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## **Everyone is a Publisher. Engage them or Fail**

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# Everyone is a Publisher. Engage them or Fail.

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User-generated branding (UGB) – online users' sharing and creation of brand-related content - has been proposed as a consequent distinction of what is related to brands, products and services in user-generated content. This content is constantly created and shared in today's social media world. As consumers' are seen as publishers on user-generated online sites, the results of this study will aid companies struggling with how to encourage consumers to create and share UGB about their brand. In order to investigate this essential question, log-books and in-depth interviews has been employed, and showed that consumers are mainly motivated to create and share UGB from *intrinsic- and self-concept based motivation*. This indicates that it is the consumers' inner drive and the reach for internal standards that trigger them to engage in this activity. The comparative analysis of our empirical data further proved that the main motivation builds from *The way I want you to see me*, the highly valued aspect of nurturing the social relationships in *The power of social* and that the content in itself occasionally is the motivation in *My content*. The study also broadens the understanding and emphasizes the importance of knowing consumers' motivational source, due to possible implications when replacing intrinsic motivations with extrinsic. We are putting up a note of caution, concerning nowadays development of check-in rewards, for practitioners to consider.

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Companies of today are dedicating large parts of their marketing budgets on digital marketing with the aim to reach their consumers as efficiently as possible (EMarketer, 2011). Since user-generated content is considered to be one of the key aspects for social media campaigns to become successful (Bruns & Bahnisch, 2009), practitioners are today trying to understand what motivates consumers to create and share content, in order to be able to motivate the users to perform this behavior.

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User-generated content, shortened UGC, is defined as content made publicly over the Internet, reflecting a certain amount of creative effort and created outside professional routines and practices (OECD, 2007). This is done through status updates, video clips, reviews, tweets and GPS check-ins and distinguishes a big part of consumers' communication. The UGC sites are considered to provide great opportunities for products and brands to be spread through millions of users, the most famous sites being: YouTube, Facebook, Flickr and Wikipedia. (Wisegeek, 2011) Just in Sweden does a total of around 800 000 users publish posts on UGC sites daily or several times a week (Findahl, 2010).

Given the fact that consumers are so highly active on UGC sites today, makes it interesting to investigate what motivates their creating and sharing. Also, due to the fact that peer-to-peer conversations concerning brands and consumption are a big part of consumers' communication, and that it is also proven that peers tend to care more and get deeply involved into UGC compared to

content created by companies (Greenberg, 2010; Qualman, 2009), makes it even more relevant. Consumers today are so convinced of the value of peer-networks that they rather trust and take advice from a total stranger than professional sources. (Gillin, 2009). However, as UGC is a wide concept covering all kinds of content generated by users, we have chosen to use the concept User-generated Branding (UGB). UGB only involves the content that is related to brands, products and services (Burmam & Arnhold, 2009; Arnhold, 2010) and will therefore be used further in this study.

## PROBLEM AREA

To be motivated means to be moved to do something (Britannica, 2011). A person not feeling any drive or inspiration to act is then characterized as unmotivated, whereas a person feeling invigorated or activated to an end is seen as motivated. Marketing practitioners are continuously trying to nurture consumer's motivations towards certain activities, (Ryan & Deci, 2000) and certainly on UGC-platforms today.

Existing studies indicate that consumers share online content when they become emotionally affected by an advertising campaign (Solis, 2010), and this kind of engagement can be created by humorous as well as content that is perceived as frightening (Imediaconnection, 2011). The American Social Media specialist Brian Solis mean that all forms of communication that make people engaged could create online content and that users become engaged when they are provided with an experience that they want to share with others (Solis, 2010). This demands consumer insights into what motivates the consumers aimed to reach, (Gillin, 2009) as consumers are seeking content that corresponds to their own motivations (Eastin & Daugherty, 2005). The more knowledge there is about the target group and the more narrowly they can be defined, the more understanding we get concerning their needs and a better chance to motivate them (Gillin, 2009) to create and share UGB.

Several available studies within motivation of UGC are focusing on the motivational sources intrinsic and extrinsic motivation that are different reasons or goals that cause action. These are part of the Self-Determination Theory (SDT) where the

motivations are separated between these two concepts. (Ryan & Deci, 2000) Further have the consumer researchers Daugherty et al (2008) and Nov (2007) done motivational research on UGC, investigating several categories within intrinsic and extrinsic motivations. Daugherty et al (2008) are saying that the *ego defensive* and *social functions* have the most explanatory power for motivation, while Nov (2007) are saying that the case of *fun* and *career* are the most explanatory. However, Yang & Lai (2007) are saying that intrinsic and extrinsic motivations are not sufficient and that internal and external self-concept based motivation also needs to be investigated. Further are the current research papers focusing on what motivates consumers to generate UGC in general (Eastin & Daugherty, 2005; Daugherty et al, 2008; Nov, 2007; Yang & Lai, 2010) but not UGB in particular. Since UGB is part of UGC we will use these studies about what motivates consumers to create and share UGC, to develop a framework for the discussion on motivations for UGB among consumers. Moreover, we have yet not come across any research papers specifically concerning motivation for UGB, and Eastin & Daugherty (2005) Nov (2007), Daugherty et al (2008), Yang & Lai (2010) are all drawing a general line across consumers as well as UGC. We will therefore constrain our focus to the active users of UGC platforms on daily basis, since we find it relevant to only interview the users that are actively engaged in creating and sharing UGB.

It should also be emphasized that the academic literature is considered to be in its initial phase concerning UGB and more research is considered to be needed concerning what motivates consumers to create and share content online (Stöckl et al, 2008; Daugherty et al, 2008; Burmann, 2010). Consequently our research question is:

*What motivates consumers to create and share User Generated Branding (UGB)?*

In order to examine this question further, a more thorough discussion concerning the UGB concept and existing motivational theories is needed. As mentioned above, existing research about consumers' motivation concerning overall UGC content is lacking in terms of UGB focus. The theoretical discussion will therefore concentrate on the motivations for generating overall UGC content since the content

categorized as UGB is included in UGC.

## THEORETICAL CONCEPTS AND PREVIOUS STUDIES

### User Generated Branding (UGB)

Different concepts of online content are often mixed and confused, therefore an explanation of User-generated content (UGC), electronic Word of Mouth (eWOM) and User-generated branding (UGB) is here provided to get a better understanding of why we consider the concept UGB to be of interest for this study.

The expression User-generated content (UGC) became mainstream during 2005 through web publishing and new media content circles and includes all digital media technologies such as blogging, forums, review-sites, social networking, wikis and mobile phone photography made by private users in digital media (Encyclopedia, 2011). OECD, The Organization for Economic Corporation and Development has defined three central schools for UGC; 1) The content is published in some way e.g. on a website. This definition is relevant in order to be able to exclude email and two-way messages. 2) Creative effort, users must add their own value to the work. 3) Creation outside professional routines and practices, it does not have an institutional or commercial marketing context. (OECD, 2007) This definition of UGC is commonly used, however we argue for that it is not possible to draw a line between what is created within and outside professional routines. Several consumers who share UGC are communicating unprofessional and professional UGC simultaneously, e.g. when they are publishing pictures of brands in their private blogs, since they want to become professional it can be considered as semi-professional UGC. Another example is when consumers check-in due to personal preferences as well as professional during the same day and it becomes hard to distinguish what is created outside professional routines and what is not. Our apprehension is rather that peoples' private and professional roles to some extent are smudged and we are therefore including UGB that is created within a career-building context.

Common in literature is that UGC are being closely aligned and often confused with eWOM,

probably due to the existence of different definitions. While UGC indicate that users create the content, eWOM rather indicates that users share the content. UGC needs to be generated whilst eWOM can be considered as a channel for sharing content. (Burmam & Arnhold, 2009; Hennig – Thureau et al, 2004) The UGB concept is interesting for us since it includes everything that is brand-related meaning that both brand-related UGC and eWOM can be included into the concept. (Burmam & Arnhold, 2009) In order to avoid the confusion between what is UGC and what is eWOM we will use the definition of UGB when investigating consumers' motivations for creating and sharing brand and product related content.

### Intrinsic & Extrinsic Motivation

Available studies considering our topic is today limited and the most relevant studies previously made on motivational sources are made by the consumer researchers Nov (2007), Daugherty et al (2008) and Yang & Lai (2010). They are all drawing a general line across consumers as well as UGC, which strengthen the need for this study that is looking at the active users who create and share UGB. Existing studies covering UGC are used as framework for this study since it includes UGB and because there are no publications regarding motivational sources for UGB available at the time for this study.

Ryan and Deci (2000) are in their study of human motivations stating that Self-Determination Theory (SDT) is distinguishing between two general types of motivation based on different reasons or goals that cause action. Most distinguishable is the allocation between *intrinsic motivation* and *extrinsic motivation*. (Ryan & Deci, 2000) The intrinsic motivation indicates the pleasure and integral satisfaction resulting from the activity itself while the extrinsic motivation focuses on the goal-driven reasons, for example rewards or benefits earned from doing an activity. Together are intrinsic and extrinsic motivations affecting individuals' behaviour. (Ryan & Deci, 2000; Lin, 2007; Calder & Malthouse, 2008)

The intrinsic and extrinsic motivation theories are in our opinion interesting to use when discussing consumers' motivation for creating and sharing UGB since it provides the tools to determine if the motivation is driven by inner pleasure or outer causes. Further, is this relevant to understand since motivation that is intrinsic demands different marketing communication than motivation that is

extrinsically driven. Consumers could for example share a fun advertising ad due to the fact that they find the content entertaining, while UGB content also could be created and shared due to the consumer perceiving the activity of creating and sharing in itself as fun. In both of these cases is the behavior driven by intrinsic motivation. If on the other hand the consumer shares UGB due to external rewards such as discount, the motivation is extrinsically driven.

More over, it is interesting to discuss the possible risks of replacing intrinsic motivation with extrinsic motivation, brought up by Zichermann & Linder (2010), researchers within Game-Based Marketing. They state that when replacing intrinsic motivation by extrinsic motivations through rewards it might make people value the extrinsic incentives more and the underlying behavior based on the intrinsic motivation might disappear. An example of this could be when you buy a product because you really like the brand. If the company then starts rewarding you for buying it, the inner motivation disappears and you will only buy it because of the fact that you get rewarded. Ones replaced, intrinsic behavior rarely comes back. (Zichermann & Linder, 2010) From a marketing perspective we find these statements interesting since it might affect consumers' motivations for sharing UGB. In particular since rewards are becoming increasingly common in order to make consumers create and share UGB e.g. through GPS check-ins and Facebook likes.

### **Underlying Categories - Intrinsic & Extrinsic motivation**

Within intrinsic and extrinsic motivation can several underlying categories be discussed that further explains the source of motivation. Nov (2007)'s study within intrinsic and extrinsic motivation contains eight categories (*protective, values, career, social, understanding, enhancement, fun and ideology*), where six of the categories were based on a previous study with functional approach made by Clary et al (1998) and the last two categories *fun* and *ideology* were added by Nov, previously investigated by Hars & Ou (2002) and Stewart & Gosain (2006). Nov (2007) provides the following definition of the categories; *Protective* means that the motivation is driven by a will to reduce negative feelings, such as guilt or to address a personal problem. *Values* indicate that values motivate certain behaviors such as showing humanitarianism through helping people, and *career* is as it indicates driven by the

motivation to build a career through activities such as networking. The *career* category is interesting to include in our study since if it affects motivation for creating and sharing UGB it might indicate new opportunities for marketing communication to emphasize. Further, the category *social* implies a will for social interaction and *understanding* is driven by the motivation of wanting to learn more. Since *understanding* is a common category when generating UGC on Wikipedia and other knowledge-driven sites, it is interesting to analyze how influential this category is for creation and sharing of UGB. The category *enhancement* emphasizes that motivation is driven by a will to develop psychological skills, while *ideology* is ideological believes as motivation for creating and sharing. The motivation *fun* is in this case driven by that the activity of creating and sharing is perceived as amusing and not the actual UGC content in itself.

One year later, Daugherty et al (2008) published an article saying that the motivational categories acts as attitude formation to finally affect behavior. This implies that consumers' thoughts about UGB affect the creation and sharing of the content. Daugherty et al (2008) points out that the consumption of media embodies a thoughtful, active behavior where the person seeks content corresponding to their own motivations, which can be considered as an interesting point when investigating our participants' motivation. This thought is strengthened by the functional theory saying that people select activities based on their perception of how well the work matches their personal motives (Coursey et al, 2011). Daugherty et al (2008) further writes that functional theory is considered as essential for the knowledge of the multifaceted motivational sources and functions of attitude, and that theorists are viewing functional theory as a full-bodied framework for distinguishing multifaceted motivational sources. The theory stands for the fact that attitudes ground the base for different motivations, reliant on purpose, as that a person's behavior befalls a function of their attitude towards that behavior. (Daugherty et al, 2008)

Daugherty et al (2008) used five underlying categories in order to explain motivation for creating UGC; *practical function, knowledge-driven function, value-expressive function, ego-defensive function* and *social function*. The categories are to some extent previously covered in Clary et al (1998) and Nov (2007) but will however be explained and compared to lift

forward differences and similarities between the studies. The first category *practical function* recognizes that people are triggered by rewards and the prevention of punishment from their surroundings. This is based on self-interest and when it comes to UGC involving this motive, the consumers are driven by primarily individual reasons. (Katz, 1960 in Daugherty et al, 2008) The *practical function* is interesting to discuss since consumer rewards are common as inducement when companies are trying to make consumers create and share UGB, such as when checking in at stores and get rewarded by receiving a product or discount.

Further, the *knowledge-driven function* implies that people are initiated by the need to get information enabling a structuring and understanding of their environment. (Daugherty et al, 2008) In other words, we are driven by the possibility to understand our experiences and surroundings where UGB-creators, in this case, would produce content that help them to understand their situation, subject or themselves. This is similar to the earlier mentioned category *understanding* in Clary et al (1998) and Nov (2007). The *value-expressive function* means that consumers are motivated by a need to express their values in order to strengthen their' image which also has the similar explanation as the category *values*, previously mentioned by Clary et al (1998) and Nov (2007). The fourth category the *ego-defensive function*, can be considered as similar to the category *protective* (Nov, 2007) since it pronounces the motivations formed to protect people from uncertainties or fears, wanting to protect one's self-image. In terms of this function, would UGB-creators become active sharers in order to decrease their own self-doubts, receive a sense of belonging and diminish guilt of not participating (Daugherty et al, 2008). The *ego-defensive/Protective* category is interesting for this study since if the category works as a strong motivation for consumers sharing behavior of UGB it might imply that the consumers sharing behavior of UGB is restricted by the *ego-defensive/protective* category.

Lastly are Daugherty et al (2008) investigating the *social function*, an extension of the *value-expressive function* and highlights the motivation of social adjustment. Daugherty et al (2008) are underlining the importance of the social aspect originally proposed by Smith (1973) even if the four other functions explained are seen as the core

constructs for understanding attitudinal motivations. In terms of this function are people acting according to what is accepted by their surroundings and includes motivations originating from social relationships. It distinguishes between internal views and the appeal for external relationships. This saying that the *social function* is very similar to Clary et al (1998)'s and Nov (2007)'s category *social* explained earlier and prompts people to participate and interact in what is seen as preferable by influencers. (Clary et al. 1998; Daugherty et al, 2008) It is interesting to discuss how important this category is when sharing UGB in particular, or if it is more important when sharing other varieties of content.

The underlying categories for intrinsic and extrinsic motivation used in our framework below are combined through the studies made by Nov (2007) and Daugherty et al (2008). The studies have several similar categories but also complementing aspects such as *fun* and *career* in Nov (2007) and the *practical function* in Daugherty et al (2008). The underlying categories by Nov (2007) and Daugherty et al (2008) that we consider as having the same meaning will be used as one category. These are; *values/ideology*, *ego-defensive/protective* and *social function/social*, see the framework below.

### Self-concept based Motivation

In 2010 did Yang and Lai publish an article criticizing and further developing the study made by Nov (2007), showing that further aspects was needed to be added to the categories within intrinsic and extrinsic motivations. Yang and Lai (2010) aimed to evaluate how motivation affects individual knowledge sharing in Wikipedia. They mean that intrinsic and extrinsic motivations are two regularly adopted indicators of intentions and behavior and therefore emphasized that self-concept based motivations also should be examined (Leonard et al, 1999 in Yang & Lai, 2010). The results of the study indicated that the internal self-concept-based motivations were the

strongest motivation for UGC, and not the intrinsic motivation of *fun* and extrinsic motivation of *career* as stated by Nov (2007).

Self-concept is the third motivational source included in our framework and means that each individual has an amount of perceptions about his/her characters, competencies and values. Explicitly perceived self and another set of traits

that one would like to possess as an ideal self. This can be derived from both internal and external motivations. (Leonard et al, 1999) The internally build self-concept based motivation is mainly inner-build and the ideal self is viewed based on internal standards. Instead of achieving acceptance and status the person receives positive feedback from performing the behavior and feel confident in her/his competencies. The external self-concept based motivation implies that the individual is mainly other-directed and the ideal self is originated from the expectations of the reference group. The person endeavors to meet the expectations to get social feedback according to self-perceptions where the individual aims to firstly gain acceptance of the reference group's members, and then to gain status. (Yang and Lai, 2010) The internal and external categories are interesting to discuss as possible motivational sources for sharing UGB since they are closely connected to image, which we consider to be an important aspect when analyzing consumer motivations.

**Table 1: Theoretical Framework**

Yang & Lai (2010) concludes that the internal self-concept based motivation is stronger compared to the external self-concept based motivation when sharing UGC on Wikipedia. Our opinion is that the external self-concept based

motivation might be stronger when consumers are sharing UGB, since this is often done on platforms where the consumer has a visible identity. This might affect the motivation compared to when sharing content on sites such a Wikipedia where the sharer is anonymous. The users might therefore create and share UGB to communicate a self-concept that is socially accepted and made up out of external forces, such as mass media and friends.

In conclusion, Nov (2007) argues that the most motivating categories for creating and sharing UGB are *fun* and *career* while Daugherty et al (2008) claim that the strongest underlying motivational categories when consumers create UGC are the *ego-defensive* function and the *social function*. While Yang & Lai (2010) argues for that the internal self-concept-based motivations are the strongest motivation for creating and sharing UGC. Therefore it is interesting to analyze which of these motivations that actually are the strongest when consumers create and share UGB, and if possible add other relevant aspects. Notice that these underlying categories concerns overall UGC and will be used in our framework in order to find out if and how strongly they are motivating consumers to create and share UGB.

SUGGESTED MOTIVATIONS FOR UGB:	EXAMPLE
<b>INTRINSIC</b>	
Fun	"I create and share because I think it's fun".
Values/Ideology	"I create and share because I think it's important to share my knowledge".
Understanding	"I create and share because it increases my understanding and my willing to learn".
Ego-defensive/Protective	"I create and share because it protects my self-image and diminish guilt of not participating".
Social Function/Social	"I create and share what distinguishes between internal views and the appeal for external relationships".
Enhancement	"I create and share what makes me enhance myself and makes me feel better".
<b>EXTRINSIC</b>	
Career	"I create and share to build my career".
Practical Function	"I create and share to get rewards and to avoid punishments."
<b>SELF- CONCEPT</b>	
Internal Self	"I create and share to reach my internal standards for my desirable self".
External Self	"I create and share to reach my external standards for the expected me"

Current studies about what motivates consumers to create and share UGC are mainly investigated through a quantitative approach. However, the qualitative approach were most suitable for our

**METHODOLOGY**

research question, since it provided the tools when trying to understand underlying motivations and nuances in behavior compared to a more fixed quantitative study. (Jacobsen, 2002)

**Data Collection**

We needed to gain knowledge of the consumers’ perceptions when interacting on the UGC platforms, in order to find out what motivates creation and sharing of UGB. The aim of the data collection was therefore to make the consumers’ reveal as much as possible about what motivates them to create and share UGB. The data collection are gathered from Internet users who are active on UGC platforms where the selection criterion were that the person should use UGC platforms on a daily bases, since the more active the participants were the more likely it was to discuss different situations with them. The collection is divided into two sections; where the first part consists of log-books completed by our participants and the second part interviews with the same participants concerning their motivations for generating UGB.

**Part 1: Log-books**

Since we aimed to discuss motivations for a certain behavior, generating UGB, the behavior firstly needed to be mapped out and afterwards discussed. We therefore provided the users with logbooks where they during two days reported their online behavior. The participants were given instructions to answer the following questions as descriptive as possible:

- 1) Write down what you are commenting/publishing on UGC sites.
- 2) What made you do it?
- 3) How do you feel at the moment?

The participants were asked to report everything that they were publishing on UGC sites since asking the consumers to only report UGB can be apprehended as confusing and might as well affect their behavior. The aim was to get as wide description as possible of the consumers’ creating and sharing of content where we as researchers afterwards could choose what we considered relevant. By using the logbooks we also overcame the feasibly ethical issue of the users being unaware of that they are being studied. Which

might otherwise occur when mapping users’ behavior online through netnography, and would have been the other alternative for mapping the participants content (Moisander & Valtonen, 2006).

**Part 2: In-depth interviews**

The second part of the data collection consisted of in-depth interviews with the same participants as in Part one. We found having conversations with active UGB creators and sharers to be the most appropriate method, since it is in our opinion the easiest way to find out motivations compared to other methods. Our interview guides have been created after the content in the participants’ logbooks in combination with the existing theory about what motivates consumers to create and share UGB presented in our theory section. We could therefore discuss the consumers’ motivations for their individual behavior more effectively during the interviews, since the behavior then was documented. It would not have been as easy for the participants to remember their online behavior spontaneously without the logbook information. The usage of semi-structured interview guides, focusing on core concepts, was therefore suitable since it made it possible for us to individualize the questions in order to move the conversation in the direction of interest with every participant (Eriksson & Kovalainen, 2008). If a more structured interview guide would have been used the possibility to ask specifically about the participants personal motivations could have been lost since it would not have provided the same flexibility for the participants (ibid).

**Presentation of the Participants**

The participants were handpicked based on how often they use UGC platforms and chosen by asking surroundings of active Facebook users among their Facebook friends. It has to be emphasized that all kinds of UGC platforms are included in this study, it is only the participant selection that is done based on Facebook activity, since it is the most commonly used platform. The participants represent an overall high activity level of Facebook usage and the names of the participants are changed in order to secure their privacy.

**Table 2. Presentation of Participants**

Name	Age	Activity Level on Facebook	UGC platforms used for sharing
Anton	35	Always open at work	Facebook, Twitter, Flickr, Picasa, YouTube, Tripadvisor.



<b>Isabell</b>	28	20 times/day	Facebook, Twitter, YouTube.
<b>Emma</b>	26	Always open at work	Facebook, YouTube
<b>Olle</b>	23	10 times/day	Facebook, NHL blog, Flashback, YouTube.
<b>Ellen</b>	25	5 times/day	Facebook, Matklubben, YouTube.
<b>Regina</b>	50	2 times/day	Facebook, Nike+
<b>Erika</b>	21	2-3 times/day	Facebook, Blogging
<b>Elisabeth</b>	20	10-15 times/day	Facebook
<b>Anna</b>	20	5-10 times/day	Facebook
<b>Kristian</b>	26	Always open at work	Facebook, Twitter, Blogging
<b>Josefine</b>	27	2-3 times/day	Facebook, Blogging, YouTube
<b>Anders</b>	25	3 times/day	Facebook, Twitter, many design communities, YouTube

**Presentation of Empirics**

When describing our collected data we aim to create participation between the reader and the studied environment, the participants’ motivation, and are therefore presenting the collected data together with the analysis (Nylén, 2005). The reason for this is to keep the readers interest and exclude the repetition that otherwise would occur when presenting the data both separately and in the analysis. In order to reach a high level of dependability as well as decrease the possible perceived distance between the reader and the studied environment quotations from the material is presented instead of the researchers’ interpretations of the material (Eriksson & Kovalainen, 2008; Nylén, 2005).

**Data Analysis**

The analysis of the collected data was made after a social psychological discourse perspective since it enlightens the interaction between people and how their identities as versions of self are constructed in the interpersonal relation (Eriksson & Kovalainen, 2008). This analysis method is appropriate since our participants’ motivations have through the collected data shown to be closely affected by the interpersonal relations that exist on the UGC platforms.

**Part 1: Log-books**

The collected data from the log-books was analyzed in order to find interesting subjects to discuss further with the participants during section 2 – the in-depth interviews. By analyzing the log-books from the UGB approach clarified which of the noted consumers’ actions that were relevant to discuss from the brand-related

perspective that we are interested in. Using primary data created by the participants themselves as base for the interviews might also have affected the participants positively. This since it discourages possible feelings of being monitored that a netnography made by us as researchers could have implied. The logbooks’ results were thoroughly investigated by us researchers in order to find possible signs that indicate what motivated the participant to create and share the content mentioned in her/his log-book with the aim to help the development of the interview-guides.

**Part 2: In-depth interviews**

The in-depth interviews are analyzed through an iterative approach moving back and forth between the interviewees’ answers and comparing several of the interviewees’ answers at once through cross-section (Eriksson & Kovalainen, 2008). Moving back and forth in the material, reading it thoroughly over and over again facilitated our familiarization with the material in order to code the material. The essence of coding is to identify units of data that have something similar about them (Moisander & Valtonen, 2006). Our coding of the data resulted in five themes that reflect the main similarities between the participants. The second step in the analysis process included a comparison of the five themes and the motivations theory in order to find similarities and possible new patterns of what motivates consumers too create and share UGB.

**EMPIRICAL DATA ANALYSIS**

The empirical findings based on the logbooks as well as the twelve interviews are here presented

in themes that are relevant for describing our participants’ motivations. The five themes represent the most prominent patterns in our participants’ answers and are further analysed through using the theoretical framework for this study, which is based on existing motivational theory for sharing UGC. The five themes are; *The power of social, My content, How you reward me, The way I want you to see me and Online Norms*. The themes are further divided into the three theoretical concepts of; intrinsic motivation, extrinsic motivation and self-concept based motivation. To get an overview of this we are here providing a table over the five themes in connection to the motivation theories. The link between the underlying themes and the motivational categories will be analyzed and explained in the text.

**Table 3. Empirical Data Analysis**

## INTRINSIC MOTIVATIONS

### The Power of Social

The theme *The Power of Social* describes the participants’ answers concerning how they become motivated by each other to create and share UGB. Several of the participants highlighted that *social interaction, feeling chosen and solidarity* strengthens their level of motivation for creating and sharing UGB. According to themselves, the participants mostly interact with their closest friends on UGC

Isabelle, Ellen, Elisabeth, Emma, Erika and Anna are all talking to the same people online as they could go and have lunch with. Regina is mostly interacting with relatives and friends. Anders, Anton, Isabelle, Kristian and Josefine uses UGC sites as a way to keep in contact with a wide circle of friends. They also see UGC platforms such as Facebook and Twitter as good tools in work both by getting and receiving information.

### Social Interaction

All our participants emphasized that one of the main reasons for them to create and share UGB is *social interaction* with others, which is closely connected to the motivation category *social function/social* in line with Daugherty et al (2008), Clary et al (1998) and Nov (2007). Isabelle’s statement below corresponds to what all participants have said concerning the social aspect:

*“I am active since I want to stay in contact with my friends. I want to share what I am doing”* Isabelle, 28.

This is certainly nothing new, but what is important to highlight is that the participants’ social behaviour to a large extent affects their motivations for creating and sharing UGB. The higher social interaction the sharing might implicate, the more motivated the person might become to create and share UGB. Regina, 50, is a good example of this saying that she uses Nike+ (Nike+ is an Iphone app that enables

INTRINSIC MOTIVATIONS	EXTRINSIC MOTIVATION	INTERNAL/EXTERNAL SELF-CONCEPT BASED MOTIVATION
<b>The Power of Social</b>	<b>How you reward me</b>	<b>The way I want you to see me</b>
-Social Interaction		-Positive Person
-Response		-Updated Person
-Feeling chosen		-Correct Brands
-Solidarity		-Correct Places
<b>My Content</b>		-Correct Level of Activity
-Fun		<b>Online Norms</b>
-Weird/Upsetting		-You spam I block
-Bragging/self-up lifting		-Lost of interest
-Personal Interests		

platforms. These friends could be the ones they are calling everyday or sitting next to at work.

sharing, interaction and competing among users) since she is running a lot and that Nike + helps

her to meet new people.

*"I am a member of Nike+. I run a lot and I get a lot of news from them. I have a little chip in my shoes and can all the time see where I have been running and I can publish it on Facebook. Nike does not affect me into buying anything but they make me feel good, and make it possible to meet new people. You can see who you can compete with, I really enjoy it."* Regina, 50.

Regina emphasizes how important the social interaction is and when Nike "help" her to interact she becomes more motivated to share UGB, in this case on Facebook. She also highlights the importance of being provided with news in order to stay motivated, since it makes it possible for her to have something new and updated to publish.

Additionally, most of the participants indicated that they recommend a product; share UGB, if they can stand for it. Anders's explanation corresponds with the other participants' answers:

*"I'm not what they call an "endorsement person". If I know that a product is really good and I genuinely like it, then I can write about it. I bought a flip camera last year and I loved it. I wrote about it on twitter."* Anders, 26.

Interesting is that even though most participants say that they only share UGB that they can stand for, they also share due to solidarity and career building which will be shown in the themes below.

When it comes to sharing UGB through check-ins all participants agreed upon that it makes it possible to increase social interaction. They mentioned that it happens that friends check-in to a place and later call each other to ask more about it. Anders explained:

*"Today I use foursquare and GoWalla when I for example go to a restaurant and it is really good. Then I write that and check-in. I would never check in just because... It has actually happened that it affected me as well, yes. I have called the person and asked; are you there? It is good when you are out as well so you can meet up easily"* Anders, 26.

In terms of *social interaction* the participants do not become motivated to share UGB by everyone on the UGC platforms rather by certain people or brands. *Social interaction* with friends motivates the participants to create and share,

therefore are technologies that provides increased *social interaction* appreciated such as Nike+ and check-in functions to mention a few. We can therefore determine that everything that enables instant interaction with brands or among consumers could trigger motivation to create and share UGB, inline with the motivational category *social/social function* (Daugherty et al, 2008; Clary et al, 1998 and Nov, 2007).

### **Response**

Nine out of twelve participants stated that getting response from others on their content is very important. Isabelle, 28, has a good explanation and says that getting response when posting content is vital to her since she otherwise would have chosen another platform.

*"I think it is important because sometimes I almost consider it to be a conversation. Most often I share things that I think is fun and then it is not as important. But it is always fun if people have opinions in some way. Otherwise I would not have chosen those medias."* Isabelle, 28.

Olle's comment concerning receiving response reflects most of the participants' answers:

*"If I wouldn't get any comments or likes I would have thought; Ah what friends! No one cares! I could at least have got one like!? Next time I won't share anything."* Olle, 23

This can be interpreted as the more response the participants receive when they are creating and sharing UGB, the more likely they become to increase their own sharing. It can be considered as a kind of search for attention where the attention triggers the sharing behaviour on the UGC platforms as it also does in real life. It could be a form of enhancement of self, making the creation and sharing person feel better and become triggered to increase the behaviour, as described earlier by Ryan & Deci (2000), Lin (2006) and Calder & Malthouse (2008). Their main motivation is therefore to feel better about themselves and their ego.

### **Feeling chosen**

The participants seem to prefer personal contact and the feeling of being chosen by brands. This is emphasized by that they do not appreciate bulk mails and chain letters and they all agreed on that today it is important to be genuine. Anton and Anders had a good explanation that is gathering everyone's points:

*“There are something very impersonal about these mass consumptions and massive spreads when someone bought something on for example let’s deal. I prefer more personal things.” Anton, 35.*

*“I try to stay away from all those mass buying functions. I would only buy it if it was something that really appeals to me.” Anders, 26.*

Olle implies, equal to Anders, that when he feels targeted he becomes more motivated to share UGB.

*“I think this thing with Groupon and Let’s deal is great. But I only buy things that appeal to me, like tickets to football and hockey games. I buy the things that increases my social life.” Olle, 23.*

A majority of our participants are however consciously making a choice to not “advertise” products or services since they do not want to sell things on to their friends. Anders refers to this as “not feeling genuine” and a feeling of doing something wrong. Despite of this the majority of the participants are interestingly listening to other peers’ UGB when they are about to consume as well as creating and sharing UGB themselves. Remarkable is that the participants do not always perceive the content as UGB, especially not when it is “integrated” into the message such as the app Nike+, mentioned above.

### **Solidarity**

When it comes to the opinion of peers most participants mentioned that they value the opinion of their closest friends but overall are peers viewed as like-minded. Some of the participants also expressed that they felt *solidarity* with other peers and a will to help each other by sharing their experiences and knowledge through UGB. When others are sharing, the participants become motivated to share more, it appears as if the participants become motivated since they *value* giving and receiving. *Values* as a motivational source is mentioned by Nov (2007) and it does become prominent among some of the participants that values of solidarity motivate creation and sharing.

*“I am as a person very good at reading stuff and to up date my self. I do a thorough investigation before I buy anything. By pure solidarity I have to be better at commenting on some sites, especially on hotels.com,*

*hotelbookings.com and other travel sites where I get a lot of information my self.” Anton, 35.*

When it comes to helping friends who needs to get something seeded online the participants can help each other by sharing content online. Helping a friend was mentioned as a motivation for sharing UGB by half of the participants. Anders, 26, and Josefine, 27, highlighted that they sometimes share UGB that they are not fond of just in order to help a friend.

The influence between peers showed that many were being updated through UGC platforms, and felt that they also have to share their knowledge with others. Anders, Ellen and Isabelle all have interests that are very important to them and social media is a vital tool to get updated within these areas. We got the impression that a construction of solidarity was build among the users.

*“I am very interested in design and am a member of many design communities. Basically, you can get any education online if you just have the time. You can follow certain people you find interesting and because they give you knowledge. The same people then apply to me when I share my knowledge.” Anders, 26.*

*“I use twitter to share and read things within my profession. It can be things from conferences and other new things. It’s a good place to get up dated and to share what I know.” Isabelle, 28.*

Consequently, the participants’ personal interests and solidarity have important impact on creating and sharing UGB. Essential to note is that even though they are actively intending to not spread advertising, they seemed unaware of that they were actually creating and sharing UGB when they shared knowledge with others.

### **My Content**

All participants emphasized that similar kind of online content motivates them to create and share UGB. Content having a humoristic tone was most commonly mentioned followed by weird and emotional content, which can be considered as intrinsically driven. Bragging was also mentioned as a motivational basis for sharing UGB in particular when describing newly purchased products. But foremost the participants in particular pay attention to their main areas of interests when exploiting UGC platforms and creating and sharing UGB. The

theme *My content* is not considering the activity as motivating in itself, but instead the content as motivational for creating and sharing UGB. We can through our participants say that the content is indeed closely linked to the activity, and has an important influence on motivation. This has not been considered in previously mentioned motivation studies and is therefore interestingly adding another aspect to our study.

### **Fun**

As mentioned were the most commonly revealed motivating content, not surprisingly, the content classified as *fun* and humoristic. According to Nov (2007) are users motivated by that the activity of sharing is fun while we on the other hand emphasize that it is the fun content that motivates our participants to create and share UGB. In our opinion can fun content also make the activity of creating and sharing fun and the content as well as the activity can therefore be considered to affect each other, but none of our participants mentioned the activity in itself since sharing is such a natural part of their behavior. We can through our results see that the fun content is possibly a stronger motivation when the sender is known and not anonymous as in Nov (2007)'s study of Wikipedians. As the construction of ones image is an important aspect could sharing and receiving fun content be a way for the participants to get pleasure and inner satisfaction which results in increased sharing activities. Isabelle had a good explanation applicable to the majority of our participants of why humoristic content is motivational:

*“For me it’s very important that I feel humorous when I share. Because then I am more interested in getting feedback and wanting people to laugh at it. Otherwise I could have been quiet. It demands quite a lot from me before I share something. I definitely share more fun than upsetting things.”* Isabelle, 28.

Some of the participants considered themselves as having a responsibility of entertaining other users when sharing content. Otherwise they saw it as meaningless to share or write UGB.

*“I share things that are fun, when I feel – this could be fun to share! I think it’s important that others think it’s fun and interesting too. Why would I share or write otherwise? I definitely write for other people. I do. It should be fun and entertaining!”* Anton, 35.

It is clear that laughter is something our participants want to share with others, which can be considered as an intrinsic motivation that comes from inner pleasure. However, fun content also makes it possible for the participants to show their “unserious” side as well as being viewed as a fun person.

### **Weird/Upsetting**

On the opposite side of fun content, we found that another kind of source that motivates the participants to create and share UGB is weird and upsetting content. This can be considered as intrinsic motivation driving inner frustration, as when something makes them feel frustrated or can be considered as weird, they urge to share it with others. It was according to some participants seen as having a “news value”. Sharing upsetting UGB can within intrinsic motivation be considered as a way of showing their values, which is further explained by Isabelle:

*“I shared this link to an article in DN about a Dutch artist that was making T-shirts for charity. She pictured a dark skinned baby with a Luis Vuitton handbag and for that they sued her for trademark infringement. Very Upsetting. I wanted everyone to know about this.”* Isabelle, 28.

*“I share when I feel frustrated over something and I definitely feel that I have to share this...”* Anton, 35.

The participants seem to feel relieved when having shared this kind of UGB content but it can also grow from the functional aspect of both the *knowledge-driven* understanding as well as by the *value-expressive function* (Daugherty et al, 2008), since it is about stating moral beliefs of what users think is weird/upsetting. In another angle this kind of content can also enable the sender to be viewed as an intellectual person that holds strong opinions and a possibility to show her/his standpoint in different questions. This could therefore be part of the internal self-concept pattern (Leonard et al, 1999) wanting to be perceived as an updated person. This is further discussed in the theme; *The way I want you to see me.*

### **Bragging/self-up lifting**

Many participants said that they create and share UGB when it is something special happening such as special events and trips. Usually it is something that others would find cool or remarkable. This can be seen as the participants wanting to enhance their own self (Ryan & Deci,

2000), which also can be referred to as an ego boost.

*“I don’t want people to know what I am doing all the time, but when something special is happening I can upload that. For example if I’m travelling away somewhere or if there is a cool event. There is some bragging behind it of course, you want your friends to find it cool.”* Olle, 23.

This was also an obvious fact when it came to Ellen, 24 and her attending of the Metaltown Music Festival. She and her sister planned to go there and even if their decisions and plans regularly were taken over phone, they right after or before uploaded the same conversation on Facebook. This to tell everyone else that they were going there.

*“I think she calls me when she has uploaded something to make sure I see it. But also, we think it’s fun that everyone knows that we are going there. It’s kind of – Hey! We are going to Metaltown!”* Ellen, 24.

The chosen UGB content, Metal town, seems to be driven by an internal interest for rock music, but also to be seen as a better person in front of others, which is intrinsically rewarding (Ryan & Deci, 2000). Further, it can also be viewed as a way to build self-concept both depending on how it is perceived by the participants, internally, and externally by other people’s standards. (Yang & Lai, 2010) As Ellen, 24 view the music festival as one of the coolest happenings of the year, she obviously wants everyone else to know that she is going there. The motivation for sharing this could be from internal pleasure of bragging as well as a part of her self-concept of how she sees herself or how she wants others to see her.

### **Personal Interests**

As previously explained functional theory imply that people select activities based on their perception of how well it matches their personal motives (Coursey et al, 2011). Our participants confirm this as they seek and share UGB that corresponds to their personal interests. Ellen, 24, shares recipes and says that it strengthens her self-confidence and interest for cooking when she gets positive comments.

*“When I get recipes from friends and when I come up with my own I share them on Matklubben (Matklubben is an online community for sharing recipes)...It happens several times a month. I do it because I get so many*

*nice recipes there and also because I find it fun to share my own recipes. And then it is also fun when you get comments such as “oh this was really nice and I will make it again”, so it is really nice to get feedback. Why? Well it is my interest to cook and then it feels good when others encourages you.”* Ellen, 24.

Interestingly, Ellen is often including products such as Kelda and Arla (food brands) when sharing her recipes, and she seem unaware of that she is creating UGB since her sharing recipes is an interest. Other examples of how personal interest affects the participants UGB creating and sharing is Josefine, 27, who shares music videos that are connected to her personal interest music, Isabelle, 28, who shares UGB about design products and Erika, 21, who creates and shares UGB about fashion because it is her main interest.

Moving on from intrinsic motivations we now continue with analysing the outer driven motivation – extrinsic motivation, according to the overview table at the beginning of this section.

## **EXTRINSIC MOTIVATION**

### **How you reward me**

Several participants mentioned that a reward would make them create and share more UGB e.g. get a free product when checking-in at a specific location, getting discount when liking a brand on Facebook or publishing a deal in order to get benefits from companies such as Groupon and Let’s deal.

Participant Anton, 35, explains, what is agreed upon by the others, that he has liked brands on Facebook in order to get certain discounts but that he has deleted them as soon as he has received the discount. Anton and the other participants communicates that they are to some extent interested in getting benefits but at the same time they are concerned about their image when sharing information about brands. It seems as if it is a bit of a conflict for them, as in one way they want to be perceived as the independent person, only liking brands that are special to them and on the other hand being keen on discounts and compromises. Anton explains:

*“Ones I shared a Let’s deal link on Facebook and one of my friends clicked on it, it resulted in that I got 50 SEK. But I do not really need that money so badly that I would share it all the time. I really think that it is a clever service but it is nothing that I want to be*

*associated with. I do not want people to know me as "Let's deal Anton". Anton, 35.*

The participants' interests for rewards indicate that Daugherty et al's (2008) theoretical category of *practical* motivation, drive their behaviour to some extent and make them share UGB even though it is not necessarily brands that they identify themselves with. Simultaneously does the participants' awareness of their image communication affect their behaviour. The more cautious they are concerning their image the less likely they are to let the rewards influence their behaviour. Elisabeth, 20 emphasized that image is more important than rewards and that she would never check in at an "uncool" place just to get i.e. a free t-shirt. She therefore seemed to work on her self-image and is therefore restrictive with where she checks-in. Since she is so cautious about her image she is more motivated by internal self-concept based motivation than extrinsic motivation. As a brand this is important to deliberate since rewards may not work on the image-cautious consumers who do not connect with the brand's image.

However, benefits such as gaining cash or a free good affects the participants sharing behaviour. Our participant Anton emphasized this when we asked him about sharing links or checking-in in order to receive benefits.

*"Yes I would probably check-in more if I perceived good benefits. I think it is really clever. Facebook places and deals are really cool." Anton, 35*

At the same time as Anton says that he would not use Groupon on a regular bases since he does not need that extra 50 SEK, he is open to other deals and check-ins if the benefit is good enough for him.

*"Yes I would probably check-in more if there were more rewards such as free coffee, I am greedy enough to do it (laugh). But it has to be easy to find out about it, I would not spend any time to find out myself. It is like **Foursquare** in U.S. when you get something when you enter the store. A **notice**? Yes if you had the app on. I could imagine having that as long as I could choose if I wanted to have the app turned off or on otherwise I would go mad." Isabelle, 28*

It was overall emphasized that it has to be convenient to get the reward and that they as consumers have to feel the possibility to choose

whether they want a push notice or not. In order to make e.g. Isabelle share brand-related content it is therefore important that she feels that she has the ability to choose whether she wants to be active or not. Otherwise there is a risk that she will feel locked in and not use the platform at all.

As mentioned earlier it is interesting to think about the risks of replacing motivational sources. According to Zichermann (2010) a big trap to fall into as a brand seems to be if replacing consumers' intrinsic motivation by providing rewards for buying products and services. The intrinsic motivation might in this case diminish and become substituted by extrinsic motivation created by the rewards. Zichermann (2010) further states that when the intrinsic motivation is replaced by the extrinsic motivation it might mean that a brand loses its most dedicated customers. In today's fast phase development with GPS check-in rewards, it is therefore of essence for brands with advocates to consider this risk around replacement.

It was revealed through our interviews that some participants created and shared UGB with their career in mind and some of them have even been offered jobs through e.g. twitter followers. This was especially applicable on the participants that worked within entertainment, events and consumer products. Not only are they establishing or maintaining job skills, they are also communicating "correct" brands in order to communicate what they are working on at the moment. Kristian, Josefine, Anders, Ingrid, Ellen and Anton all gave us the impression of boosting their career through the UGC platforms. They are all using the platforms for both professional work, as spreading campaigns/events, to get more skills or to find another path in their career. Improving career skills can be considered as being closely in line with having internal standards of what you want to reach, as well as living up to externally build criteria's, which leads us into the next section concerning self-concept based motivation. As according to Yang & Lai (2010) Intrinsic and extrinsic motivation is not sufficient to investigate, which is why we also take this into consideration enabling a broader study.

## SELF-CONCEPT BASED MOTIVATION

### The way I want you to see me

All our participants reflect more than we firstly imagined about the image they mirror when generating UGB on the UGC platforms. The theme *The way I want you to see me* refers to our participants' own image-awareness based on internal standards when they are sharing UGB. The participants' consciousness around their own image creation is concentrated around the following areas; of *being a positive person, being an updated person, communicating the correct brands, communicating the correct places, and communicating the right level of activity*. These areas represent the most mentioned aspects by our participants and will be further explained below.

#### Positive Person

All our participants, except for Regina, 50, were quick to underline the importance of being viewed as a positive person. Our participants' stated that their motivation for generating UGB is strongly connected to how they want to be perceived by other users online. Several of our participants said that it is important to be entertaining and not to share anything approaching your problems.

*"I choose what side of myself that I show. This is an interesting discussion about how you become influenced of how others are thinking. I do not want others to read about my problems, I rather want to entertain. It should be fun. I choose to show a positive person"* Anton, 35

Image creation can according to us be, in line with Ryan & Deci (2000), Lin (2006), Calder & Malthouse (2008) and their category of *enhancement*. However, we consider it mainly as Self-concept based motivation since the motivation seem to build from internal standards of how you want others to view you and your image, and not from protecting your image (Leonard et al, 1999). Isabelle, 28 gave, as a majority of the participants, the impression of being aware of what image she creates, she also emphasized that she adjusts her communication after what she wants to communicate for the moment:

*"Yes but that is obvious that you think a little bit extra sometimes, especially if you are interested in a guy that you have on Facebook, and then you angle your*

*Facebook messages after what is attractive, maybe you check-in at the gym. You're not stupid you know (laugh)"* Isabelle, 28

Another participant emphasized that she reflects a lot about what image she is communicating through her Facebook profile. She said that where she checks-in as well as what pictures she has affects peoples' perception of her:

*"If I would have a lot of pictures of me and my dog, people who do not know me or have not seen me in a while would associate me with my dog, oh it is Elisabeth and the dog"* Elisabeth, 20

Our exception to this theme – Regina, 50, turned the coin and stated that she views Facebook as a psychologist and she can write status updates about things that she wants to get rid off:

*"Sometimes I write things that has happened that I want to discuss or things that I want to get rid of. Doesn't matter if I get comments or not. Some people have psychologists and I have Facebook. Some prefer Face to face, I prefer Facebook."* Regina, 50

Regina, 50, is probably a rare exception of showing a negative or more vulnerable side of herself. Interestingly the other participants referred to this behaviour when we talked about showing a positive side of you. They strongly disapproved of people who they perceived as communicating personal problems and thought it was extremely bothersome. We as authors however, see this behaviour as a shout for attention, and even if only a few people appear to include personal problems in their communication, there is still an underlying thought of image-creation.

#### Updated Person

Coming up from *positive person* we could further easily distinguish that as a part of image-creation it is for some participants important to be perceived as an updated person. The news value is of importance when something is being shared, and especially when it comes to UGB. Isabelle made the following comment about a blog post when she had shared "old" information about a design product:

*"Typical! But I was not surprised. I am not always the first one when it comes to sharing things about design"* Isabelle, 28



It becomes obvious that it is of importance between Isabelle and her friends to be first when sharing new things. Being first means that you are an updated person and that is considered to be a positive feature. The users get rewarded and it can in our point of view be seen as a boost to your wanted image in line with the internal-self concept base motivation (Yang and Lai, 2010).

This aspect is however not obvious among all the participants. Interestingly, it is more common among those who were career driven showing that you are knowledgeable in your area. This can be seen as a motivation both within the self-concept based motivation (Yang and Lai, 2010) with the maintenance of job skills or gaining a job offer as in extrinsically rewarding (Nov, 2007). One of the participants who works within the entertainment industry makes a comment about her publishing music video links:

*“There are no common music videos I share or good oldies that others share because then you just feel well that I can choose to listen to myself. I rather share something that is new, something that people can discover and haven’t seen before.”* Josefine, 26

*“I share links to new movies and music videos that I’m sure no one has mentioned before. I see no use in sharing something that is already out there.”* Ellen, 25

One can say that being “first on the ball” is important and when people say: “wow, I haven’t seen that” or “Thanks for the tip” it is an even better reward in the creation of ones image.

### **Correct Brands**

Our log-books and interviews showed an overall indication of communicating the “correct” brands through UGB. In the condition of feeling genuinely likeability towards a brand or the obtaining of a special connection to the brand in some way, the possibility to create or share UGB as a part of their personality increases. Several of the participants emphasized that the brands they are communicating affects their personal brand:

*“Maybe I want to be associated with a little bit more unusual brands that are a bit cool rather than Jack & Jones or Dressman, which nobody wants to be associated with. There is a Danish brand called Royal republic where I among other stuff bought this bag (shows his bag), that brand is still on my Facebook site...Yes it is important that it matches my personality.”* Anton, 35

*“I like brands on Facebook, but not too often. It is so easy to just like stuff on Facebook. Since people can see it on my profile it is important that it is something that I really stand for.”* Emma, 26

*“Sometimes I share things that my friends have made just because they want it to be shared, even if I do not consider it to be that good myself. But I do not want to share whatever because you still have to think about your personal brand. I have no problems with political issues as long as I can stand for it myself.”* Anders, 25

The participants’ answers above indicates that several of them uses brands to strengthen their self image through communicating values that corresponds to their self-concept. Anders indicated that he has to think about his personal brand because of others and he therefore can be considered to be motivated by the self-concept based motivations (Leonard et al, 1999). We though find it difficult to decide a definite motivational source of motivation, even if a discussion indicates what is more important to her than other things and what affects her behavior. Emma, 26, also emphasized that she is externally motivated to share certain brands in front of others due to how many people that will be exposed to her Facebook profile. If this was only an intrinsic motivation Emma, 26, would not mention the importance of others and her motivation is therefore connected to external self-concept based motivation.

The fact that some participants posted conversations they had in real life on Facebook, shows upon a will to be connected to certain UGB. This is in our opinion fascinating and one of our participants, Ellen 25, said that her and her sister were posting conversations concerning Metaltown (music festival) right after they have spoken in telephone. This is also quoted in *bragging/self-up lifting*. Even if we are of the opinion that Ellen, 25, probably is motivated by the internal self-concept based motivation (Yang & Lai, 2010) through communicating that she likes rock-music, she can actually also be considered to be motivated by the *social/social function* since she feels a sense of belonging to the festival community and that she mentioned the aspect of finding festival friends when sharing this content on Facebook. (Clary et al. 1998 in Daugherty et al, 2008) But also since she publishes the content online in order to interact

socially with others. Both Isabelle, 28 and Erika, 21 are creating and sharing UGB when they want to interact with others as well as building image. But at the same time as they are publishing pictures of themselves showing a certain brand, Isabelle is sometimes careful with stating the brand if she risks losing the sense of being unique.

*“If I share information about products they have to be connected to who I am or be really good otherwise I do not do it. I have to feel this is so good that I want everyone to have it! But if I buy something at Lindex that I really like I do think do I really want everyone else to walk around in the same sweater as I do? And I do not want that. But at the same time maybe I want to show what I am wearing. In that case I post a picture of myself saying that I am wearing my new clothes rather than saying that it is from Lindex.”* Isabelle, 28.

*“I mostly post pictures of myself in my blog wearing different clothes saying for example: Tunic from VILA (clothing brand). **Why do you blog about clothes?** “Mostly because I think it is fun and because it reflects who I am.”* Erika, 21.

It is obvious that our participants are using brands to emphasize their internal self-concept and are therefore motivated to create and share UGB from their internal self-concept standards.

### **Correct Places**

Just as “correct” brands are important are “correct” places of essence to our participants when they are using the function of “check-in” on their mobile phones. When we asked the participants if it is important that they can identify themselves with the place or brand where they check-in several of them answered that it definitely is. Elisabeth is here quoted:

*“Yes outwards that is what people interpret. If I would check- in at Renova (waste disposal site) people would maybe think, oh my god what is she doing there? Maybe Elisabeth has started to work for Renova? So I feel more comfortable with checking-in at Twist & Tango (clothing store)”* Elisabeth 20.

Josefine, 26, answers that it is important that she can identify herself with the place where she checks-in or that it is a place she would like to recommend to others, but it would not be any place as she says. Overall the participants have the same apprehension about communicating brands by checking-in as through liking them or communicating them through other UGC platforms, except when extrinsic rewards affect

their behaviour in terms of check-ins. This is further discussed under the theme *How you reward me*.

### **Correct Level of Activity**

Not only is what kind of brands or products communicating our participants’ image, it is above all also important to have the right level of activity. The level stretches from “showing existence” to being too active as in “having no life”. For some of our participants being active on the UGC platforms mean that you show that you exist. Elisabeth, 20, says that people start to wonder what has happened if she is not active, and that she thinks the same about others who are not active.

*“It is really awful that it has become like this but if I never would share pictures, statuses and check-ins, if I would be really passive, then people would think what has happened to Elisabeth? Is she dead? Or what is she doing? Just because I then do not show my life or tell people stuff about it. People judge you very easily. It is positive and negative. But it is not really like you are doing stuff on Facebook for acknowledgement or I don’t know.”* Elisabeth, 20

But again, it is important to emphasize that being active shows that you exist and being too active that you do not have a life, according to our participants. It is actually perceived to be sort of negative by external standards if a user is too active, where it though seems to be a thin line between the two that only the individual perception can distinguish. One of our participants Anton, 35, says that he finds it pathetic when people are updating their statuses, commenting or tweeting all the time since it indicates that they have no life. He says that Internet shows your life, who you are and how you want to be perceived by others.

The participant Oscar, 23 also indicated that there exists a “correct” level of activity before it goes over to being “too much for your own good”. Oscar uses Facebook several times a day as well as makes his own updates. However, he still wants to communicate to us that he is not that active and that he has other “friends” that are updating more often and that it corresponds to having no life. Oscar wants to make sure that he is not associated with “those” too active users.

Almost all participants indicate that there is a “correct” level of activity and that they become annoyed when others are sharing too much information. Interestingly none of them mention that it is UGB content that disturbs them, it is rather connected to trivial information such as everyday habits:

*“I get most annoyed by chit-chat in general, about personal stuff. People who discuss personal stuff, things that are not interesting. For example when people share that they walk in through the door and then they have a glass of water (laugh). Things that are completely irrelevant to others.”* Kristian, 26

*“I am really tired of people writing, Oh I feel so bad because today this and that happened.”* Isabelle, 28

Interestingly this irritation was mentioned by all our participants and the participants own fear of becoming one of those persons who are too active. We interpret it as external self-concept based motivation driven in line with what Yang and Lai (2010) states, since it can be seen as an external belief that it is bad to be too active online when you instead should do more “valuable” things. It means that all our participants are more or less concerned about if the content they publish is relevant enough and if they are keeping a “correct” level of activity. The participants’ indication of that it exists a right level of activity as well as content can be connected to that they perceive others who share too much information to often as spamming. They do not want to be perceived as spammers themselves, which also indicates a factor in the creation of the right image. This will be further discussed below in the next theme *You spam I block*.

## Online Norms

### *You spam I block*

According to our participants they loose interest when other peers as well as companies share too much information and in particular when it is about a subject that does not interest them. Numerous of them refer to this as spam and at the same time mention that they are most likely to block persons that spam them. The participants also mentioned that they perceived other peers who share “too much” information as lacking integrity and resulting in a risk of being considered as spam. Peers and companies who are considered to be spamming quickly loses

their ability to motivate them to share and create UGB according to a majority of the participants. However, this is definitely a matter of which platform that is used. The more you can decide whom to follow and filter the information you want, the better.

### *Lost of interest*

The participants all said the same about losing interest of people that are abusing their status updates on Facebook. The trivial updates like a status update saying: “*Bought new dish washing glows today*” irritates the participants and if the same person continues to regularly update his/her status with these kind of updates, the readers loses interest and stops reading what they share. It is as if they block their name in their mind and filter them away. However, if it goes even further they might even get blocked from their friends list. As according to Emma who refers to “*some people who do pointless postings all the time*”

*“... then we have these people who do meaningless postings all the time and it’s sad, because if they ones would post something good I would think – oh no not her/him again!”* Emma, 21.

Further, as if it even could get worse, if a person who shares a trivial update get a lot of likes or comments on it, it makes it even worse for some participants. They start to get annoyed by the people who are “*liking*” or commenting on these statuses too. A behavior that is not appreciated by Anders:

*“This trivial status updates really irritates me. When people for example writes “bought new glows today” and get 19 likes on that. I can’t believe people can comment on that! Why!? But I guess it’s up to me to block those people.”* Anders 26.

Anton also had a strong opinion about spamming behavior and expressed it as he was “allergic” to those people sending out mass mails, chain mails, to all their friends.

*“... it’s a specific kind of person who does that and I think it’s really annoying. If someone of my friends does that, their status would rapidly decline in my eyes. It’s the behavior I hate. My first impression is always: So?! What the \*\*\*\* do I care about that?”* Anton, 35.

It is clear to us that spamming is a sin according to our participants. They almost gets upset when

talking about trivial updates, invites to events, brands trying to sell them things that are trivially taking their time. They almost become haters against the UGB generators that spam. Therefore is twitter preferred among some of them, due to the convenience of filtering away uninteresting people and brands. When you un-friend someone on Facebook it becomes visible to the person and an awkward situation can occur. This is a fact that is important to discuss and to think about if a brand aims to motivate users to create and share UGB.

**CONCLUSION**

Earlier studies concerning motivational sources for UGC have aimed to give a complete and general picture of what triggers consumers to create and share online content (Nov, 2007; Daugherty et al, 2008 and Yang & Lai, 2010). In this study however, by investigating the motivational sources for consumers to create and share UGB, we have been able to give a more narrow and relevant picture of consumers’ motivations in the context of brand related content as well as new insights for practitioners. Through our empirical results we can

data showing that the theme is driven by intrinsic motivation referring to the content in itself as fun. Accordingly is the activity of creating and sharing UGB so integrated into the participants’ behavior, that *fun* and *weird/upsetting* instead refers to the content driving them to create and share UGB. Consequently, we can say that Nov (2007) did not discover the whole picture since *fun* also can indicate *fun* content as motivational.

Third and lastly are we presenting the theme *The way I want you to see me* to have a strong motivational affect on our participants. The most explanatory underlying themes are *positive person* and *updated person*, which are triggered by the motivational source of Internal Self-concept based motivation that is also mentioned as dominating for creating UGC according to Yang & Lai (2010).

After analyzing our empirical data we can also confidently say that the aspect of, *career*, is affecting our respondents motivation to create and share UGB. Even though it corresponds to the results of Nov (2007) studying Wikipedia, we are showing that it could be an even stronger motivation in the context of UGB.

**Table 4: Conclusion overview**

INTRINSIC MOTIVATIONS	EXTRINSIC MOTIVATION	SELF-CONCEPT BASED MOTIVATION
<b>The Power of Social</b>	<b>How you reward me</b>	<b>The way I want you to see me</b>
-Interaction	- Career	-Positive Person
-Response		-Updated Person
<b>My Content</b>		<b>Online Norms</b>
-Fun		-You spam I block
-Weird/Upsetting		-Lost of interest

We are also presenting in our analysis that

conclude that the strongest motivational sources for consumers to create and share UGB are the themes *The power of social*, *My content* and *The way I want you to see me*, connected to the theoretical motivations of intrinsic motivation and self-concept based motivation. These are shown in the table below stressing the three strongest motivation themes and the two secondary. In relation to previous studies, we have found similar results as Daugherty et al (2008) when looking at our theme *The power of social*. The most explanatory underlying themes here are *social interaction* and *response*. Secondly we have through our theme *My content* added another aspect additionally to Nov (2007) who is arguing for fun as being most motivating for creating UGC referring to the activity. We are instead presenting

transparency between their professional and private persona are of essential importance, when consumers are being motivated by *career*.

To contribute to previous studies we are adding another distinguished area to the contemporary motivational theories; *Online norms*. This area noticeably affected our participants’ motivation for creating and sharing UGB and could possibly be connected to Nov (2007)’s category *values* within intrinsic motivation. It should though in our opinion be analyzed as an individual part due to its complexity between different platforms.

**PRACTICAL IMPLICATIONS**

Due to above mentioned conclusions we can state

some hands on implications on how to motivate consumers to generate UGB. Firstly, since the theme *The power of social* are a considerable motivation for consumers to create and share UGB it becomes important to emphasize the transparency between the virtual social media world and the real world. Content that increases or makes it possible to boost social relationships are therefore motivating for the consumers to create and share. When it comes to the conclusion of motivating content in the theme *My content*, it is of essence for practitioners to know that it is not the activity in itself that is most motivating but instead the content in itself. Since the consumers mostly want to have an unserious approach to what they create and share, they have easier to connect with *fun* or *weird/upsetting* content.

The trend among our participants of having their career in mind when creating and sharing UGB, is probably a reality that catches up with us in today's media landscape, since internet is more and more connected to the real world. Bearing in mind that this was most prominent among the participants working in or aimed to work in media- or marketing industry, it could be a brilliant manner for companies to get UGB created and shared. One of many options could for example be to use social media in order to interact with future candidates in e.g. a recruitment process. Since career building has shown to be motivating for creating and sharing UGB.

Further, as mentioned in conclusions is online norms affecting consumers' motivation for creating and sharing UGB. This implies that marketers need to know the online norms, the rules of the game, in order to be able to interact with the other players, the consumers. These norms are shifting depending on the UGC platform e.g. different norms are occurring on Facebook compared to Twitter, which marketers need to be aware of in order to motivate consumers to create and share UGB through particular platforms, which is predominantly shown in our theme *You spam I block*.

Finally, we want to put up a note of caution concerning today's fast development of check-in rewards. We want to highlight the importance of considering the risks around replacement of intrinsic motivations with extrinsic by starting to reward consumers for creating and sharing UGB. Due to the fact that extrinsic motivation might diminish intrinsic motivation, it is of essence to be aware of what motivates your consumers.

Consequently it is highly important when managing e.g. brand advocates, as they create and share UGB due to intrinsic motivation and becomes disturbed when external rewards starts being provided. From then on are therefore external rewards a necessity for sharing UGB and is therefore important to consider when managing GPS check-in functions, since our data shows that our participants check-in due to both intrinsic- and extrinsic motivations.

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