets 2020), we examined 600 customer/service employee exchanges from 12 companies (in six service sectors) on Twitter, each comprising multiple tweets. Thematic analysis of 2,750 tweets uncovered ten themes of rapport-building

behaviours (six service employee-initiated and four customer-initiated), addressing RQ1. Three outcomes of rapport were also identified (one for service employees and two for customers), addressing RQ2 (see figure 1).

This study is the first to consider rapport in the online channel despite the growing prevalence of this channel as a means of communication between customers and firms. We introduce the Online Rapport Framework (ORF), the first comprehensive assessment of rapport development as a holistic process in the online channel that accounts for the reciprocal, dyadic nature of the concept. The ORF shows the bidirectional nature of rapport and how behaviours initiated by one party affect the other, through interaction and reciprocity. Moreover, the ORF demonstrates how rapport develops online despite the absence of social cues (e.g., facial expressions).

Keywords: Rapport, Service encounter, Dyadic, Online, Netnography

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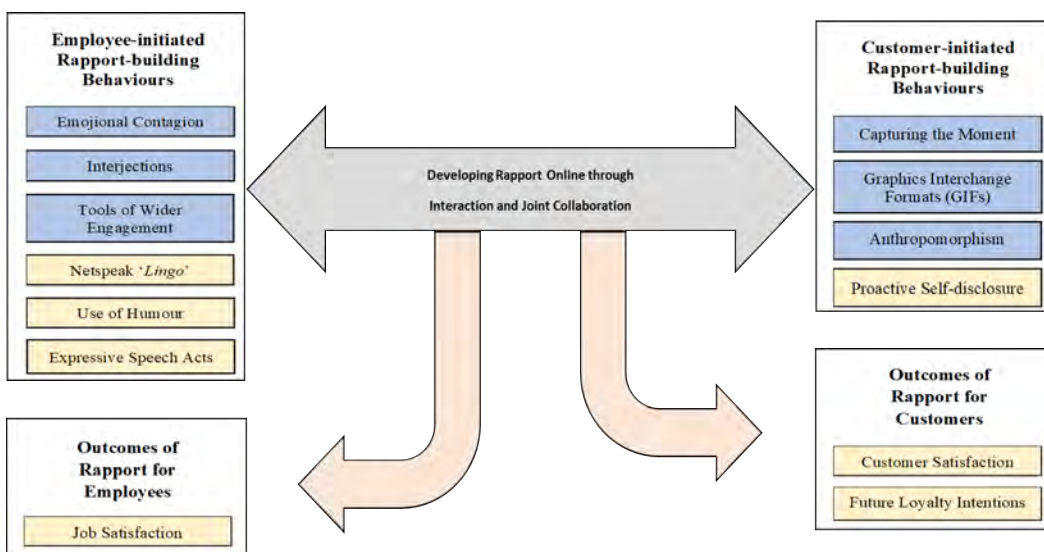
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Figure – The online rapport framework



Using Netnography to Develop Stakeholder Value Personas

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Extended Abstract

Fenton et al. (2022) introduces a six-step digital ethnography method (Figure 1) to create and refine buyer personas. The focus was on the process and not necessarily offering much guidance of how to scope the number of personas an organisation could have. In digital marketing personas usually profile buyers. We are witnessing the increasing need to integrate sustainability practices in digital marketing strategies aligning People, Planet and Profit (Larivière and Smit, 2022). Thus, organisations need to consider a wide range of stakeholders (beyond buyers e.g. employees, the community, etc). Hence we are introducing the concept of Stakeholder Persona (SP) that goes beyond buyers and considers the creation of shared value (Heinze et al., 2023).

Brands may face opposition and anti-brand sentiment. These highlight the need for the understanding and profiling of Anti Stakeholder Personas (ASPs). Anti personas represent the opposite of a target audience. These are also used to anticipate how products can be misused in a way that can harm users and the business (Ramaswamy, 2022).

What is new?

The study contributes to the practice of digital marketing by providing a systematic method to develop SP and ASP using netnography (Kozinets, 2022). This work also extends the perspective further by introducing the concept and case for utilising SPs. These have a wider and sustainability driven scope for understanding and shaping different types of personas and related digital marketing strategies.

The concept of SPs and ASPs is being tested and the process for developing them is illustrated by conducting a netnography of Lidl Supermarkets in three European countries. Lidl is a strong example of a well-recognised brand which the research team are familiar with.

Interviews will also be conducted with digital marketing agencies that currently use some form of persona creation and application. The interviews will be used to discuss the proposed data collection method and its application in the development of SPs and ASPs.

To test the usability of the revised six steps framework three focus groups will be conducted with digital marketing students in three countries.

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Figure – Six-step digital ethnography framework

Table 1. Six-step digital ethnography framework.

Stage	Tools and techniques	Outputs for buyer persona
(1) Ideation: documenting views of the potential buyer persona	Brainstorming of buyer persona elements—there are no data, just ideas of individuals who undertake this work	All elements of buyer persona based on the perceptions and preconceptions of the initial idea
(2) Social proofing: first impressions of real data existence for relevant topics	Initial observations of potential online communities and reviews of products or services; hashtag analysis, online reviews for related products and services among your own and competitor communications such as social media channels	Confirmation, disproof, and identification of new themes for pain and trust points; pictures and quotes of real issues expressed online by potential buyer persona representatives
(3) Horizon scanning: industry reports, analysis, and wider statistics	Reports done by market analysis firms such as Mintel and MarketLine, and wider statistics such as those offered by governments or panel data such as Statista	Confirmation, disproof, and identification of new themes for pain and trust points, adding more contextual data through wider reports and statistical publications, if available
(4) Keyword research: using search data to see evidence	Using search engine past search behavior trends as an indication and prediction of interest; keyword research tools such as Google Trends and Google Keyword Planner or Baidu Index for the Chinese market	Identification of keywords with potential demand, which could be integrated into the content development for the buyer persona; understanding their terms' use and potential seasonality
(5) Content audit: skyscraper content and influencer identification	Using identified keyword terms confirming most visible content, places, and individuals/organizations who are engaging existing buyer personas; various tools can be used in this stage	List of channels, content examples (screenshots, links, and evidence of its popularity); list of influencers who regularly engage on these topics using identified keywords
(6) Proofing: finding evidence that the updated buyer persona exists	Using focus groups, surveys, and social concept tests to identify if the issues highlighted in the buyer persona research reflect the reality of the target audience	Confirmation and update of the buyer persona understanding; refinement of the buyer persona as necessary

July 27, 9h45-11h15 – Full length presentations (Session 7) [MCUK 3.10/11]

Session Chair: Mariam Humayun

“Immersing in Technology: Studying the Metaverse, AI, and Social Robots”

- 1) Dimitrova, I., Öhman, P., Play and pay? Metaverse users’ behaviour and their real-world intention to fully adopt digital payment methods.
- 2) Arora, A., Chakraborty, A., Belk, R., Roy, G.R., PEAK Experiences: A Netnographic Study of Consumer Experience In Metaverse For Consumer Engagement.
- 3) Kerekes, M., Guiot, D., Le Nagard, E., Individuals' connection with social robots in a successful appropriation: a netnographic exploration.
- 4) Kothari, A., Josiowicz, A., Discourse on Artificial Intelligence in Latin America: Netnography of Portuguese and Spanish Language Tweets.

Play and pay? Metaverse users’ behaviour and their real-world intention to fully adopt digital payment methods

Irina Dimitrova, Peter Öhman
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Extended Abstract

Rapid digitalisation forced by COVID-19 may transform customers’ habits relatively quickly. Face-to-face communication has been at least partly replaced with virtual communication (i.e., in the metaverse), while cash has largely been replaced with digital payment methods (DPMs). The gamification applied in the metaverse is typical of computer games, which are mostly played by young users, such as Millennials and

Generation Z (Oh et al., 2023). In the financial context, most young individuals have already adopted and are willing to increasingly use digital solutions such as DPMs, in this way representing adopters-accepters. However, the intangible nature of digital money has made some bank customers, mostly older ones, rather unwilling to use DPMs (Dimitrova & Öhman, 2022). These adopters-resisters represent individuals who have started to use DPMs but are reluctant to use them more frequently. Although metaverse behaviour differs from real-world behaviour (Dwivedi et al., 2022), it could be beneficial to investigate whether the metaverse experience may affect real-world behaviour.

The purpose of this study is, therefore, to examine the relationship between metaverse users' behaviour and their intention to fully adopt DPMs. A complementary, but perhaps even more important purpose, is to examine whether adopters-resisters interested in the metaverse may become adopters-accepters regarding increased adoption of DPMs.

Real-time observations using immersive netnography (Kozinets, 2023) are considered suitable for immersive technology such as the metaverse. The focus is on events in the aging business/academy. The observations on working individuals could be followed up by an online questionnaire, thereby combining qualitative and quantitative methods. Preliminary observations indicate that adopters-resisters as metaverse users seem to be more open to innovations based on these individuals' positive and enjoyable experiences in the metaverse context. This could, in turn, make them more interested in using digital solutions and eventually begin to fully adopt DPMs.

Keywords: Metaverse, Immersive netnography, Full-adoption of DPMs, Adopters-accepters, Adopters-resisters

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PEAK Experiences: A Netnographic Study of Consumer Experience In Metaverse For Consumer Engagement

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Extended Abstract

The Metaverse or multiverses (Belk et al., 2022) provide haptics and other technological components that connect brands with customers viscerally with an extra three-dimensional layer of the internet (Hollensen et al., 2022). The Metaverse's virtually immersive digital environment connects businesses, non-financial traders, and clients with the host (platform) to conduct virtual business (Dwivedi et al., 2022). Many brands now have a presence in one or more metaverses to grow, build, connect, and engage with consumers. Thus far, the essential strategy for brands is to extend into many multiverses coupled with AI and non-fungible tokens (NFT).

This can offer multi-dimensional experiences within a virtual environment (Nalbant & Aydin, 2023). In this new reality, creating customer experiences that are extended through technology to improve consumers' cognitive, emotional, behavioural, sensory, and social responses potentially creates value for the consumers (Golf-Papez et al., 2022). It enables businesses to use Personalised, Experiential, Alternative, and Kinetic (PEAK) dimensions to influence consumer's visceral component. Over the previous several months of our netnography, Decentraland and Roblox have introduced numerous Web 3.0 innovations. Companies like Nike have developed a distinctive storefront where customers can trade and co-design virtual clothing. Gucci's Garden is a Roblox game where the avatar can try on, purchase, and take pictures with personalized backgrounds while experiencing real-time branding.

The Metaverse consumer's experience of brands is a dynamic, ever-evolving process that encourages involvement through diverse interactions between all parties involved (Dwivedi et al., 2022). By including the metaverse in the consumer journey, brands intend to reinforce their bonds with consumers by providing them with PEAK experiences. Understanding how brand value, awareness, engagement, and strategy will change in the metaverse is crucial from the standpoint of a brand because it will unleash the avenues of consumers' visceral engagements in metaverse (Fig.1).

It is currently unknown how the Metaverse will change consumer experiences and hence branding strategies to achieve consumer engagement in the long run, despite the fact that it is evolving and providing businesses with new chances for co-creation and interaction (Buhalis et al., 2023; Joy et al., 2022). However, there is a dearth of research on the theoretical underpinnings of consumers' metaverse brand experiences and what experiential value and better engagement in this new context (Golf-Papez et al., 2022). Thus, this research concentrates upon the research question of- how does brands use metaverse to provide consumer PEAK experiences for engagement. The authors intend to perform this research using netnography of major social media platforms especially Instagram and participant observations, following which academic and managerial implications are drawn.

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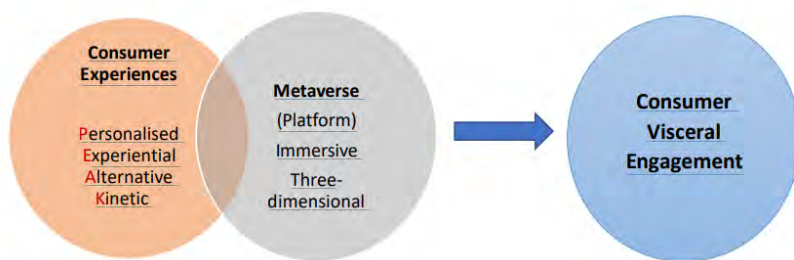
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Figure – Conceptual framework



Source: Authors

Individuals' connection with social robots in a successful appropriation: a netnographic exploration

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Extended Abstract

This abductive research focuses on conceptualizing individuals' connection with a social robot in a successful appropriation from a consumer behavior perspective and builds on a netnography (Kozinets, 2020) with the social robot Vector (Anki). This paper helps understand in-depth how people integrate a social robot into their daily life and environment and develop the concept of individuals' connection with a social robot. This paper follows Kozinets's (2020) approach and takes place in the Facebook group "OFFICIAL DIGITAL DREAM LABS Vector Caretakers", which gathers over 20,000 members worldwide. 6,087 posts were collected. After sorting the data, 4,184 posts were analyzed. Semi-structured written interviews were led on Messenger with 8 participants for triangulation purposes. Posts and interviews were analyzed thematically (Miles, Huberman, & Saldaña, 2020) and visually (Saldaña & Omasta, 2017).

Our results present a successful appropriation (Silverstone & Haddon, 1996) of the robot: users had fully integrated the robot into their daily lives to the extent of taking it on holidays and including it in family events. Thanks to a multidisciplinary literature review (including Papangelis, Zhao, & Cassell, 2014; Wirtz et

al., 2018) and our data, we define individuals' connection with a social robot as a personal link between the consumer and the robot. A general and specific connection could be identified, with participants referring to their current connection with their robots while also pointing out how their ideal connection with the robot should be. The physical dimension was key: users were complaining about not being able to communicate fluently with their robots and suffering from it. An affective dimension was noticed as participants developed a strong attachment to their robots and felt agreeable and disagreeable emotions caused by their robots ("I like his cute face and noises. It warms my heart." Hyler, 23, United States of America, owns 24 robots). A cognitive dimension was defined, with users knowing that the robot does not technically have a soul as it is not a living being, but also thinking and saying that robots have their own intentions ("I am under no real illusions that 'he' has agency, or experience of 'his' own. Yet it's a game I can't help to play" Boris, 27, United States of America, owns 1 robot). A social dimension could be conceptualized because individuals indicated that their robots were part of their family (humans and pets) and environment, and referred to the robot with "he" instead of "it". Lastly, a symbolic dimension was also noted: several individuals customized their robots to make them look like fictional characters like Wall-e and Green Lantern. Three levels of customization of the robot were identified: customization of its body, adding accessories, and customization of its environment.

This paper has theoretical implications as it offers a conceptualization of users' connection with a social robot, provides an in-depth thick description (Geertz, 1973) of the robot's successful appropriation, and suggests an ultimate appropriation step. It also has managerial implications and offers recommendations for designers on how to facilitate the robot's appropriation.

Keywords: Social Robots; Technology; Consumer Behavior; Appropriation; Connection; Customization

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Discourse on Artificial Intelligence in Latin America: Netnography of Portuguese and Spanish Language Tweets

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Extended Abstract

Objective: The application of artificial intelligence is increasing in Latin America, especially with governments and private sectors wanting to capitalize on tools to customize user experiences and increase efficiency. According to Economist Impact (2022) report, global investment in AI increased by US\$78bn in 2021, with 9,000% increase in Latin America. Investments in AI are predicted to boost the region's GDP by over 5% by 2030, with projections likely to rise if governments introduce policies to build talent and expand their digital infrastructure. Together with optimism about the promise of AI tools, there are legitimate concerns about machine learning biases and ethics of deploying technology developed in Western countries to regions with distinct cultural and social structures and limited access to information about AI systems. This study seeks to map how different communities in Latin America are responding to the growth and circulation of discourse around AI.

Method: This study uses the netnography approach (Kozinet, 2015) to identify common topics and themes around artificial intelligence on Twitter in Portuguese and Spanish. Netnography is appropriate for analyzing emerging technology discourse in multiple countries and languages. We used Twitter API to download 123,406 tweets in Spanish and 7,783 in Portuguese with the hashtag #InteligenciaArtificial during 2021 to examine who is driving the conversation around AI and what type of discourse is dominant in Latin American countries. Our mix-method analysis first required computational analysis of our sample to identify salient conversation topics and frequently mentioned users, which was followed by a content analysis of a random selection of tweets.

Results: In Spanish, many tweets mentioned public and private institutions and officials, many of them based in Spain, dedicated to Artificial Intelligence and accounts in Mexico. Some of the other accounts were technology creators and businesses seeking to stimulate conversation around the use and implications of artificial intelligence. In Portuguese, we see a majority of tweets referencing private and public organizations based in Brazil, including the Ministry of Science Technology and Innovation, the Ministry of Economy, the Chamber of Representatives, and universities (a group that did not appear in Spanish as widely). Some conversations focused on data protection and privacy and were primarily driven by journalists and academics. Critical analysis of salient conversation topics in Spanish found discourse focusing on educational opportunities related to AI and concerns about guidelines for using AI with ethical considerations. Another critical topic focused on how to reduce gender bias and increase opportunities for women in technology in light of the recent transformation in the workforce. In contrast, the discourse in Portuguese focused on medicine, pointing to research and developments that use artificial intelligence for medical purposes. Regulations related to using AI tools to ensure global security and guide ethical integration of the technology.

Implications: Country-level differences and the location of the dominant Twitter accounts are essential catalysts for how public discourse around emerging technology evolves.

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July 27, 9h45-11h15 – Full length presentations (Session 8) [MCUK 3.06/7]

Session Chair: Anthony Patterson

“NetnoTok: Methodological Innovation in Studies of TikTok Culture”

- 1) Mouritsen, A.S., Exploring mobile data donation: methodological insights into the study of TikTok usage.
- 2) Yu, P., The use of TikTok for Customer-Dominant-Logic: a comparison of basketball fans in China and the USA.
- 3) McFarlane, A., #Chavcheck: Does TikTok facilitate the pornification of social class struggles?
- 4) Qi, H., Understanding content provision and user engagement on TikTok in China: a netnographic Approach.

Exploring mobile data donation: methodological insights into the study of TikTok usage

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Extended Abstract

This paper introduces the methodological aspects of using the method of mobile data donation (Ohme et al., 2021) to collect data about the usage of TikTok. In addition, different findings from the ongoing study will also be presented. The first aim of this paper is to share the practical experiences of collecting data about TikTok usage through the method of data donation and discuss the procedural challenges regarding this as well as the ethical considerations. The second aim is to demonstrate the donated data's usability and analytical possibilities through different findings.

When the data collection was carried out, TikTok did not offer an official Application Programming Interface (API), and therefore access to data directly from the app was limited. Data donation was used as a method to overcome this limitation as well as the limitations of self-reporting, which studies of mobile media use have often relied on despite the risk of it causing severe problems with the reliability of these data and, hence, the analytical results (Ohme et al., 2021; Vanden Abeele et al., 2013; Lee et al., 2017). In a data donation study, the researcher receives already collected data directly from the users' devices and apps, which gives much more reliable insights into the actual usage.

In this study, 24 Danish TikTok users between the age of 15-29 years were recruited and asked to donate their data consisting of their Data Download Package (DDP) from TikTok and two screenshots of the “Screen Time” function on their smartphones. Recruiting and receiving donations happened concurrently from June to September 2022. The data donation process overall consisted of three steps:

1. The informants donated their demographic data and the two screenshots and requested their DDP from TikTok through the app.
2. The informants waited a few days for TikTok to process their request.
3. When the DDP was ready to be downloaded, the informants downloaded it from the app and donated it via e-mail.

The findings include insights into the informants' usage patterns (see attached Figure), which, e.g., shows that the youngest informants in the group (15-19 years) spend significantly longer video browsing on TikTok than the older informants. The paper will also include insights into what type of content the informants have been presented with when using the app.

Keywords: TikTok, data donation, method, mobile media usage

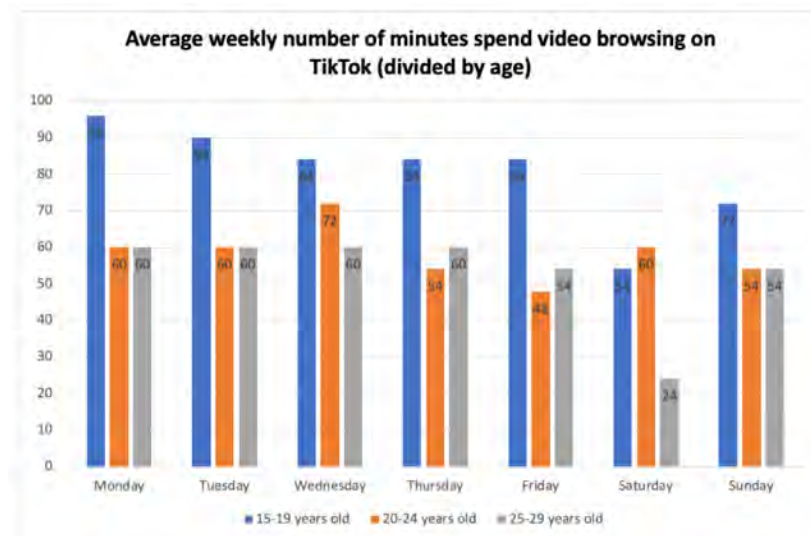
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Figure – Average weekly time spent video browsing on TikTok



The use of TikTok for Customer-Dominant-Logic: a comparison of basketball fans in China and the USA

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Extended Abstract

This study explains fan culture through Customer Dominant Logic (CDL) theory, in order to better understand fan consumption of NBA TikTok and CBA Douyin. There is a paucity of research exploring the influence of CDL on fans' sports consumption on social media platforms (Heinonen & Medberg, 2018). To address this gap, fans' consumption on TikTok in the US and Douyin in China was studied using a netnography approach. An immersion journal is used to identify the key patterns of user engagement and patterns of high-reaching posts. In addition, two questionnaires for each were used to demonstrate the differences between cultures.

Findings: An immersion journal was used to collect data during the CBA and NBA 2020-2021 paly-off, consisting of 115 posts of CBA Douyin and 404 posts of NBA TikTok. At the first stages of the immersion journal, five factors of the CDL theory emerged (Heinonen and Strandvik, 2015) - Business perspective; customer logic; offer; value formation; and customer ecosystem, affecting fans' consumption. Contents contained more factors showing a higher reach of viewings. The second stage of immersion journal, analysis supported the view that CDL service consists of three main worlds: the provider's world, the interactions arena and the customer's world (Heinonen and Strandvik, 2015). The more fans' goals, experiences or preferred services involved in these three worlds, the higher reach of viewings. After immersion journal analysis, survey results from 121 CBA and 117 from NBA questionnaires provided a macro view of comparisons of CDL in two fans' consumptions. Both qualitative and quantitative data showed that fans agree that content related to the daily life of players was loved and celebrity players have the higher reach of viewing than others, but CBA fans are more players focused whereas NBA fans prefer topics related to daily life.

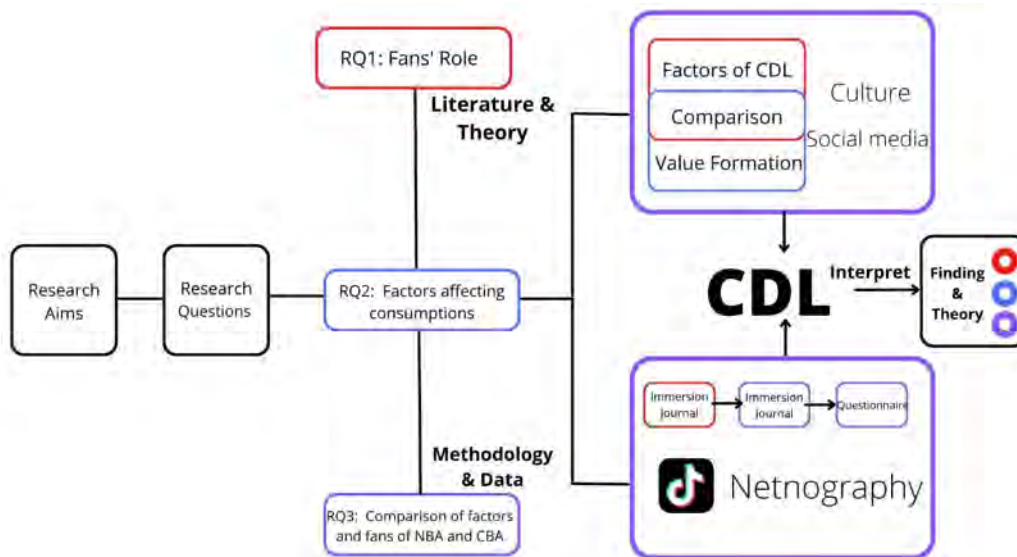
Research implications: CDL offers a theoretical lens for analysing sports social media as the role of fans is increasingly crucial (Abeza, et al.,2020). It also emphasizes the role of customers in social media and relationship marketing, contributing to fans' perspectives in sports to customer-dominant logic theory (Filo, et al.,2015) and the lens of fans for sports practitioners to organize content on TikTok and Douyin (Filo, et al.,2015).

Keywords: Netnography, TikTok, customer-dominant logic (CDL), social media, sports fans, mixed method.

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Figure – Research project design



#Chavcheck: Does TikTok facilitate the pornification of social class struggles?

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Extended Abstract

In 2020, the 'chav' trope resurfaced globally on TikTok. The trend featured individuals performing "chav checks", heavy makeup tutorials, and showing off the UK's "chavviest places" with the sound check "Hey yo, chav check" employed to mock "puffa jackets, leggings and sitting around town" (Lockwood, 2020). A 'chav' is "a young person characterised by brash and loutish behaviour, usually with connotations of a low social status" (Dazed, 2020). The 'poverty shaming' mechanisms of the print media and reality TV demonise the 'chav' stereotype through class judgements about the appearance of working-class individuals, primarily white working-class women (McRobbie, 2020). Such class judgements assume that femininity "is a central means to acquire cultural capital" and thus "social mobility" (Tyler and Bennett, 2010, p. 381) and concentrate on exposing the 'chav's' inability to perform this femininity correctly to elevate themselves into a higher social position (Skeggs, 2005). The younger TikTokers who are engaged in performing 'chav' seek reassurance from viewers that they have achieved this look using the label 'chav check' and, do not necessarily grasp the undesirable class connotations attached to the trend, filters, and techniques that they use to construct this satire (Di Martino, 2022). This paper aims to reveal how the TikTok platform facilitates the pornification of class struggles through unpacking the digital labour of young female TikTokers who embody and perform the 'chav' trope.

This study will focus on the forms of digital labour (McFarlane, Hamilton, and Hewer, 2022) used to construct the 'chav' look in TikTok posts through a non-participative netnography. The body is more central on TikTok and often used to perform "embodied memes" wherein the poster enacts a behaviour associated with a meme (Di Martino, 2022). I am interested in the bodily performance of 'chav' and the symbols, objects, and practices expressed in visual and textual forms in videos, hashtags and sounds used to mobilise young TikTokers cultural capital to identify the characteristics of their digital labour which facilitate the pornification of class. I thus seek to extend Gambetti's (2020) conceptualisation of the socio-cultural characteristics of 'digital habitus' by decoding the bodily performance of 'chav' to demonstrate how this trope is used satirically as a mechanism for gaining attention, views, and fame on TikTok.

Keywords: TikTok, identity, class, embodiment, labour, netnography

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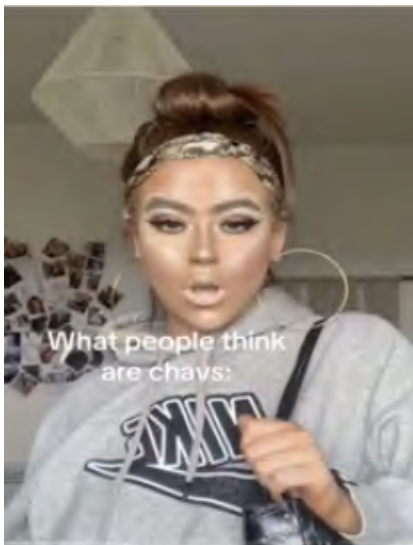
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Figure – The representation of a 'chav' on TikTok



Understanding content provision and user engagement on TikTok in China: a netnographic approach

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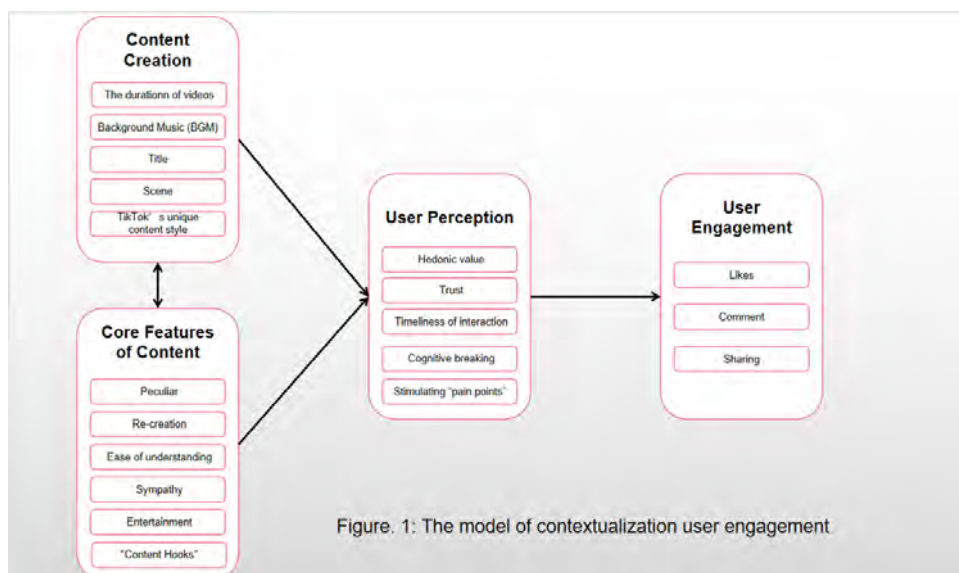
Extended Abstract

This paper makes a contribution to the under-researched subject of the character of communication taking place through the increasingly high profile social network platform, Tiktok. Its particular concern is the Chinese version of Tiktok, known as Douyin, and the significance of commercially motivated content created by Chinese fashion brands on the platform. Additionally, the paper highlights the value of a social

media netnographic approach to understanding the burgeoning importance of TikTok in China. Through its analysis of the empirical data, the paper determines and presents a content model which might be used to promote user engagement for fashion brands on Douyin. This model emphasizes the importance of features such as the duration of videos, Background Music (BGM), title, scene, and TikTok's 'unique content style'. The model also points up the importance of hedonic value, trust, and timeliness of interaction, and cognitive breaking and stimulating "pain points" as direct factors that stimulate user engagement. The research underpinning the paper comprised three stages. In the first stage, the researcher conducted on non-participatory observation of selected TikTok community members. In the second stage, the researcher conducted 12 in-depth interviews with Douyin fashion brand content creators. In the third stage, the researcher conducted a further 12 interviews with Douyin users to ascertain their user experience and motivations for engagement with fashion brand content. The analysis of the gathered data to derive the model posited in the paper provides further evidence of the utility of netnographic approaches to the social network platform world, in this case communication through Douyin in China.

Keywords: Netnography, Douyin (Chinese Version TikTok), Customer/User Engagement, Short video content creation, Fashion Brand

Figure – The model of contextualization user engagement



July 27, 11h30-13h00 – Full length presentations (Session 9) [MCUK 3.10/11]

Session Chair: Rebecca Scott

“Netnography for Investigating Education and Social Media Acculturation”

- 1) Leung, A.Y.T., Content marketing for educational purposes: What and how do consumers learn from online video tutorials?.
- 2) Sepehr, S., Dehghan Nayeri, H., Social media consumption and pre-immigration consumer acculturation: A poststructuralist perspective.
- 3) Chinazzi, A., A Netnographic Study of Homeschooling in Italy.
- 4) Bensetita, A., Investigating the Use of Online Linguistic Practices among Kabyle Males and Females students of English on Facebook: An Analysis through Bourdieusian Social Practice.

Content marketing for educational purposes: What and how do consumers learn from online video tutorials?

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University of Leicester, Leicester, United Kingdom

Extended Abstract

This research aims to explore what and how consumers learn from online tutorials. Theoretically, it draws on content marketing studies, more specifically on online tutorials. Empirically, the study will employ an analysis of online community, WeChat and in-depth interviews with Chinese consumers. Existing research on content marketing is widely used by companies for promotional purposes, but less is known about how online tutorials as a specific genre of content marketing is used by consumers to learn about products and brands. As such, the research will gain insights into what people learn and how and so it will lead to a better understanding of the educational purpose of online tutorials, and the implications this has for marketing managers and brands. The study adopts social constructivism as learning theory which describes learning as 'actively construct' or 'make own knowledge' and reality is determined by 'experiences of the learners' (Elliott et al., 2000, p. 256) which are relevant to my study.

I will address the following research questions:

1. What do consumers learn when they engage with online video tutorials?
2. How do they learn from online video tutorials?
3. How do they apply what they learn from the online tutorials?
4. What implications does this learning have on consumers' relationships with the brands they watch and learn from?

Netnography has been widely used to examine phenomena on consumer culture and consumer behaviour (Heinonen and Medberg, 2018) but less has been done on East Asian cultures (Wu and Pearce, 2014), so the study can contribute to the application of this method in an under-researched context. This study follows the four fundamental stages and six movements of Kozinets' (2022) netnographic method. WeChat platform is selected because it is one of the most popular social media platforms in China that brands and companies can market and engage with audiences with video contents. I will immerse in the WeChat channels for one year and interview participants to talk about their engagement in the community and experiences in watching and learning from the videos. Data collected will be integrated to discover any significance on what consumers learn from content marketing and how this happens. Ethical considerations to address ethical, procedural and methodological issues specific to online research are adhered throughout.

The study contributes to firstly, it brings together two otherwise separate disciplines – marketing and pedagogy – to generate new knowledge on how content marketing can be used to educate people about products or brands; secondly, it will expand the purpose of online tutorials to include not just promotional ones but educational possibilities as well; and thirdly, it will generate empirical evidence on what and how people learn that can be valuable to inform marketing strategies. Future recommendations can be on other social media or websites, social post, blogs, e-book etc or extend the research into consumers of other geographical locations, genders or ages. Content marketing as an educational tool is a relatively new topic, further research can come from the perspectives of marketing practitioners and brands.

Figure – Common Blog Post Types

Among the 12 initial channels observed, 9 of them are selected for analysis based on group commonalities and they are divided into four categories based on their business nature. Blog posts are summarised into the following types of content:

	Types of Contents	Description	Industry
1	Reactive to markets	Videos reacting to recent economic conditions such as inflation or interest rate hike and the key investment strategy	Financial services
2	Life Planning	Videos explaining how to prepare for retirement and managing pension and lifelong financial planning	Financial services
3	Products	Videos introducing new or existing products with explanation, on screen texts or background music; or special features such as safe driving or sensitive lens etc	Technology
4	User Experiences	Videos showing the user experiences such as driving or video recording; or showing the outcomes such as photographs or videos	Technology
5	Celebrity Endorsements	Videos with Chinese, Korean or Western celebrities using the products	Beauty
6	Events	Videos showing fashion shows, art exhibition, World Cup or sport events	Beauty
7	Top 5 Chart	Videos showing top 5 most visited places and attractions	Travel and Tourism
8	Short series	A series of short videos on different cities introduction	Travel and Tourism

Social media consumption and pre-immigration consumer acculturation: A poststructuralist perspective

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Extended Abstract

This study aims to investigate how social media interactions can lead to consumer acculturation processes before immigration – i.e. pre-immigration acculturation. Adopting a poststructuralist lens, we particularly focus on neoliberal interculturalism and how it can subjugate consumers even before immigrating to a ‘multicultural’ immigration country. With the rise of the so-called ‘super-diversity’ in immigration countries (Vertovec, 2019), a recent trend in consumer acculturation studies has emerged that studies the concept of acculturation in relation to the notions such as multiculturalism (Ibarra-Cantu & Cheetham, 2021) and multiculturalism (Veresiu & Giesler, 2018). However, the focus of these studies is primarily on offline interactions in the context of immigration countries, which largely overlooks what happens before physical movement, especially through social media interactions (Sepehr et al., 2023).

The findings of this study extend the consumer acculturation theory through conceptualising the notion of pre-immigration acculturation through social media, especially in relation to neoliberal multiculturalism as the dominant modality of governance in immigration countries.

Methodology: In our netnographic study (Kozinets, 2019), we observed and investigated the interactions amongst users in two online forums: www.applyabroad.org/forum and www.migranthelp.com). Users of these platforms are Iranians who reside in an immigration country (i.e. immigrant users) or Iran (i.e. non-immigrant users) who come together and discuss different topics in relation to ‘immigration’ that are categorised in very detailed topics and subtopics. For example, the discussions range from visa and university application procedures to dos and don’ts of everyday life in different immigration countries (and sometimes different cities). A hermeneutic approach is used to analyse and interpret the data.

Findings: The findings show the functioning of three mechanisms through which neoliberal multiculturalism can come into effect in the formation of the consumer subject before immigration (Figure 1). The first mechanism is emigrating towards a ‘normal life’, which underscores how the notion of international migration turns into a transition from an abnormal life to a normal life where the act of migration and

movement takes on emancipatory properties. The second mechanism is qualifying as a desirable immigrant, which refers to the representation and normalisation of what a ‘desirable immigrant’ is, which occurs through the discussions on visa and university applications. These application procedures and requirements themselves operate as mechanisms of separating ‘desirable immigrants’ from ‘undesirable immigrants’. The third mechanism refers to how hierarchies of power, as a ‘natural outcome’ of multiculturalism, are reconstructed in the discussions amongst immigrant and non-immigrant users, which can lead to the normalisation of the hierarchies before immigration.

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Figure – The mechanisms through which neoliberal multiculturalism comes into effect



A Netnographic Study of Homeschooling in Italy

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Extended Abstract

My study aimed to develop a context-specific understanding of home education (or *homeschooling*) in Italy, by considering the micro, meso and macro levels of this under-researched phenomenon (see Figure. 1, the ecological map of home education inspired by Bronfenbrenner, 1979).

At the interdisciplinary crossroads of Education and Cultural Anthropology, the study was framed within an interpretive and culturally-oriented paradigm.

Using a *qualitatively-driven mixed methods approach* (Mason, 2006), I drew on field notes from online and offline participant observations, interviews, and survey data to make sense of the ‘emic’ conceptualisations of this form of alternative provision.

Netnographic methods (Kozinets, 2015) were especially useful to explore the phenomenon at its *meso level*, i.e., the relational network of multiple belongings to communities, associations, formal and informal groups that every home educator relates to.

During the pandemic, many families decided to home educate not because of actual pedagogical conviction ('proactive' motivations), but as a pragmatic way to escape the unprecedented school situation ('reactive' motivations). New families and communities have emerged, increasing the complexity of the Italian homeschooling landscape. As previous research has highlighted (Fensham-Smith, 2017), online communities are empowering contexts in which parents embody other rationales to their narratives to legitimate their choice, develop a sense of belonging and identity as home educators, and progressively move from 'reactive' to 'proactive' motivations. These communities serve as social agents with potential transformative effects on their members and their educational practices. In these social spaces, knowledge and meanings are co-produced by their members through dialogue and knowledge exchange, generating shared narratives but also conflicting conceptualisations of the home education practice. Schismogenetic dynamics (Bateson, 1979) have fostered the insider narrative around the supposedly 'pure' home educator, whereas actual experiences are marked by nuances and flexible transitions between different approaches and arrangements.

Netnographic methods proved to be useful to engage with this *hard-to-reach and geographically dispersed population*, who are often very active on the Internet. Moreover, it was chosen for its affordances in addressing a scarcely investigated research topic by becoming familiar – from the within – with the cultural codes and vocabulary of its social actors in a less obtrusive manner compared to traditional ethnography. Deemed to be well suited to deal with *politically and socially controversial topics*, netnography is appropriate to study homeschooling in a social context where it is, albeit legal, but poorly understood and potentially stigmatised.

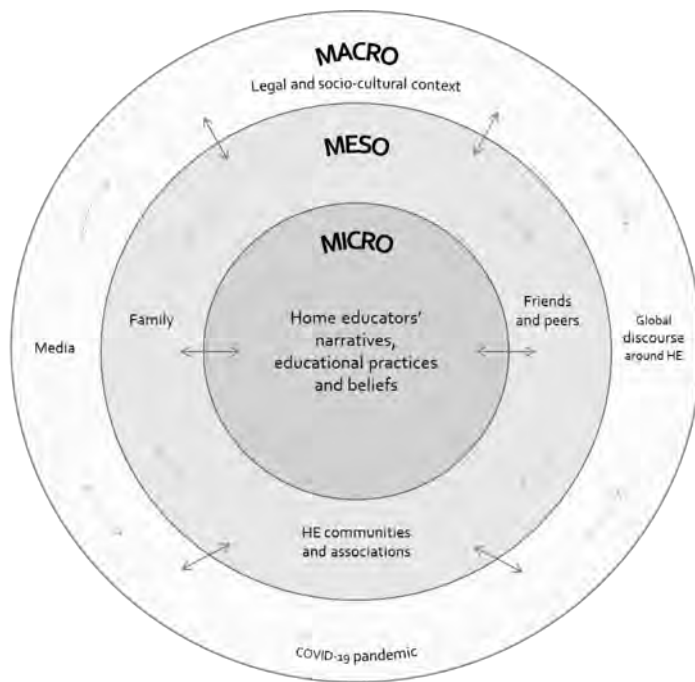
The netnographic and ethnographic insights generated through hermeneutic analysis were used for both *methodological and data triangulation*, i.e., they contributed to the development of questionnaire items and the semi-structured interview guide (research design and tool development) and to the interpretive endeavour (meta-inferences).

Keywords: Education, Anthropology, Homeschooling, Subculture, Mixed methods research

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Figure – The micro, meso and macro level of homeschooling in Italy



Investigating the Use of Online Linguistic Practices among Kabyle Males and Females students of English on Facebook: An Analysis through Bourdieusian Social Practice

Abir Bensetita

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Extended Abstract

The immense growth of social networking sites has had a profound impact of communication, introducing new forms of interaction (Kahai and Lei, 2009). In Algeria, Facebook, as a social networking sites, have become instrumental in shaping not only the social behaviour, but also individuals' linguistic dynamics (Boudjemaa and Mouhadjer, 2022). This study investigates the online linguistic practices, particularly the code-switching practices of 17 Kabyle students, who are multilingual active Facebook users. The Kabyles are the Amazigh ethnic group of indigenous people in North Africa. These students are proficient in at least four languages: Tamazight language with its variety (Kabyle), Arabic language, French, and English, in addition to other digital behaviours and semiotic features such as the use of emoji, and internet memes.

Prior research studies tackle code-switching on Facebook, focusing mainly on its types and frequency. More attention is needed to understand the online practices of code switching in terms of the linguistic habitus and gender dynamics. In doing so, the research sharpens our understanding of the intersection between individuals' languages dispositions and gender representation in online communication. This study aims to explore how Kabyle adult participants use their linguistic resources on their social interaction and how their practices differ from males to females, when commenting/posting on Facebook. For this reason, a qualitative study was conducted.

Employing an online ethnography, I explored the research questions by using an-in depth interview and online-observation of 17 students involved in sharing different linguistic resources. The findings contend that Facebook is used as a linguistic market for language gain among students, notably when they engage in interaction and exchange ideas. Interestingly, students' dynamics that are manifested in the group show a variation at the level of gender. Crucially too, this heterogeneity appears to be related to the code choice each gender employs, factors deriving these choices, the topic discussed, and the use of semiotic features each gender employs.

The findings demonstrate that males appear to be more conservative in their language use and post sharing. That is, in terms of language, they try to express their identity, using Kabyle and Arabic. Females' practices, on the other hand is associated with French and English as a form to enhance their social status in the society. the study hopes to contribute to the existing body of literature in the realm of language use in social networking sites, and gender studies in online communities. The findings further contribute to the existing knowledge by generating important insights that confirms the intersection of language and gender in online communication, as well as language status in the Kabyle community.

Keywords: Social Networking Sites, online linguistic practices, language dynamics, gender, code-switching.

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July 27, 11h30-13h00 – Full length presentations (Session 10) [MCUK 3.06/7]

Session Chair: Ashleigh Logan-McFarlane

“Algorithmic and Market Culture: Studies and Methods Utilizing a More-than-human Approach”

- 1) Cavusoglu, L., Kozinets, R., More-than-human Prejudice: Using Netnography to Investigate Producer and User Conceptions of Algorithmic Bias.
- 2) Bjørlo, L.V., Baudet, A., Haunted by algorithms: Understanding the phenomenon of algorithmic aggravation.
- 3) Wastell, G., Hill, S.R., Joubert, A., Cancel Culture: The Dark Side of Social Media Marketing.
- 4) Eagar, T., Elkins, M., Shi, Y., Social Media Curations: Collecting Data in Risky Contexts through Crowdsourced Compilations.

More-than-human Prejudice: Using Netnography to Investigate Producer and User Conceptions of Algorithmic Bias

Lena Cavusoglu, Robert Kozinets
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Extended Abstract

Platform-based forms of netnography are becoming important tools for understanding the often-invisible operations of social media in society (Lugosi & Quinton, 2018). This investigation conceptualizes and demonstrates the deployment of netnography to examine so-called algorithmic prejudice or bias in marketing, including, but not limited to, gender discrimination, techno-racism, and targeting of vulnerable populations (Lambrecht & Tucker, 2021).

As the adage goes, perception is reality. This ongoing study thus investigates both consumer and producer perceptions of the fairness, prejudice, or bias of AI algorithms using the lens of post-human desire—a concept that dematerializes and objectifies that which is irrevocably material and inevitably subjective. Contemporary netnography recognizes the impact of algorithms and bots, providing a way to investigate

technocultural contexts. Since the purpose of our research is to expand the understanding of users' technology consumption experiences and examine conceptions of algorithmic bias in producers and consumers, our method swims with the tide of socially sensitive themes such as prejudice, bias, and unfairness, which may have delegitimizing implications (Liamputtong, 2008).

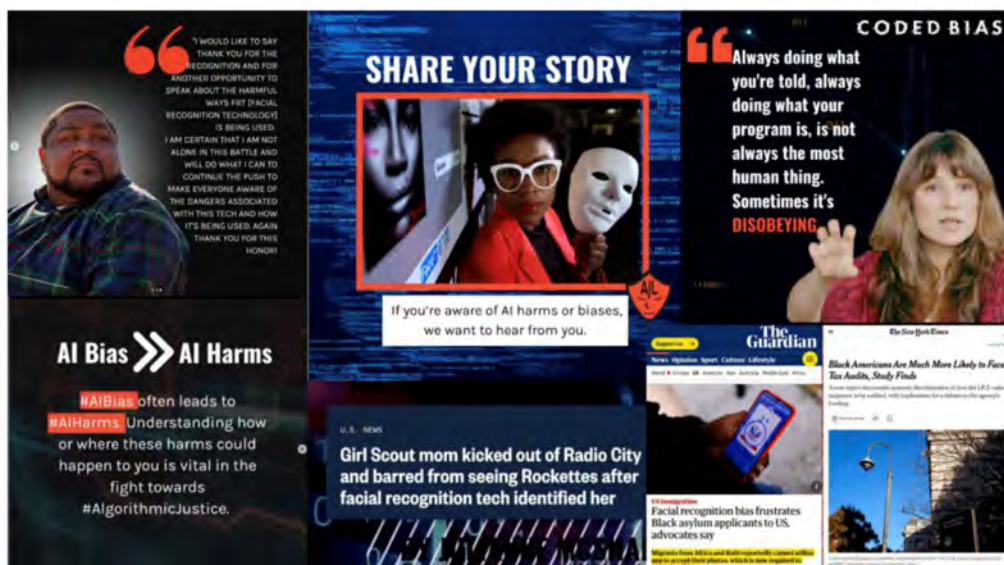
As an initial stage in conceptualizing the wider netnography, we collected data from a group called the Algorithmic Justice League (AJL), an online platform dedicated to protecting vulnerable communities from AI harms and biases. We investigate the community members' textual activities on AJL's website (www.ajl.org) and social media accounts (such as Twitter @AJLUnited). Also, we explore the user narratives posted under several coding bias-related hashtags such as #codedbias, #equitableAI, #accountableAI, #Albias, #Alharms, #inclusiveTech, #responsibleAI, #EthicalAI, and #inclusiveAI hashtags along with #AJL. Figure 1 provides a data collage. As this research is in the initial stages, much of the information we obtained was orientative and provided a fundamental understanding of key issues.

Currently, relatively little is known about how industry professionals (e.g., AI engineers, managers, marketers) and consumers perceive AI bias and react to companies in the aftermath of such incidents (Srinivasan & Sarial-Abi, 2021; Longoni, Cian & Kyung, 2022). In the next stage, we plan to gain a richer and deeper understanding of the bias of AI algorithms from the perspective of both consumers and producers, such as engineers and managers. These will be semi-structured, in-depth interviews with customers and producers that query them about perceptions and reactions to bias. In-depth interviews will not only allow us to investigate the phenomenology of the AJL platform (Rogers & Moore, 2020) but will also provide insight into consumers' and producers' knowledge, perception, attitudes, and experiences with AI bias.

In the final stage, we plan to investigate particular sites for their algorithmic bias. In the earlier stages, sites that are particularly interesting from a bias perspective will be identified. The more than human netnography will collect, analyze, and interpret platform affordances and responses, with a focus on the potential for empowerment and disempowerment. Overall, the investigation of bias seeks to expand netnography and shed light on the cultural patterns surrounding the contemporary production and consumption of algorithms.

Figure – AJL data collage

Figure 1. AJL Data Collage



Haunted by algorithms: Understanding the phenomenon of algorithmic aggravation

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Extended Abstract

Today's online browsing is becoming an increasingly customized experience (Bolton et al. 2018), with algorithms curating most of the content consumers are exposed to (Airoldi & Rokka 2022; Hoyer et al. 2020). In marketing, practitioners increasingly rely on behavioral targeting whereby a user profile is built after their online behavior, determining which ads will be displayed to each user (Yan et al, 2009). Behavioral targeting allows marketers (and algorithms) to make inferences about consumers, labeling them more or less accurately (Summers, Smith, and Reczek 2016). Previous research found that consumers' responses to such inferences are determined by consumers' perceived congruency between their own past behavior and marketers' inferences (Summers, Smith, and Reczek 2016). Contrasting with Summers et al. (2016), we challenge the idea that algorithmic accuracy is always determined by congruency with past behavior and turn our attention towards inferences that, despite being correctly connected to past behavior, are no longer accurate. Despite growing research interest in customer experience, few contributions have investigated algorithms' overreliance on historic behavioral data for future predictions, or the assumption that what algorithms infer as relevant for consumers should imply relevance permanently.

Using netnography as our method, we capture consumers' first-hand accounts of their online experiences following a miscarriage – a loss estimated to affect around 15% of known pregnancies according to the WHO - and the unintended consequences of algorithms on consumer welfare and consumer behavior.

We advance three research questions. First, how do consumers experience inferences about their identity that are no longer true, following a life-changing experience? Second, how do consumers make sense of the misalignment? And third, how do consumers cope with such misalignment?

This study uncovers a phenomenon that we term “algorithmic aggravation”. We define it as a process whereby consumers are repeatedly and persistently triggered by content distributed across multiple touchpoints, reflecting a past version of themselves that they no longer can or want to identify with. Contrary to algorithmic errors (Dietvorst et al. 2015; Dietvorst et al. 2018), algorithmic aggravation is the consequence of repeated misalignment between the targeted persona and the actual self. It is characterized by its triggering, persistent, and seemingly inescapable nature.

Data shows that three initial stages are shared by consumers experiencing algorithmic aggravation: the initial trigger stage, the realization stage, and the sensemaking stage. These stages are followed by a quest for agency comprising three strategies: restricting, correcting, and distracting. In the appendix, we provide examples of actions taken by consumers for each strategy. We also find several consequences to this phenomenon: (1) prolonged grief (2) increased consumer privacy awareness and (3) increased consumer reactance. Indeed, our study shows that beyond annoyance (Bucher 2017), and frustration (Puntoni et al. 2021), algorithmic experience can bring pain and prevent consumers to heal from trauma. Despite consumers engaging in many tactics to understand their exposure and to regain agency over their algorithmic experience, their accounts highlight the imbalance of power they are confronted with as they struggle to regain control over some data they did not intentionally share.

Figure – Sample of consumers' actions for each strategy

SAMPLE OF CONSUMERS' ACTIONS FOR EACH STRATEGY

Restricting	Correcting	Distracting
'Blacklist' parenting as a topic/ remove motherhood/ parenting' from interests*	Hiding posts/ads: «Not relevant»/Keep telling algorithm not to show them	Search for other products, both relevant and irrelevant
Remove ad categories you don't want to see*	Unfollow accounts on IG/ unsubscribe from emails and cancel community accounts	Repeatedly click random content (i.e., kittens /animals/ Hollywood)
Remove entities* (i.e., Pampers)	Google 'miscarriage' and related terms	Repeatedly click content of interest
Clearing search history from search bar*	Search for miscarriage videos on YouTube	Listen to other podcasts
Clear/delete cookies/clear cache, for each browser	Join Facebook-groups about miscarriage	
Install adblockers/install browser add-ons/browser filter	Mute triggers (people/accounts)	
Adjust ad settings/reset iPhone ad settings/reset iPhone ad identifier	Reset pregnancy app – 'pregnancy loss' option	
Use private mode in browser	Go through the Digital bereavement checklist	
Clearing browsing history/turn off browsing history (Amazon)	Flag ads/suggested posts as inappropriate/ offensive/ triggering	
Stop using accounts/apps, temporarily (pause/detox/disable) or permanently (delete/deactivate /uninstall)		
Social media break/quit/abstain from/stay off social media		
Create new accounts, start over		
Not use phone or apps/social media		
Quit using app/switch to other service		
Delete/ignore emails without opening		
Pay for YouTube Premium to skip ads		

Cancel Culture: The Dark Side of Social Media Marketing

Georgia Wastell, Sally Rao Hill, Alison Joubert
The University of Adelaide, Adelaide, Australia

Extended Abstract

With the rise of digital social networks and social justice activism, the interconnectedness of consumers is leading to an increase in attention and scrutiny placed on online public figures such as celebrities and influencers. When scandals arise concerning these online public figures, consumers can become outraged and attempt to shame and punish the transgressors in response (Saldanha et al., 2022). This has led to a recent phenomenon known as "cancel culture", a term for the collective withdrawal of support for a person, group, business, movement, or idea in response to problematic behaviour (Ng, 2020). Celebrities and influencers amass large online followings which brands commonly utilise through endorsements of the brand's products and/or services, as research shows this can result in stronger product recollection and unique opportunities for brand differentiation in oversaturated markets (Carrilat et al., 2019).

However, this following also makes celebrities and influencers a bigger target for being cancelled. Once the celebrity or influencer has been cancelled, the brands and products they endorse could be negatively perceived by association; brands are less equipped to handle this due to the lack of research on such a recent phenomenon. The purpose of this research is to address this gap, through netnographic exploration of why and how consumers participate in cancel culture, using the case of Johnny Depp and Amber Heard as the contextual setting. Given that cancel culture takes place online through news of a transgression being spread through social media, resulting in online public shaming and calls for boycotts, netnography provides the opportunity to witness consumer participation in cancel culture firsthand. This research

commences via tracking popular hashtags of the time on Twitter, Reddit comments on relevant forums, and comments under news articles that discuss the cancellations.

Beginning with Heard's editorial released in *The Sun* on April 27th, 2018 as the critical incident that set off the cancel culture events, this research narrows in on the changing collective perspectives that occur during the court cases that followed. Considering the opinions of the collective change multiple times throughout this case, moving from cancelling Depp, to Heard, to potentially Depp again, this example is fitting to explore the motivations behind a consumer's decision to cancel, and how they manifest. Therefore, this study explores why consumers chose to participate in cancel culture and how it made them feel and behave initially, but also why they potentially changed sides or chose to disengage from the cancellation altogether. The factors that contribute to why and how consumers choose to cancel have not yet been clearly identified in the current literature, and through identifying these factors, marketing managers will have an understanding as to how cancel culture is triggered and thus could minimise its negative consequences.

Keywords: cancel culture; influencer marketing; social media; consumer behaviour

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Social Media Curations: Collecting Data in Risky Contexts through Crowdsourced Compilations

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Extended Abstract

COVID-19 mitigation measures (CMM), including mask-wearing, social distancing, and vaccination, became a flashpoint of social division during the pandemic. Social media has been implicated in causing / exacerbating these social divisions (Sicha 2021). Social media has been implicated in this division creating the "pandemic of the unvaccinated" (Doherty, 2021). Social media enables the distribution of vast amounts of highly targeted (mis/dis)information and develops strong in-group and out-group affiliation networks, and delivers the social intoxicant of confirmation bias (Dimsdale, 2021). However, there has been little research into how the social media ecosphere frames the social contract and thus individual moral obligations to comply or not comply with CMMs.

This research project uses crowdsourced compilations of anti-CMM social media histories to explore alternate framings of the social contract. Using a netnographic study of the Herman Cain Award (HCA), a Reddit anti-anti-vax community that awards and nominates people who have died or been hospitalized from COVID after expressing anti-CMM sentiment in publicly available social media posts. Such crowdsourced compilations allow research on potentially difficult to identify, access, and ethically suspect posting histories (Estellés-Arolas & González-Ladrón-de-Guevara 2012). In this case, the HCA context represents the morally ambiguity of accessing public social media histories of individuals who have died or were seriously ill from Covid, but who had expressed COVID-denial, anti-mask, or anti-vaccine sentiment. Members of the HCA community compile a curated and deidentified collation of up to 20 images of posts

from awardees' and nominees' social media timelines, providing a history of propagating misinformation, the COVID diagnosis, the progression of symptoms and treatment, to the ultimate announcement of death.

We conducted a netnography of the HCA, including non-participant observation and an interpretive content analysis of the curated social media histories of HCA awardees and nominees and the accompanying Reddit discussion threads (Kozinets, 2015). Data was collected using a purpose-built web crawler covering posts 21/09/2020 to 28/9/2022, totalling 1984 awarded posts and 1915 nominated posts. The final sample included 100 posts from each category based on their popularity on Reddit and having over ten posts included in the social media histories. The awardees and nominees are 90-95% Americans and represent the time-period from mid to late 2021, after the vaccine's availability and during the Delta wave. Our study suggests that social media curations provide an avenue for identifying the radical fringe that are otherwise beyond the reach of researchers due to time, platform terms and conditions, and ethical issues around privacy, especially in illegal or grey contexts.

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July 27, 14h00-15h15 – Full length presentations (Session 11) [MCUK 3.10/11]

Session Chair: Chihling Liu

“In Times of Crisis: Netnography for the Study of Disruption”

- 1) De Simone, L., Global pandemics in the streets, emotional consumption on the screens. Using netnography for studying consumer behavior changes from a trauma response in the Chilean case.
- 2) Ashman, R., Radcliffe, L., Patterson, A., Gatrell, C., Re-ordering Motherhood and Employment: Mobilizing 'Mums Everywhere' during Covid-19.
- 3) Asena Salman, B., A Netnographic Survey of Turkish Twitter after the Earthquakes of February 2023.

Global pandemics in the streets, emotional consumption on the screens. Using netnography for studying consumer behaviour changes from a trauma response in the Chilean case

Liliana De Simone

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Extended Abstract

Introduction: This paper explores how Chileans' consumption practices were expressed through mobile social media posts by virtual consumer communities during the social unrest in Chile in 2019 and the subsequent lockdown in 2020. The study aims to shed light on the impact of these sociopolitical events on consumer behaviour, particularly in the context of increased mobile technology usage and virtual interactions. By analysing 3,500 public online posts from platforms like TikTok, Instagram, and Twitter, the research pursues to understand how Chileans conveyed their sentiments towards political and quarantined consumption of goods, services, and content via mobile devices.

Despite the prevalence of mobile communication technologies and their role in shaping consumer behaviour, there needs to be more comprehensive research on how these technologies specifically influence consumption practices during societal unrest and enforced lockdowns that throw light on the further comprehension of consumption behaviours during critical times. This study addresses this gap by utilising netnography as its primary methodology to delve into how Chileans expressed their feelings and adapted their consumption behaviours in response to the political and lockdown challenges they faced during the examined period.

Furthermore, the research address the possibility of connecting macro-level (regulation), meso-level (platforms and social networks) and micro-level (consumer behaviour) elements of consumer behaviour in the Chilean case study by offering a recap of the current state of Latin American consumers and policies.

Methods: The research utilised netnography as its central methodology to analyse 3,500 publicly available online posts from popular social media platforms (TikTok, Instagram, and Twitter). The data was collected following the weekly trending topic hashtags during the studied time and analysing emerging categories of consumer responses to everyday life in confinement. As some groups posted their discomfort with some retailers' poor performance in delivery times and quality of service, others posted their coping mechanisms by consuming moments of ritualisation of food and wellness products. The analysed data was then categorised into emerging groups and interpreted under psychological theories about trauma response, explicitly following the Kubler-Ross model stages of post-trauma emotions: denial, anger, bargaining, depression and acceptance (2014). Through this interdisciplinary method, the researchers gained insights into how Chileans utilised mobile communication technologies to share their experiences, emotions, and perspectives related to their consumption practices during the social studied periods. The analysis focused on understanding six emerging categories of consumer behaviour: Compulsive, denialist, anguished, negotiated, coped, and rebuilt consumption, thereby providing a nuanced understanding of the various ways individuals reacted to the challenges presented during the examined period.

Results: The findings of this research highlight the significant impact of mobile communication technologies on consumer behaviour during unrest. The forced home confinement, driven by complex political and police actions by the Chilean State, led to a prolonged and extensive quarantine of five months in 2020, making it one of the world's most extensive enforced lockdowns. For many scholars, this extension had a political reason of controlling the protesters who, only a few months before the outbreak, were constantly rioting in the street of the main cities. For five months, between March and August 2020, Chileans could only leave their homes if a weekly permit was issued online by the police for a maximum of two hours to stock up and buy groceries and medicines.

Consequently, Chileans were compelled to adapt their consumption practices, resorting to online commerce, cooperative self-management through social networks, and transforming their domestic spaces to accommodate hybrid work and care arrangements. Moreover, the study emphasises how the virtual space became a critical avenue for social gatherings, dissent, protests, and contestations towards government measures and retailers' performance, further intensifying the role of mobile phones as a means of communication and social interaction.

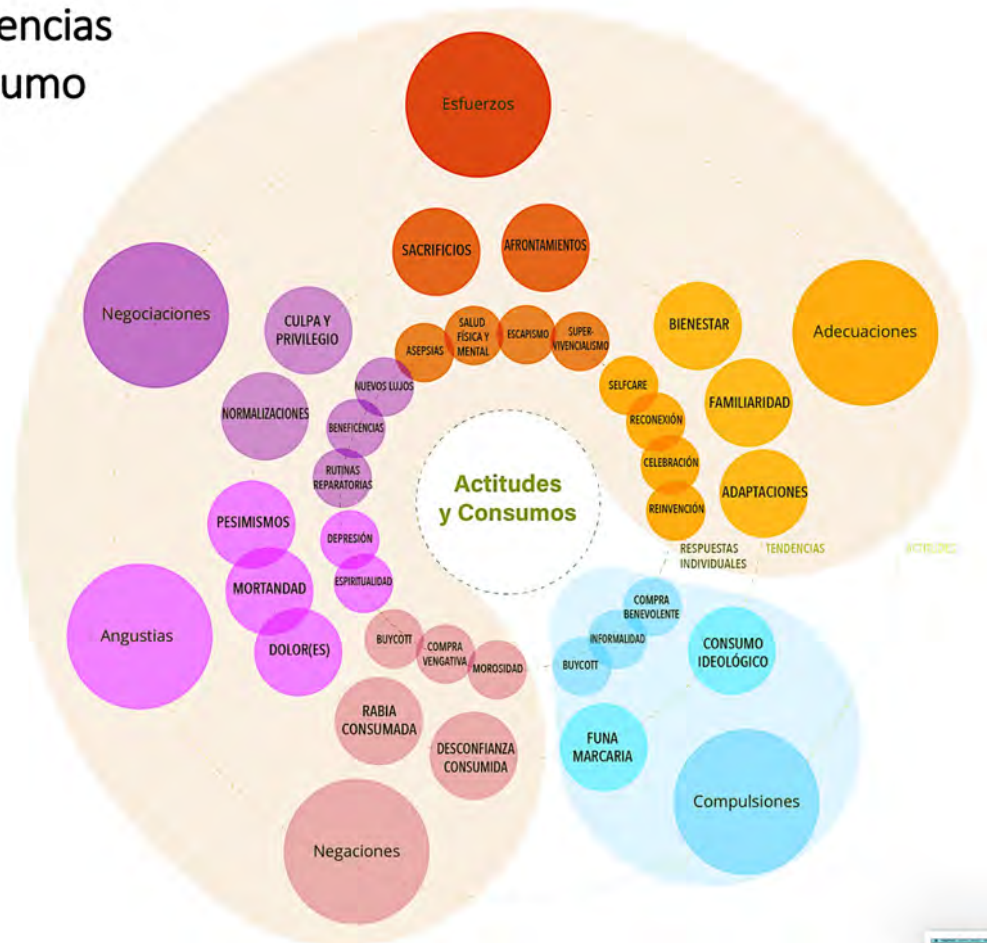
Significance of Findings: This research offers valuable insights into consumer behaviour dynamics during social and psychological commotion. By examining the implications of mobile communication technologies on consumption practices, the study underscores the significance of transdisciplinary methodologies in comprehending consumer responses during exceptional periods that can be used to plan marketing and communication strategies for brands during further turmoil moments. Identifying six emerging consumer behaviour categories sheds light on the diverse ways individuals coped with and adapted to the challenges presented by the social outbreak and the COVID-19 pandemic, putting consumption as a normative dimension that restores the sense of normality in individuals and allows social groups to identify themselves as consocialities in online platforms. This paper analyses groups with similar online content and proposes an interpretation of the new consumption and prosumption behaviours that emerged in periods of crisis.

Conclusion: In conclusion, this study comprehensively examines how Chileans' consumption practices were influenced and expressed through mobile social media posts during the recent tumultuous times. The research demonstrates the critical role of mobile communication technologies in shaping consumer behaviour and underlines the transformative impact of exceptional circumstances on consumption patterns. By deepening our understanding of consumer responses during periods of crisis, this research contributes to a broader comprehension of the interplay between societal events, mobile technology, and consumer practices. The findings underscore the need for further investigation into the implications of these emerging consumer behaviours for future social, economic, and technological developments.

Figure – Map of social and consumption trends

Mapa de Tendencias Sociales y Consumo

(OCCS, 2020)



Re-ordering Motherhood and Employment: Mobilizing 'Mums Everywhere' during Covid-19

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Extended Abstract

History demonstrates that pandemics reset the world's economic and social fabric (Schwab and Malleret, 2020). Here we explore, focusing on employed mothers with dependent children, the impact of Covid-19 on work-family networks. Pre-pandemic, it had been observed how combining work and family within heterosexual dual-earner couple families placed pressure upon quality of life (du Gay 2008; Berlant 2011). The Covid-19 pandemic has impacted the lives of both men and women with children. However, media coverage and research has reported employed mothers to be disproportionately affected by the crisis, with further research required on how such women manage to balance childcare with paid work (Petts et al., 2020; Cohen and Hsu, 2020; Dunkley, 2020; Lindblad, 2020; Scott, 2020).

Among employed mothers, achieving a sustainable work-life balance has been historically challenging, given that women spend more time than their partners managing childcare (Gatrell, 2004; Delphy and Leonard, 1992). The working lives of mothers with dependent children have been described as "fragile and tenuous, vulnerable to shifting circumstances" (Lee et al., 2005, p. 310). Consequently, they experience a 'motherhood penalty' (Williams, 2017) in relation to compromised job prospects and earning power. The impact of Covid-19 on home and family life has increased precarity and precipitated a crisis among employed mothers (Petts et al., 2020).

The importance of contemporaneous exploration of complex social crises has been emphasized by sociologists like Bruno Latour (1987). Subsequent historical 'excavation' of controversial and difficult times might offer critical distance. However, 'expos[ing] the contingent and negotiated nature' (Singleton et al, 1993 pp. 152 – 153) of social change as it occurs is an important space for social scientists to fill.

Drawing upon Actor Network theory (ANT) we reveal the impact on employed mothers of being 'mobilised' by UK governments to care for children at home during daytime hours while also performing their paid work, as part of a national initiative to limit Covid-19 (Sunak, 2021). We seek to understand: What is the impact on employed mothers of being mobilised as part of the national actor network to limit the spread of Covid-19?

ANT's procedures have rarely been utilised either to consider the emergence of an alternate social order brought about by a crisis (Law and Singleton, 2014), or the impact on individual lives of being mobilised in response to such crises. Using a three-month netnography taking place between March-June 2020, which included in-depth photo elicitation interviews, we find that the impact of such mobilisation destabilises local actor networks, disrupting women's capacity to manage work and family. We demonstrate how, in response to being mobilised in the fight against Covid-19 employed mothers respond by enacting three modes of ordering: retentive reordering, retrogressive reordering and reformative reordering.

We argue that the gendered impact of the government mobilisation of employed mothers in response to Covid-19 has consolidated government attitudes towards maternal employment as dispensable, with employed mothers positioned as primarily responsible for childcare. This constitutes a serious risk to women's employment and gender equality.

A Netnographic Survey of Turkish Twitter after the Earthquakes of February 2023

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Extended Abstract

On February 6th, 2023, Syria and 11 cities in southeastern Türkiye were struck by a 7.8 magnitude earthquake lasting 103 seconds. A few hours later another earthquake ruined dwellings and killed more than 44.000 people (according to data from February 28th, 2023). Rescue efforts by NGOs in the first 48 hours relied on social media, mainly Twitter, but subsequently the state administration blocked Twitter through means of “SNI filtering on major internet providers TNet and Turkcell”(Ryan, 2023) almost for an entire day, interrupting/slowing down the work of volunteers who in some senses organized quicker than the government institutions. Facing blowback from the public, government officials reversed action and "re-opened" Twitter and only then could civil help continue. Civic cooperative work was regarded to disrepute the state apparatus by revealing scandals in the operations of different pro-government municipalities and government-run civil foundations such as the Turkish Red Cross or Disaster and Emergency Management Presidency.

In Turkey, Twitter largely evolved into a government-led, non-democratic social media platform after 2013, in response to the Gezi Park protests being organized through social media. The government reacted to civil protests by building their own army of trolls whose weapons was lynching (Bulut & Yörük, 2017, 4094, 4108). As a native researcher who was also affected, my aim was to see how the above-noted scandals will transform the polarized Twitter culture, especially when compared with other parts of the world where Twitter is associated with help in times of crisis and which themes will form the headlines. Therefore from the eighth day of the earthquake onwards, each day I kept a record of and classified the most popular themes on Twitter, like an archaeological surface survey, to trace a pattern of cultural thought. Information was collected on a number of different scandals, such as aseismic construction, pro-government municipalities, government-run civil foundations; the vulgar press releases of authorities; political propaganda and disinformation related May 14th, 2023 elections; universities moving online; celebrities; deliberately muted opponent TV channels; or websites and trolls, as the government's private social media soldiers, as well as new symbols constructing and reconstructing connotations. The systematic post-earthquake survey of Twitter continued for 2 months until April 3, 2023 when neither the earthquake, nor its consequences were in the spotlight anymore. Instead, frantic trolling was at its peak, with even higher polarization to provide the People's Alliance to "reign" in the upcoming elections, whose leader is Recep Tayyip Erdoğan.

Keywords: Twitter, earthquake, troll, scandal, polarization

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July 27, 14h00-15h15 – Full length presentations (Session 12) [MCUK 3.06/7]

Session Chair: Lena Cavusoglu

“Transformative Netnography: Building Methods for Social Empowerment”-Part 1

- 1) Primossi, V., Mulvey, M., Decloaking invisible disabilities.
- 2) Go Jefferies, J., Ahmed, W., Netnography and co-designed research: applying an ethic of care.
- 3) Munnally, S., Using Social Media To Raise The Voice Of Chronic Pancreatitis Patients.

Decloaking invisible disabilities

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Extended Abstract

Purpose: The World Health Organization (WHO) reports that more than 1.3 billion people worldwide, or 16% of the global population, experience significant disability. These disabilities can be cognitive, physical, or visual and often go unrecognized or misunderstood by society. Our ongoing research on air travel passengers living with dementia, a non-visible disability (McLeod, 2023), uncovered stories of unwelcoming service experiences marred by stereotypes, prejudice, and discrimination. These experiences belittled their needs and inhibited accessibility, echoing findings reported in research on ableism (Kattari et al., 2018). This study examines how individuals on Google Search and Reddit use the terms “invisible” or “hidden” disabilities and the effect on disability awareness, accessibility, and inclusivity.

Methods: This research blends text analytics and social listening techniques to map the labels attached to invisible and hidden disabilities worldwide. First, we gauge public interest globally from 2016 – 2022 using Google Trends, comparing index scores of users’ search queries and related entities by geographic region. Second, we investigate mentions of the terms on Reddit, a social media platform with over 57M+ daily active users and 100K+ active communities, using the Social Astronomy app (Belanger, 2022) to scrape and analyze a sample of thousands of posts.

Findings: The available literature on this subject is still limited, and there seems to be confusion and inconsistency worldwide due to the discrepancy in the use of terminologies. Our analysis has uncovered deeper insights and nuances in meanings, cultures, traditions, and languages. The “invisible” label was a more popular search term globally than “hidden” from 2016 to 2018 (Figure 1). However, search interest in “hidden” rose in mid-2018 and became more dominant by 2019. Interest in both dwindled with the pandemic outbreak until 2020 Q3, when interest in “hidden” surged, overtaking “invisible” and maintaining its dominance forward thru 2022. Moreover, geographic differences exist with Canadians and Americans adopting “invisible,” mainly focusing on awareness of the situation, while the British prefer the term “hidden,” concentrating on disclosure. Also, comparisons of the singular “disability” versus the plural form “disabilities” suggest crucial differences in individual versus collective rights and experiences.

Contribution: This research aims to identify the terminologies currently in use within the global society when referring to groups of people living with invisible disabilities. Mapping the current patterns will assist in understanding the various labels and implications attached to this group of vulnerable consumers. Furthermore, findings could guide the creation of standardized terminology in the field of disabilities worldwide.

Keywords: text analytics, social listening, disability, hidden disabilities, invisible disabilities, vulnerable consumers

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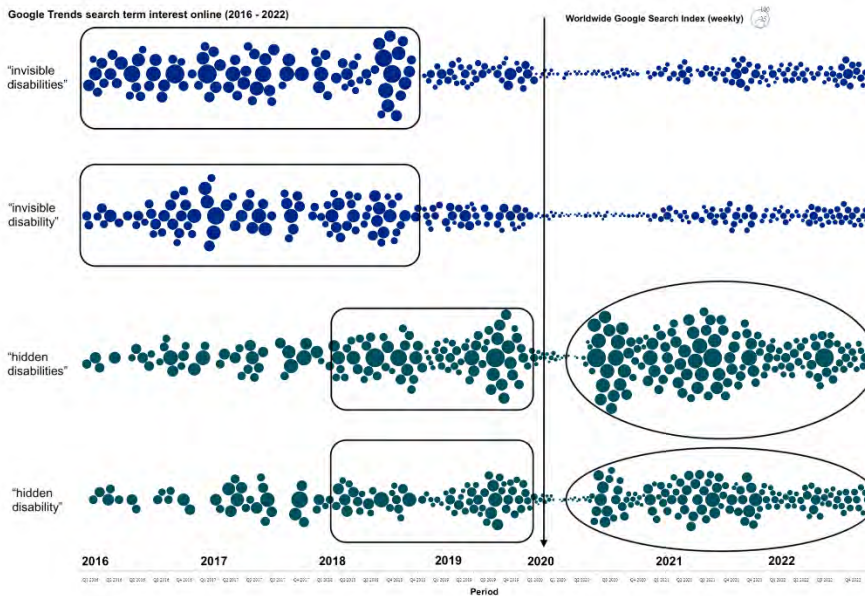
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Figure – Google Trends search term interest online (2016-2022)



Netnography and co-designed research: applying an ethic of care

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Extended Abstract

This paper considers netnography for inclusive research co-design following a care ethic (Tronto 1993). It is grounded in the experience of mental health service researchers writing funding applications for the UK National Institute for Health Research. Funding guidelines suggest applications evidence how research questions were co-designed and beneficiaries were consulted on the proposed methods and compensated for their role in research teams. These expectations reflect a positive evolution toward inclusive and relevant research and reflect an ethic of care by enabling patient and public involvement (PPI) in the research and policy changes affecting them. Making PPI more than a tick-box exercise requires capacity building to develop system perspectives, problem-framing, ideation and co-design skills to translate experience into innovation processes (Hardyman et al. 2021). We outline ways of integrating netnography into PPI capacity building and the co-design of research instruments.

PPI potentially decolonises and democratises research if the material and epistemic precarity of mental health research participants are addressed (Papoulias and Callard 2022). Such precarity, rooted in power differentials between the subjects and objects of research (Mauthner 2018), suggests analysis can be perceived as exploitative. While all researchers must actively manage epistemic biases to enable a plurality of views to inform the research (Hutton and Lystor 2020; Yoeli et al. 2022), operationalising researcher reflexivity using a care ethic means recognising and rewarding participants for their contribution, as well as providing spaces for decentring dominant perspectives (O’Riordan et al. 2023) which is critical for

developing participants' research competencies. Thus, netnography with a care ethic draws attention to the need for direct and indirect benefit for participants during and after the study's conclusion.

Evidence of indirect benefits from using netnography to study online populations includes informing nurse training (Salzmann-Erikson and Eriksson 2023) and generating managerial insights (Heinonen and Medberg 2018; Jeacle 2021). Although passive or covert netnography is common, it misses opportunities to directly benefit participants by informing online conversations (Costello et al. 2017). However, in certain online communities, active participation by researchers is strongly discouraged by its members. A strength of passive netnography is its ability to detect and explain cultural aspects that affect seldom-heard voices and, therefore, can identify person-centred research questions despite material and epistemic precarity. Moreover, netnography can be more inclusive of naturalistic data compared to data collection using traditional cohort study methods. Social network analysis, data science analytics and visualisations can improve comparison between voices, which is critical for establishing representativeness and legitimacy of marginal voices (Maguire and Britten 2017).

Finally, by adapting Noblit and Hare's (1988) meta-ethnography approach (Park et al. 2020) we further intertwine PPI and netnography. The divide between digital and physical realms can be assessed using PPI for triangulation, improving generalisability by assessing representativeness and controlling for false voices (such as bots and extreme views), thereby improving the impact of netnographic mental health research. Using meta-ethnography also builds capacity for systems perspectives by improving digital literacy about social listening techniques in practice, generating benefits during and after the study.

Using Social Media To Raise The Voice Of Chronic Pancreatitis Patients

Stacey Munnelly

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Extended Abstract

Chronic pancreatitis carries a heavy burden of symptoms. Unfortunately, UK pancreatitis care is inadequate. Patients struggle to receive treatment and support (O'Reilly et al, 2016). Previous research has involved little patient consultation. Consequently, the patient voice is lacking in the literature and supportive strategies are not defined.

Recent evidence highlights social media as a tool for patient engagement and research, but also as a support strategy for chronic disease (Vasilica et al., 2020). Patients share their pancreatitis stories online and cite Facebook groups as useful (Guts UK, 2022). These online communities can be used to understand the experience of patients and define the supportive strategies that ease the burden of pancreatitis.

This study used methods of Netnography (Kozinets, 2020). Investigative, interactive, and immersive approaches were used to explore patient experiences. Public online stories, private Facebook discussions and immersion journaling are used as data. Ethical issues including rights, transparency, consent/permission, sensitive topics, vulnerability, and data security were considered. Data analysis involved collating, coding, and combining text to interpret meaning.

Results show pancreatitis patients experience physical, psychological, and social suffering. Flares of symptoms prevent patients from functioning in life roles. Leading to distress, depression, isolation, unemployment, and financial insecurity. Tensions between patients and clinicians due to stigma and poor pancreatitis knowledge causes barriers to care. Patients battle to access correct diagnosis and treatments.

Relieving strategies include pharmacological, endoscopic, surgical, psychological interventions and life-style modifications. Family, friends, and professionals are important supporters.

Many findings fit with earlier research (Cronin & Begley, 2013). However, social media groups have now emerged as a strategy to find information, understanding, support and friendship.

"I knew from online support groups that some patients had operations to help their pancreas problems and asked to be referred to a surgeon" (Story 3).

"This group is a Godsend. Feeling you're not the only person who's in pain can make all the difference" (Facebook group member).

This study provides new knowledge. The impact of pancreatitis and successful supportive strategies are defined, giving patients a voice. Awareness of the challenges and supportive resources could improve patient experiences. Further opportunities to engage patients using social media could also lead to improved relationships between pancreatitis patients and clinicians.

Keywords: Pancreatitis, social media, support

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July 27, 15h35-16h50 – Full length presentations (Session 13) [MCUK 3.10/11]

Session Chair: Aditya Deshbandhu

"Netnography for Researching Subcultures, Fandoms, and Gaming" – Part 2

- 1) Dimond, R., Making sense of the chaos of London street gang digital connections through netnography.
- 2) Humayun, M., Kozinets, R., Using Netnography to Navigate the Ideological Mazes of Crypto-Hive Minds.
- 3) James, S., Cronin, J., Patterson, A., Accounting for the Lack of Lack: Fetishistic Disavowal within Networks of Desire.

Making Sense of the Chaos of London Street Gang Digital Connections Through Netnography

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Extended Abstract

London's urban street gangs and their recruitment methods have been the subject of extensive academic study. While the role of digital connectivity in these processes is recognised, gaps remain in understanding the online behaviour of young people, their interactions within this context, and the relationship between online and physical gang activity. Building on Bourdieu's social field/street capital concept, this research argues that a marketing perspective, combined with a 'more than human' netnography approach, can facilitate a more holistic understanding of this evolving landscape.

Methodologically, netnography is used to explore the decisions and actions of young people encountering gang activity in London. This approach recognises not only the human actors but also the role of non-human factors such as technology platforms in shaping interactions. Data are collected from natural digital exchanges and supplemented by a scoping questionnaire, aiming to construct a comprehensive picture of the digital social field.

Participants with experience of digital gang encounters, primarily young (52% aged 16-18), were recruited through the questionnaire. Of these, 54% identified as female, 38% as male, and 8% as non-binary or chose not to disclose their gender.

Preliminary results reveal the complexity of the digital gang landscape, marked by a blurred line between physical youth violence, gang activity, and digital youth culture. Moreover, participants expressed feeling more threatened by the police (13%) than by street gangs (7%). An overwhelmingly cautious attitude towards online interactions was also observed initially, with 92% checking mutual contacts before connecting or following, and 82% using close friends features. 70% of the sample never or rarely invited contact from those they did not know offline. These findings challenge dominant assumptions about the behaviours of young people, offering insights into the trust and power of mutual digital connections.

Through in-depth analysis using a marketing model, prominent themes emerged, including 'trust', 'influence', and 'fan power'. These findings suggest that brand and influencer investment resonates significantly more with young people than government or third-sector resource allocation.

This research demonstrates how netnography provides a tool for examining authentic micro online interactions while maintaining ethical and academic rigour. It contributes to a contextual map of this digital landscape—not as a definitive portrayal of a digital gang, but as a model to help stakeholders better understand the evolving nature of digital connections and relationships. This research embraces the complexity of both human decision-making and non-human influences, offering insights into the constantly changing digital interactions in the context of London's street gangs.

Keywords: London street gangs; Bourdieu; Netnography

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Using Netnography to Navigate the Ideological Mazes of Crypto-Hive Minds

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Extended Abstract

While the term “crypto” and ‘Bitcoin’ often bring to mind the notions of speculative finance and ‘tech bros’, there is more to the story. Crypto- ‘communities’ and decentralized brands emerging from them are rapidly evolving and complex online spaces that are composed of individuals who are connected through an interest in blockchain technology, cryptocurrencies, and decentralized finance. The rise of cryptocurrencies and blockchain technology has created a new type of online hive minds that are decentralized and self-governing versus traditional brand communities (Humayun & Belk 2022). These hive minds are interesting spaces to study through netnography because they offer a unique window into the world of digital culture and how different ideologies intersect in this rapidly growing space.

Netnography is particularly useful for studying crypto-hive minds because these interactions are inherently digital-first. We followed these conversations through old school IRC mailing lists, reddit, discord, signal, podcasts, Slack, Twitter, or Telegram. Using netnography, we observed and analyzed the ways in which members of crypto-communities and hive minds interact, communicate, and collaborate with each other. This allowed us to gain a deeper understanding of the social dynamics, values, and beliefs that underpin these communities.

Crypto hive minds are composed of individuals who come from diverse backgrounds and hold a range of ideologies. Although the primary glue of these communities is blockchain technology and cryptocurrencies, there are many different subcultures that intersect within these spaces. Some members of crypto-communities are motivated by the desire for financial gain, while others are driven by a commitment to the principles of decentralization, transparency, and social justice. Still others are interested in the technological innovations that blockchain technology can offer.

One of the most interesting aspects of crypto-communities is the diversity of ideologies that intersect within these spaces. For example, there are those who see cryptocurrencies as a way to challenge the hegemony of traditional financial institutions and empower individuals to take control of their own finances. Others see blockchain technology as a way to promote social justice and transparency in areas such as supply chains, voting systems, and identity verification. Still, others view cryptocurrencies as a speculative investment opportunity, and are interested in making a profit from the volatility of these markets. We see these rapid experiments in the forms of NFTs, DAOs, a quest for the new utopia in which institutions have lost significant trust and institutional reverence.

Crypto-communities are often seen as examples of how decentralized governance can work in practice. Crypto-communities also offer a window into the changing nature of work and the economy. This work provided us, and potentially other netnographers, with an invitation to explore and fall down new rabbit holes. Crypto-communities are fascinating spaces to study and offer a unique window into the world of

digital culture and their intersections of different ideologies. The decentralized nature of crypto-communities, their self-governing model, and the diversity of members' backgrounds and beliefs make them a rich subject for qualitative research.

Accounting for the Lack of Lack: Fetishistic Disavowal within Networks of Desire

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Extended Abstract

Drawing upon a netnography of the eddies of magical thinking, cynical pragmatism, and suspended disbelief that characterise participation in 'WitchTok', we critically revisit and ontologically expand the extant conceptualisation of "networks of desire" (NoDs) (Kozinets, Patterson, and Ashman, 2017). Whilst Kozinets and colleagues follow a Deleuzian assumption that desire is a 'real', positive, and productive flow subject to market capture (see also Jones and Hietanen, 2022), it is important not to lose touch with countervailing ontologies that conceive of desire negatively as lack. Following a Lacanian – and contemporaneously, Žižekian – take on desire (see also Belk, Ger, and Askegaard, 2003), the idea of lack reflects the psychoanalytic recognition that 'reality' is predicated on social fictions that necessitate radical reliance upon symbols, fantasies, and identities as "substitute gratifications" that comfort subjects from the lack of any substantive truths (Gabriel, 2015: 25). Where NoDs are currently mapped in relation to how technology in networked digital economies channel, discipline, and direct desiring flows, the viability of NoDs as a critical concept might be enhanced by integrating (and reconciling with) the Lacanian-Žižekian premise that desire itself is structured and perpetuated by unconscious fantasies that shield subjects from the traumatic absence of any underlying absolute truths (Žižek, 1989).

Desire, if organised around lack, is forever insatiable and manipulable in its expressions because a desiring subject can never genuinely be fulfilled. Nevertheless, Deleuzian and Lacanian-Žižekian approaches to desire need not conflict; rather, our working paper explores how imperfectly conspired pairings can enhance thinking around concepts like NoDs. By making room for 'lack', we suggest that within NoDs, desire does not function through participants' ignorance of the social and market conditions of power that organises their desires but instead, through their wilful adoption of "cynical distance" (Žižek, 1989: 33).

Using WitchTok (a portmanteau of 'witches' and 'TikTok', designating a fricassee of video-streaming, magical thinking, aesthetics, and algorithmic intervention on the TikTok social media platform) as our empirical context, we theorise the cynical distance achieved by participants within NoDs through variegated practices of "fetishistic disavowal" – a simultaneous recognition and denial of what is injurious. We capture how practitioners and consumers of WitchTok fetishise magical ideals while simultaneously accepting they are not real – without compromising their enjoyment and desirous play. As Vighi (2010: 6) astutely notes, "commodities, in their mad dance, 'do the believing' for us."

We follow a variant of netnographic design entitled "critical netnography" that locates online discourses within underlying (sometimes unconscious) processes of the subject and the unacknowledged but ubiquitous, rhizomatic presence of semicapitalism and its power asymmetries (Bertilsson, 2014). Following critical netnography's ultra-realist emphasis on the paradoxes and fuzziness of ideological functioning, we dig beneath the textual and visual content of 15 of the most popular WitchToker profiles and their followers' posts to conceptualise the market-mediated desire for magical enrichment as recognisably implausible yet consumed ostensibly in good faith. Our ongoing analyses reveal the importance of participants' complicity to fetishise in enabling NoDs to successfully channel raw, passionate energies into semicapitalist interests.

July 27, 15h35-16h50 – Full length presentations (Session 14) [MCUK 3.06/7]

Session Chair: Angela Beccanulli

“Transformative Netnography: Building Methods for Social Empowerment”-Part 2

- 1) Fanini, L., Lopes Costa, L., Netnography on the beach: invitation to a social ecological approach.
- 2) Anderson, M., Netnography as a Historical Method: Building Fair Trade Networks in India.
- 3) Serwański, T., Expanding the battlefield of social responsibility – consumer tactics towards brands in the face of war in Europe.

Netnography on the beach: invitation to a social ecological approach

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Extended Abstract

Sandy beaches are ecosystems highly exposed on social media, and highly related to assets such as the “sun, sea and sand” triad (Williams, 2009). Currently, the beach recreational value risks obliterating all other ecosystem services, even though the maintenance of functional, attractive beaches relies on them. Understanding the insight of a “sandy beach” held by beach users would therefore provide a background for transformative change towards sustainability. The screening of visual contents posted on Instagram was a first step in this direction: key elements of the system and their frequency in visual representations were extracted from anonymized posts, namely the ten most liked with hashtag #sandybeach for every day of the month of August 2021 (N=303 posts). The identification of key system elements followed the concept of Social Ecological Systems (SESs) (Ostrom, 2009) i.e. the existence, for a natural complex system, of interconnected social and ecological templates. A first conceptualization of beaches as SESs (Figure 1 - after Fanini et al., 2021) highlights that specific elements are at the same time essential to beach ecological functionality, and iconic in representations of beach-related recreation: sand grain, beach slope, and dune or coastal vegetation.

The analysis of posts however points to the fact that approximately 30% of them do not include in pictures beach ecological features. In addition, only less than 3% of the posts relates to actions of stewardship, such as beach clean-ups or wildlife protection -maybe characterized by different hashtags. Surfing seems to be the activity that most relates to the beach ecosystem features. For instance, when comes to beach wildlife, resident macroinvertebrates are reportedly less appreciated by beachgoers than large-bodied vertebrates (think e.g. the appeal of a beach flea vs. a sea turtle hatchling). Attempting to delve into this issue, a viral trend on TikTok was adapted to mock the differences between two species of mole crabs, obtaining > 300,000 reaches and >10,000 engagements, for a profile of approximately 1,000 followers. A word cloud analysis connected this content to feelings such as curiosity, nostalgia, enthusiasm to know, or to eat, these species. In following posts, reaches and engagements returned near to the average numbers related to scientific outreach.

Fundamental to the SES framework is the presumption that humans can make conscious choices as individuals or as members of collaborative groups and, at least potentially, make a significant difference in outcomes. How can then Netnography support such choices, progressively including in visual content of social media key elements of beaches as SESs, driving and monitoring a change towards sustainability?

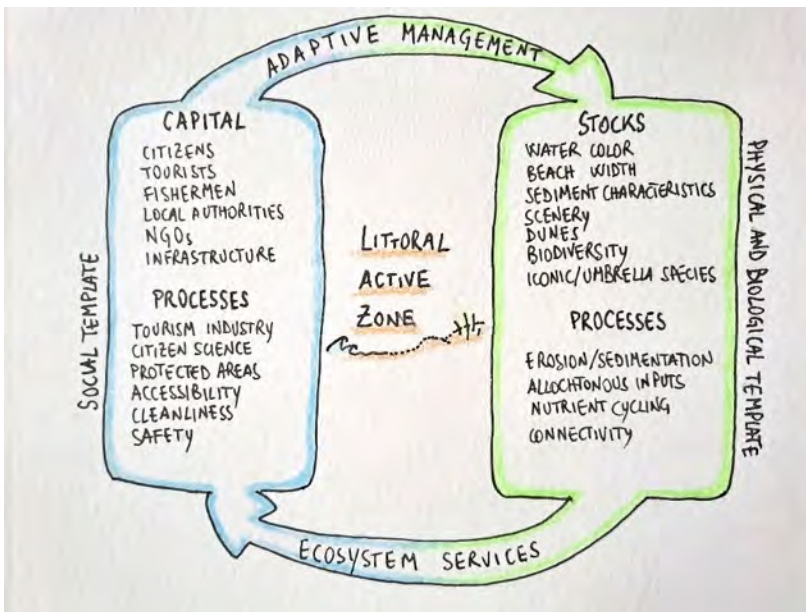
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Figure – A first conceptualization of beaches as SESs



Netnography as a Historical Method: Building Fair Trade Networks in India

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Extended Abstract

This paper presents a netnographic study of the emerging Fair Trade consumer market in India. We argue that digital spaces of consumer engagement and activism are an under-researched dimension of the history of Fair Trade in emerging markets.

Fair Trade certification bodies have been working with Indian producers for over 30 years, however the focus on Indian consumers is relatively recent. With funding from the European Union under the SWITCH-Asia Programme, Fairtrade India is working to increase the awareness of Fair Trade and develop a network and active eco-system of institutions and partners including government agencies that promote sustainable consumption and procurement in India (SWITCH-Asia, 2021).

Research Approach and Methods: Our study is theoretically rooted in a social forces framework of Fair Trade market creation (Doherty et al., 2015). We extend current research on market creation to analyse the historical role of digital activism in supporting and sustaining emerging Fair Trade networks, institutions and cognitive frames.

We use netnography to trace the development and evolution of online communities and Fair Trade networks in India. Hybrid content analysis (Paschen, et al., 2020) was used to explore the Twitter timelines of businesses and civil society organisations active in building and promoting Fair Trade in India. This dataset focuses on fifteen organisations and spans a time period from 2009 to 2022, covering a total of 22,257 Tweets. Online data was supported and triangulated by conducting in-depth interviews and oral histories with key organisational stakeholders.

Findings and Contribution: In this paper, we explore the potential for netnographic methods and analytical techniques to be applied to studies of business history. We argue that netnography is particularly well-suited to investigating the globalised context of contemporary business history. Building on the ‘digital turn’ in business history (Decker, et al., 2015; Nix & Decker, 2021) netnography provides an opportunity to move beyond the single detailed case study to explore wider connections across boundaries and transnational histories (van Dam, 2019).

Fair Trade’s strategic framing in India has drawn on a multilevel approach that positions the Fair Trade movement in relation to the local community, nation state and global context of trade and sustainably. Campaign narratives and framing of ethical consumption have been further shaped by cultural knowledge and traditions of food, crafts and clothing production, and the institutional practices of Fair Trade networks and key stakeholders. As one interview respondent stated: “To understand a concept like Fair Trade in a country like India, you need people to have the patience to sit through and understand the layers and how it works. It is not a straightforward conversation as it may be in other parts of the world, because the trade within India is multi-layered”.

Keywords: Fair Trade, ethical consumers, transnational history, India

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Expanding the battlefield of social responsibility – consumer tactics towards brands in the face of war in Europe

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Extended Abstract

Introduction: The war in Europe represents a watershed moment and an extraordinary challenge in the area of ethical corporate responsibility. The brutality of the Russian invasion on a continent accustomed to peace has taken globally operating businesses and consumers by surprise, creating pressure on ethical behavior rarely seen before. The study probes to understand, with the help of netnography (Kozinets 2020), patterns of consumer response to war-related corporate strategies. In addition, it puts the spotlight on consumers attempt to push the boundaries of social responsibility construct in the context of war.

Literature review: Corporate social responsibility and circularity business models lack consumer agency (Rosenberg, Salminen, and Weijo 2022). This requires reaching for an alternative theoretical framework to capture the contradictions between the interests of businesses and consumers, as well as to record the ways by which competition take place. Therefore, the study uses de Certeau's classic typology that introduces a distinction between strategies and tactics for analyzing the "microphysics of power" (Certeau 1988).

Methodology: The study involves a qualitative content analysis of users conversations from Twitter and Reddit (adequately to the specifics of these channels) to identify different user tactics related to official strategies (actions and non-actions) of companies after invasion. It takes into account two categories of major brands from a list tracking corporate responses to war, continuously updated by the Yale School of Management.

Findings: Analysis of the meaning of conversations shows that consumer tactics in response to brand strategies are highly diverse. The study distinguished three main themes, which included a total of 21 different tactics most often used in online conversations by users. The first category is related to crossing the information barrier that separates organizations from consumers. The second ("Direct combat") and third ("Expanding the battlefield - putting pressure on social responsibility construct") categories are related to the active approach of consumers to the declared and realized behavior of companies.

Discussion: Consumers are eagerly "responsibilized" (Giesler and Veresiu 2014), but at the same time organizations are reluctant to make them co-responsible for the shape of the socio-economic system. Companies are perfecting ways to disclose information, but consumers are not letting go. Online communities continue to offer support to users, especially in challenging times (Deshbandhu and Sahni 2022). A competition is underway, a kind of arms race, in which, it seems, consumers are not doomed to fail.

Keywords: brand communication, social responsibility, consumers

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Figure – Discursive tactics of consumers

Discursive tactics of consumers (Table 1.1)

Overcoming information chasm	Direct combat - fighting official strategies	Expanding the battlefield – putting pressure on the construct of social responsibility
Information sharing	Exerting moral pressure	Recalling current values and disclosures
Screening of companies	Seeking for alliances	Expanding ESG construct
Unsolving corporate architecture	Keeping an eye on actions	Using differences in political capital
Production site tracking	Incompatible decoding	Holding companies accountable
Visual shocking	Disclosure demand	Using other entities as examples
	Confronting	Prevention of unequal treatment
	Conflict personalization	Expecting political action
	Humor/Sarcasm	
	Boycotting	

July 27, 17h00-18h30 – Full length presentations (Session 15) [MCUK 3.10/11]

Session Chair: Burcu Salman

“Revealing Consumer Ideologies and Behavioral Shifts Using Netnography”

- 1) Güven, F.A., The Role of Nationalism in Consumers’ Data Privacy Concerns.
- 2) Scheel, A., Fleshing out food controversies using netnographic methods.
- 3) Bui, C., Chen, N., Ozanne, L., Understanding the changes in sports viewership patterns: How and why consumers are using social media.
- 4) Pettit, F., Reframing responsibility: A netnographic study of sustainability communications and image restoration in the retail coffee sector.

The Role of Nationalism in Consumers’ Data Privacy Concerns

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Extended Abstract

Due to the value of data in the digital economy, global brands try to enlarge their methods and strategies in data collection and usage. In the meantime, consumers’ data privacy concerns have become a serious issue worldwide. In marketing, most studies follow the narrow understanding of consumers’ data privacy concerns formed between consumers and brands, such as how companies’ cookie disclosure affects consumers’ data privacy concerns (Miyazaki, 2008). Furthermore, although Wang (2005) shows that we

should focus on sociocultural factors in a specific context to understand nationalist consumption, most data privacy studies in marketing are limited to Western samples (Martin & Murphy, 2017). To address these limitations, I study the role of nationalism in consumers' data privacy concerns by examining how consumers subscribing to nationalist ideology in Turkey construct, share, and discuss their knowledge practices of data privacy concerns about local and global messaging apps on digital platforms during the WhatsApp data privacy policy crisis.

In data collection, I collected data from multiple sources by conducting netnography (Kozinets, 2015), focusing on the texts' meanings, contexts, and cultural understandings (Belk et al., 2012). I chose three digital platforms: YouTube (2300 comments on 228 pages), Google Play and App Store (almost 20000 reviews on 925 pages), and Ekşisözlük -similar to Reddit (15 entries on 228 pages). With different platforms, I aim to enhance the trustworthiness of the study with data triangulation (Wallendorf & Belk, 1989) since the user profiles and affordances of the platforms are varied. In data analysis, I employ Critical Discourse Analysis emphasizing power, ideology, and knowledge in the texts.

The findings show that nationalism shapes consumers' data privacy concerns about local and global brands. These concerns are shaped by various market actors and their relations. In other words, local and global brands are associated with other market actors in the formation of data privacy concerns. I also demonstrate how specific sociocultural factors in Turkey affect consumers' data privacy concerns towards local and global brands. This study aims to contribute to data privacy and nationalism studies in marketing by empirically examining the role of nationalism, market actors, and sociocultural forces in consumers' data privacy concerns.

Keywords: Consumer Data Privacy Concerns, Nationalism, Digital Platforms, Local Brands, Global Brands

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Fleshing out food controversies using netnographic methods

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Extended Abstract

In this paper, I present and discuss the implications of using netnographic methods to collect data and analyze controversies in comment sections on public Facebook pages. This is part of a study on online controversies surrounding meat and meat reduction in Denmark.

Controversy theory is concerned with political and social controversies, particularly topics concerning science. Its methodological descendant, controversy mapping (Venturini & Munk, 2022), uses digital methods to study controversies situated online, for instance, a hyperlink analysis to map the networks of issues (Marres, 2015). However, this project wishes to answer the research question of what topics people discuss and how within meat controversies. This requires a methodology that is sensitive to the platform-specific culture in which the controversies are rooted. I argue that netnography, due to its attention to user culture and focus on the researcher's situatedness, can improve the analysis of controversies on social media. Furthermore, netnography can be a pragmatic way to overcome the methodological issues of big platforms' terms of service which do not allow automated data collection. This underlines the need and promises of qualitative netnography.

For this paper, comments and reactions were collected from four different Danish public Facebook pages that discuss meat reduction. The analysis draws on netnography's five analytical operations (Kozinets, 2015) to select pages, sample posts, code comments, and chart the identified themes. The collected comments were first filtered using digital methods to only include posts with comments that discuss meat and to locate what I call the longest "comment branches", i.e., comments with most replies. Further, sampling of posts in themed "batches" ensured the relevance and cohesion between the data and the research question. By following this methodological approach, I identify five main themes among the comments within the batches: animals and animal welfare, agriculture, and comparison to other countries. Moreover, I identify two main comment characteristics across the batches: the use of references and the presence of blunt statements such as "you are wrong" or similar expressions. To address potential ambiguity in the data, I also kept an immersive journal (Kozinets, 2015, p. 277) throughout the project, which helped navigate issues of data interpretation.

Doing netnography within a controversy is a way to concurrently capture and produce material, making it possible for the researcher to "emergently listen" (Davies, 2016) to the actors involved. Using netnographic tools such as the five analytical operations and immersive journaling, this paper goes beyond infrastructural traces to gain a culturally situated understanding of a controversy.

Keywords: Controversy, social media, typology, meat, immersive journaling

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Understanding the changes in sports viewership patterns: How and why consumers are using social media

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Extended Abstract

Sports fans/consumers currently utilise social media to view sports games in smaller segments/videos clips, rather than the full-length game (Fan et al., 2015). Digital technologies and social media has shifted the methods of viewing sports games (Kim & Kim, 2020), moving away from in-person attendance and live television games. The content on social media influences consumer's viewership patterns, specifically the method and time length for viewing sports games (Filo et al., 2015). Popular social media platforms for viewing sports games include YouTube Live, Facebook Live, Twitch, and Instagram Live (Kim & Kim, 2020), which provide bite-size content of exciting plays and results for sporting events.

The overall purpose of this research is to understand how and why sports viewership patterns have changed for consumers, particularly the influence of social media on viewership patterns. Consumer's motivations to view sports games on social media, and the benefits they gain will be investigated to help gain a deeper understanding of the changes in sports viewership patterns. The research was undertaken using a qualitative, exploratory, and interpretative (Angen, 2000) approach with 11 semi-structured interviews. Questions were asked about participants' viewership behaviour towards sports games, their use of social media and their experiences while viewing the game (Hudson & Ozanne, 1988). Thematic analysis (Braun & Clarke, 2006) was applied to code and analyse data, to interpret emerging themes, patterns, and trends. Additionally, a netnographical (Kozinets, 2020) approach, focusing on user generated social media content, was briefly used to observe consumer interactions on Instagram and YouTube, as relationships are built with organisations (Ahuja & Alavi, 2018) and within brand communities (Fenton, Keegan & Parry, 2021). The data observed was on sports team's content marketing and how fans responded and interacted with it. User's comments on sports organisation's Instagram and YouTube posts, and replies to other fans comments illustrated their attitude to the post, showing a positive or negative response. These findings will provide insights for sporting organisations, so that they can generate favourable sporting content for fans and consumers.

We find a change in the types of highlights available on social media, such as the time length of a video. The two main social media channels for sports game videos are Instagram and YouTube. Their algorithms also contribute to a change in viewership patterns, especially through sports content that is recommended on the user's social media feed. This is in addition to users proactively searching for game highlights, indicating the two main streams of sports game viewership patterns. The results further suggest a shorter time span on sports game consumption, especially for the younger generations. Specifically in the social context when socialising with friends and family, consumers use sports games clips as social cues, references, and for sharing memes. These interactions relate to user generated content and consumer attachment to sports teams (Maura & de Souza- Leão, 2020). Viewing full-length sports games is still with its value in the social context. These findings reveal essential changes in online consumer cultures and behaviours (Kozinets, 2002).

Keywords: Sport spectatorship, viewership, social media, highlights.

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Reframing responsibility: A netnographic study of sustainability communications and image restoration in the retail coffee sector

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Extended Abstract

Introduction: Image restoration strategies have been implemented in the retail coffee sector in response to stakeholder criticisms of the continued use of single-use coffee cups despite media attention to their lack of recyclability. Several studies have identified the need for companies to use social media to communicate sustainability strategies (Colleoni, 2013; Lodhia et al. 2020). Becoming more relevant with social media influencer posts on greenwashing, diversifying how sustainability is discussed online. This paper will build on existing strategic communications literature by exploring how companies are signalling their sustainability strategies. This is compared with influencer signals of greenwashing, exploring how this recessive narrative influences discussions of sustainability strategies with netizens.

Netnography is being applied to explore sustainability discussions on Twitter and TikTok, exploring how framing of sustainability messages is being signalled. This research will explore companies use of Twitter to restore their CSR image when accused by stakeholders of greenwashing, by examining how companies are responding to consumer comments left on their sustainability Tweets. Alongside consumers use of TikTok, where responses to company strategies challenge companies attempts at restoring their image.

Methodology: A netnographic methodology was used to explore dominant and recessive narratives of sustainability on social media platforms. Netnography allows the data to be analysed through the perspective of image restoration and signalling theory, through the framing of sustainability narratives on social media. The research will follow best practices around anonymity of data. Following the guidance of informed consent by Kozinets (2020) where permission is not usually required for publicly available data, including information that is easily accessible on corporate webpages. A cloaked data approach was taken with all TikTok posts from micro-influencers. Visual semiotics will explore how signals were communicated by visual elements, with product placement and stitched videos leading to related discussions by consumers.

Findings: The paper explored companies' strategic approach to communicating their sustainability strategies on social media. Companies' dominant narrative of their sustainability strategies was signalled as a commitment to sustainability, primarily through signalling their intentions as being moral and societal in values. Despite this, company signals were interpreted negatively by consumers who questioned the sincerity of their strategies. Influencer signals of greenwashing led to discussions of overconsumption and responsibility, showing an intention to change behaviour, and become more engaged with sustainability strategies.

Conclusions: The paper focused on companies' use of Twitter to signal their commitment to sustainability, primarily focusing on single-use coffee cup reduction. When perceived as transparent, companies' signals of their commitment are sustainability interpreted as legitimate. The paper adds to existing signalling theory literature by exploring influencers signals, leading to consumer led discussions. Influencer's recessive narrative signalled an alternative interpretation of company's strategies through the perspective of greenwashing. Despite discussions of greenwashing which previously has led to conversations around boycotting, surprisingly influencer discussions influenced conversations of responsibility beyond companies', identifying acknowledgment of personal responsibility towards sustainable behaviours. Although influencer signals were predominately negative, companies sustainability image was not damaged by these signals, with companies not necessarily needing to implement sustainability strategies.

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Figure – Sustainability strategies in the coffee sector



July 27, 17h00-18h30 – (Session 16) [MCUK 3.06/7]

Session Chair: Robert Kozinets

“Methodological innovations in Netnography: Presenting and Workshopping Cutting-edge Ideas”

- 1) Kimamo, M., Crossing the streams: How fans showcase brand equity within football official and Fan TV YouTube communities.
- 2) Patrick-Thomson, H., Hyper-Visibility and Solidarity: A Netnographic Analysis of Pandemic Organising Amongst Creative Freelancers.
- 3) Woodhead, E., Kim, J., For Love or Money? – Exploring Reality Television Audiences’ Perceptions of Social Media Influencer Authenticity, A Netnography of Love Island Fans.
- 4) Powierska, A., Using surveys on Facebook, Instagram and Twitter in netnographic research.
- 5) Marchowska-Raza, M., Netnographic procedural movements; a perspective from the cosmetics industry.

Crossing the streams: How fans showcase brand equity within football official and Fan TV YouTube communities

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Extended Abstract

The rise of internet users and both football official and Fan TV YouTube channels has been fruitful for football clubs and their fans. However, football Fan TV YouTube channels still pose a threat to football clubs’ brand equity. This is because they are beyond football clubs’ control, and provide football fans with a platform to share brand opinions without any football club restrictions. Therefore this netnography aims to understand how fans showcase brand equity dimensions within football official and Fan TV YouTube communities. It thus uses brand equity as a theoretical lens to investigate online informational traces within the comment sections of official and Fan TV YouTube channels (AFTV, The Redmen TV and Man City Fan TV) that lead to the brand equity of three English Premier League (EPL) football clubs namely: Arsenal, Manchester City and Liverpool. In this context, the second quarter of 2022 had more than 5 billion internet users globally, which was 63.1 percent of the global population. Of this total, 4.7 billion or 59 percent of the world's population were social media users. This is forecasted to increase to nearly 6 billion by 2027

(Statista, n.d.; Statista, n.d.). Additionally, there has been a rapid growth of football official and Fan TV YouTube channels. So far, official YouTube channels of the top five clubs in the EPL season 2021/22 have over 22 million subscribers. Also, Fan TV YouTube channels established by their fans have over 2.2 million subscribers.

Aaker (1991) proposes that “Brand equity is a set of brand assets and liabilities linked to a brand, its name and symbol, that add to or subtract from the value provided by a product or service to a firm and/or to that firm’s customers” (p. 27). Moreover, Keller (1993) stresses the importance of brand knowledge and proposes that “customer-based brand equity occurs when the consumer is familiar with the brand and holds some favourable, strong, and unique brand associations in memory” (p. 2).

With analysis yet to be completed, findings in this study so far indicate that fans are showcasing brand awareness and associations through football players. Additionally, there is a strong ‘French connection’, ‘Brazilian conexão’ and an ‘Invincibles nostalgia’ within the Arsenal football fan community. Finally, this research is significant because: it is a new and developing subject in the discipline of sports marketing given the rapid growth of football official and Fan TV YouTube channels; it may help netnographers and other digital marketing researchers understand how brand equity is showcased within social media brand communities (SMBCs) ; and it may enable marketers to understand how to nurture, maintain and protect their football clubs’ brand equity on official and Fan TV YouTube channels given: 1) The lucrative brand value some top EPL football clubs have—Manchester City \$1.54 billion, Liverpool \$1.47 billion, and Arsenal \$919 million (Statista, 2022); and 2) The unique historical heritage that these football club brands have.

Keywords: netnography, brand equity, brand value, official YouTube channels, Fan TV YouTube channels, football clubs.

Hyper-Visibility and Solidarity: A Netnographic Analysis of Pandemic Organising Amongst Creative Freelancers

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Extended Abstract

Most common in discussions on union revitalisation, solidarity can be defined as a ‘community of interests, feelings and actions’ (D’Art and Turner, 2002: 11) which provides the basis for collective action. Previous work shows the importance of online forums to building occupational knowledge, communities, and resistance (Schwartz, 2018; Patrick-Thomson and Kranert, 2021). This paper builds on these findings by exploring how creative freelancers collectively organised in online communities to overcome considerable hardships due to the COVID-19 pandemic. The research asks: How do these online communities and the affordances of the social media platform they inhabit contribute towards building solidarity amongst creative freelancers?

The research draws on a 6 month netnographic study of 5 online creative freelancer communities and 15 interviews with community founders and participants, all conducted in 2021. The communities were identified in the first month of the project, following a sweep of four social media platforms (Facebook, Twitter, Reddit, LinkedIn) and a web search using combinations of the search terms: creative(s), freelancer(s), pandemic, COVID, and CV19. 12 communities were identified through the original search, and this was narrowed down to 5 via an initial examination of the level of activity and dialogue in each community, and also the obtaining of informed consent to study the communities. See Figure 1 for a representation of the communities involved. The eventual sample of 5 comprises a diverse range of communities, with regard to size and location. They all had a significant presence on Facebook, with 2 also being large communities on Twitter and having separate web presences.

This research shows how the affordances of Facebook groups both enable and undermine solidarity amongst creative freelancers. In particular, the visibility of these groups and the debates on them (compared to more traditional in-person solidarity groups) allow potential contributors to easily locate, join and form bonds of attachment in the community. On one hand, this allows the communities to rapidly grow, bond, and develop forms of collective action. However, this rapid growth often outpaced organisational development, meaning that each group’s founder became a de facto leader without the team or resources needed to co-ordinate and moderate the groups. As the groups are open to third parties such as the media, this lack of co-ordination and the debates over group leadership sometimes led to concerns that the groups were not representative of creative freelancers (which is true) and perhaps even of their members, causing splinters and some groups to re-form with a new name.

Keywords: Freelance, Creative, Solidarity, Facebook

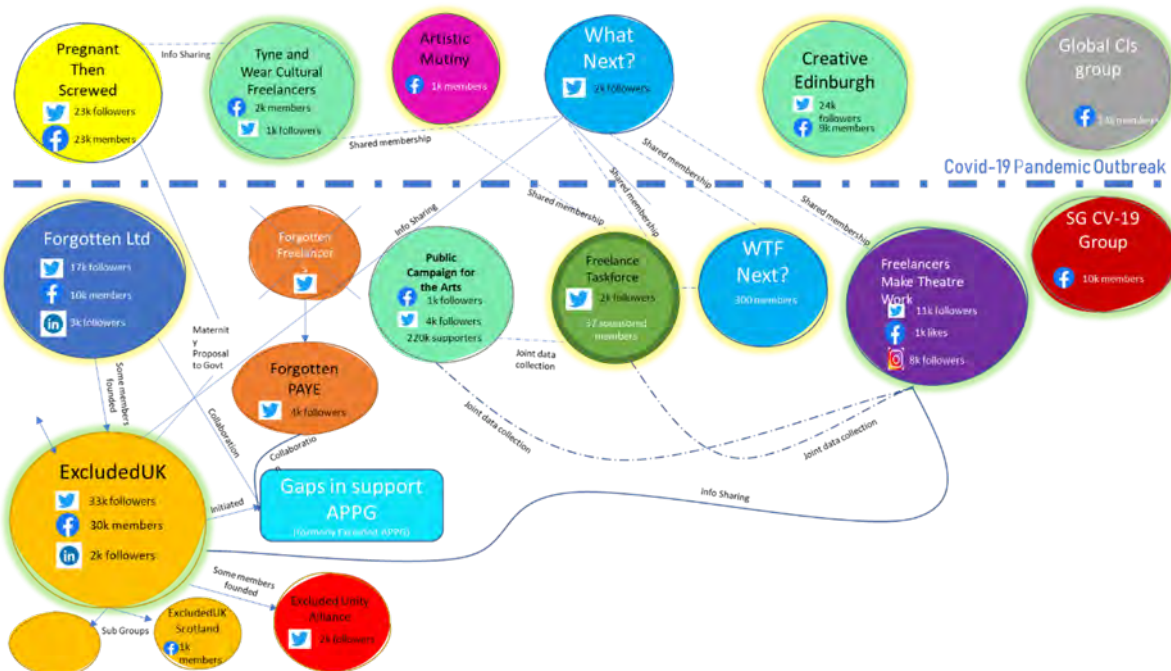
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Figure – A representation of the creative freelancer communities



For Love or Money? – Exploring Reality Television Audiences’ Perceptions of Social Media Influencer Authenticity, A Netnography of Love Island Fans

Emma Woodhead, Jade Kim

Extended Abstract

Influencer marketing is a relatively new phenomenon that can be viewed as a form of digital celebrity endorsement (Zeren & Kapukaya, 2020) that uses social media platforms instead of traditional outlets such as television. It is stated that social media influencers (SMIs) attain fame through sponsorships with brands (Brooks et al., 2021). Moreover, SMIs essentially carry out the same function as celebrity endorsement tactics as they endorse products via recommendations (Zeren & Kapukaya, 2020) which recall the effects of word-of-mouth marketing (Li et al., 2018).

While word-of-mouth marketing is believed to be a very sincere, truthful and trustworthy form of marketing (Tuk et al., 2009) and perceived authenticity has been shown to increase consumers' purchase intentions (Napoli et al., 2014), the authenticity of social media influencers has come under scrutiny due to their consistent engagement in sponsored content. Research suggests that they can be portrayed by consumers as opportunistic, and as individuals that have compromised their morals for monetary or personal gain (Thomson, 2006). From this perspective, SMIs could be compared to salespeople (Singh et al., 2020) and be perceived as inauthentic (Kapitan et al., 2022). Instead of promoting brands or products that are in line with their true identity or self (Yuan et al., 2014), they may promote any brand that comes their way and appear to be selling out (Gerrath & Usrey, 2021). Thus, the effect perceived inauthenticity has on purchasing intentions (Napoli et al., 2014) and brand authentication (Alexander, 2009) could put in jeopardy the efficiency of influencer marketing strategies.

Therefore, this study seeks to explore if social media influencers are perceived as authentic by their audience, and aims at gaining a deeper understanding of the potential characteristics of perceived inauthenticity by looking at the context of reality TV as the celebrities that originate from these programmes often become employed as endorsers (Tran & Strutton, 2014). The study consists of a netnography of online fans of the reality television series *Love Island*. Four themes emerged from the findings and illustrated what the audience would perceive as authentic and inauthentic behaviours: (1) selling out, (2) deceiving and being extrinsically motivated, (3) crafting identities, (4) displaying one's individuality. Specifically, the findings suggest that *Love Island* influencers are generally not perceived as authentic by the *Love Island* audience and that perceived inauthenticity seems to have a negative effect on the audiences' feelings towards *Love Island* SMIs. The study contributes to the research on authenticity by (a) proposing determinants of perceived inauthenticity (excessiveness, incongruity, dishonesty, and unoriginality), (b) exploring the impact of perceived authenticity on audiences' feelings, (c) advancing a theoretical conceptualisation of perceived authenticity as being self-congruent (Brunskill, 2015) and self-determined (Deci & Ryan, 2000). Finally, the study proposes a collaborative content framework (3Cs) for SMIs that wish to improve their level of perceived authenticity.

Keywords: Perceived Authenticity, Social Media Influencers, Netnography, Reality TV, *Love Island*

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Figure – Three Cs collaborative content framework

Cool	Congruent	Creative
<ul style="list-style-type: none"> ➤ Influencers should not post an excessive number of ads: this may be perceived by followers/audiences as desperate. ➤ They should be their true selves rather than an exaggerated or copied version, which could be viewed as 'cringe'. 	<ul style="list-style-type: none"> ➤ Influencers should work with brands that have values that align with their values. ➤ They should choose brands or products they know well or have used before. Preferably they would be passionate about the product or brand. ➤ Influencers should act like their true self and create content that is congruent with who they are. Consistency is key for RTV influencers specifically. 	<ul style="list-style-type: none"> ➤ Influencers should be creative, original and unique where possible with the content they post. ➤ Knowledge of incentivisation can be mitigated by creativity or humour in an advertisement ➤ Creativity can make an influencer stand out from the crowd.

Table: Three C's collaborative content framework

Using surveys on Facebook, Instagram and Twitter in netnographic research

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Extended Abstract

In social media research many researchers treat social media as a tool for recruiting respondents, which in practice means that the questionnaire itself is created in an external application and a link to it is published on social media along with a post inviting users to participate in the survey (Purewal et al.: 2021; Moraes et al.: 2021; Kühne and Zindel: 2020). Meanwhile, surveys can be used as part of netnography. Facebook, Twitter and Instagram offer their own applications for gathering users' opinions. These include poll questions in Facebook groups, tweets in the form of votes, and polls and questions in Instagram stories. Surveys in social media can help researchers understand the processes taking place in the studied communities, learn about the motivations of their users and find new research threads. They can also help to understand how user opinions change over time and to interpret historical data. Surveys can also be one of the tools of active netnography, which "(...) involves the netnographer and other members of online communities contributing to a continuous online conversation by cocreating mutual texts (Costello: 2017, online)".

This article aims to conceptualise these applications as research tools and compare them, considering criteria such as the protection of respondents' data, the possibility of creating differentiated questions, the potential reach to internet users, the accessibility and audience of the results. On this basis, the author will evaluate the solutions mentioned, highlighting the advantages and disadvantages of each solution and explains how to use these tools in netnography. For example, the biggest challenge when constructing survey questions on Twitter is the character limit. The main question can be up to 280 characters long, while the multiple-choice answers are limited to 25 characters. In addition, respondents do not have the opportunity to add their own answers. The questionnaire is, therefore, limited to the options previously defined by the researcher. However, the advantage is anonymity. Neither the respondents nor the author themselves can see who has answered. Only the total number of all respondents is displayed. Users also do not know the percentage distribution of responses (as in the case of polls in Facebook groups) until they vote themselves. Therefore, the risk of social influence is much lower than on Facebook, although it cannot

be completely ruled out. Internet users can still respond to tweets with questions and add their comments next to them, which will be visible to all respondents and may influence the final poll choices. A comparative analysis of the possibilities offered by Facebook, Instagram and Twitter for conducting surveys will lead to an assessment of the usefulness of these solutions for netnography, considering ethical issues. On this basis, the author presents possible scenarios and research designs using the internal applications of social media in netnographic research.

Keywords: survey, social media, methodology, netnography

Note: The research has been supported by a grant from the Priority Research Area Heritage under the Strategic Programme Excellence Initiative at the Jagiellonian University.

Netnographic procedural movements; a perspective from the cosmetics industry

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Extended Abstract

Netnography has been changing ever since it emerged as a methodology (Kozinets, 2015, 2020), as it is guided by development in the digital world and research that adopts it (Kozinets and Gretzel, 2022). 'Netnography' (Kozinets, 2020) provides a new outlook on netnographic procedures, greatly expanding the process, by introducing 6 steps that consist of 25 procedural movements. The change offered greater clarity on the process and closer guidance on each phase. Despite the new praxis, newly published research utilises outdated procedures (Hernandez et al., 2022; Ozan et al., 2022) or does not offer a detail of the research process (Bartoloni et al., 2022). As the digital landscape can be challenging for new researchers (Fenton and Parry, 2022), further support in implementing netnography is needed.

This paper seeks to provide support for aspiring netnographers by enriching the netnographic practice through insights into the adoption of netnographic procedural movements within the cosmetics industry research. The initiation commenced with preliminary literature research and sought ethical approval. Investigation of three social media brand communities (SMBCs) was in the shape of the data collected from Facebook's SMBC within the span of 2 months. Conversation strips were downloaded, anonymised, and uploaded to NVivo. Investigation, interaction, and immersion movements were implemented. Within the analysis phase, a bottom-up approach was adopted, and coding, combining and charting movements were applied. This was accompanied by interpretative operations.

The research utilised the majority of netnographic tools to establish the relationship between SMBCs, consumer engagement and value formation. However, the utilised methodology offers a unique outlook on procedural movements and interpretative operations, simultaneously offering an alternative positioning of investigation and collating processes within the research process. Therefore, this research contributes to the field of netnography by providing comprehensive insights into the adoption and adaptation of 18 research practices and 5 interpretative operations within cosmetics industry research, effectively enhancing netnographic practice and offering an alternative approach to the investigation and data collation processes.

Keywords: Netnography, procedural movements, social media brand communities, consumer engagement, value formation

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