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The Impact of Instagram on Fashion Communication

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1. Introduction

This research aims to explore how Instagram has changed the world of fashion communication in the last few years, how it relates to fashion blogging, what readers reckon will be the next step in fashion blogging, what bloggers figure is the future for their content and more; all while analysing how the fashion communication industry has changed recently, since 2009, and its new agents: blogging, YouTube, Instagram and more.

Why Instagram? First of all, because since its start was quite recently and thus there aren't many essays written on it. It actually is so contemporary news and data related to this kept appearing all along while this research was being written, and will probably still show up in many months to come. It's definitely a current topic and it's just now starting to be studied.

Secondly, because our aim was to see if Instagram would be the next step to fashion communication, like blogging has been (and still is); since Instagram is the most used platform in upper class neighbourhoods; and it's what teenagers are choosing over Facebook and Twitter.

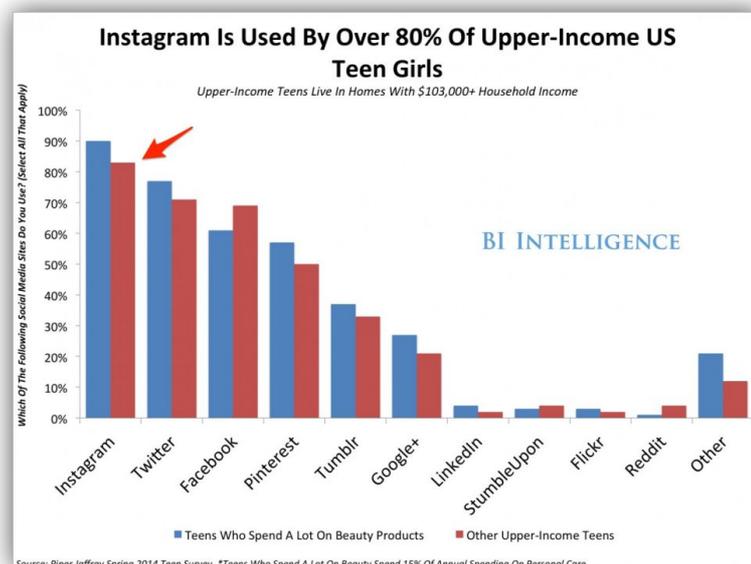


Fig 1. Business Insider (2014)

Finally, while this study was on the making, a new social media started to rise: Snapchat, and since many bloggers and Instagrammers are uploading content on Snapchat as well, this study tried to include it in its research, but only in a very minimal way since its use is still not as wide as Instagram.

2. Theoretical Framework:

a. Fashion semiotics & Fashion as communication

In order to understand the industry of communicating fashion, it's required to understand that fashion is, first and foremost, that fashion has become a system of communication on itself. To explain it this research will use on this chapter the Barnard's seminal work "Fashion as Communication" (1996).

It is this study's choice to describe how fashion is a communication system on its own because this helps the reader understand how and why Instagram and blogging have become part of our lives. Fashion influences us greatly, and now we have daily access to fashion from all over the world in seconds.

"Clothes make the man. Naked people have little or no influence on society." – Mark Twain

b. Fashion: a definition.

Before we start discussing fashion, we should keep in mind an actual definition of what fashion is, and the best way to do that is to search in the dictionaries. The definition that suited this study best was found in the Oxford Dictionary:

Oxford Dictionary definition (2015):

- *a popular style of clothes, hair, etc. at a particular time or place; the state of being popular.*
- *a popular way of behaving, doing an activity, etc.*
- *the business of making or selling clothes in new and different styles*

The meaning of the word fashion is far from clear. Its use has changed over the years, but nowadays it is often used as a synonym of "style" or "dress", "clothing" (Barnard, 1996). What these synonyms have in common is that fashion is not used "merely to clothe but also to adorn". In the sense that fashion implies much more than just the actual clothes you're wearing, it can also give a message. In this way fashion has its own language.

A better way to be able to understand what fashion is we also need to keep in mind what "anti-fashion" means. Polhemus and Procter cited by Barnard (1996) identify fixed dress (that of a society that changes slowly over time and varies in space: it is associated to a particular society) with anti-fashion, and modish dress

(changes very fast in time, but doesn't vary as much in space). Fixed dress is designed to be a symbol of continuity, maintenance of the status quo. Fashion, on the other hand, is meant to signify change.

c. Functions and meanings of fashion

To understand how fashion is embedded in society, we also need to see what functions it develops on its own:

Protection	As a cultural response to the basic need of shelter.
Modesty	Even though the idea that certain body parts should be covered is widely extended, most cultures in the world share different views on what is considered shameful. Even in the same society, there are different interpretations of modesty.
Inmodesty & attraction	Clothing takes a huge role in seduction. Rouse (1989) reports that women's clothes are supposed to make them more sexually attractive, while men's clothes should display their social status. This phenomenon happens because traditionally women look for a partner who would maintain a family and men select theirs by means of attractiveness.
Communication	Clothing communicates membership to a group or culture.
Individualistic expression	Providing balance between adapting to society's norm and maintaining our own identity.
Social worth / status	In order to judge and receive judgement from society, and to classify in social roles via: gender,

	age, marital status, occupation, etc.
	Social roles come from their status and refer to the ways they are expected to behave. They may change in societies. These also reinforce the inequalities between social classes.
Economic worth / status	Refers to occupational roles in an economy. Clothing can show what sort of job someone has. White collar vs. Blue collar.
Political symbol	Dress can support the legitimacy of one's political status, or simply power between a teacher and its students.
Magico-religious condition	Clothing may indicate belonging to a certain religion.
Social rituals	Weddings and funerals require of certain types of clothing.
Recreation	Certain recreational activities require of specific clothing. While fashion may be "fun" it is not merely a recreational activity.

Fashion also has different meanings, sources of meaning for clothing come from various candidates, according to Barnard's research: the designer (first level of interpretation: creates the clothes), the wearer (second level of interpretation: who chooses the significance after the clothes have been made), the spectator or critic (third level of interpretation) and also political and religious authorities. This system obviously creates disagreement among groups and classes over the true meaning of a piece of garment.

Barnard claims clothing can be considered as a sign, a signifier representing a meaning (a men’s open collar worn without a tie means casualness). They are not the meaning in itself but they represent it, in the same way the word “sun” represents the astral figure but it has no resemblance to the actual star. Garments also have a deeper level of meaning, denotation (its actual meaning, what it’s made of) and connotation (the meanings society and culture add associatively to a piece of fabric). Clothes acquire meaning in the context they are placed. The same item of clothing can have several different implications depending on what it is worn with. Ideology is also part of the connotation level of meaning, since fashion is one of the ways the dominance-subservience social hierarchy order stays relevant.

What interests this study the most though, is how magazines offer fashion advice, “they offer advice on what to communicate and how to communicate” (Barnard, 1996: 92)

d. Fashion as a language and as a social hierarchy construct

“Fashion and clothing are forms of non verbal communication in that they do not use spoken or written words.” (Barnard 1996) Lurie, in *The Language of Clothes* (1992), suggests that clothes are like words that make up sentences, and have a grammar of its own. This way, the more clothes you have, the more sentences and meanings you are able to communicate.

Communication is usually defined as the social interaction between messages, but fashion communication is deeper than the simple sending of messages.

- The Sender Receiver model – Communication cycle: (Barnard 1996)

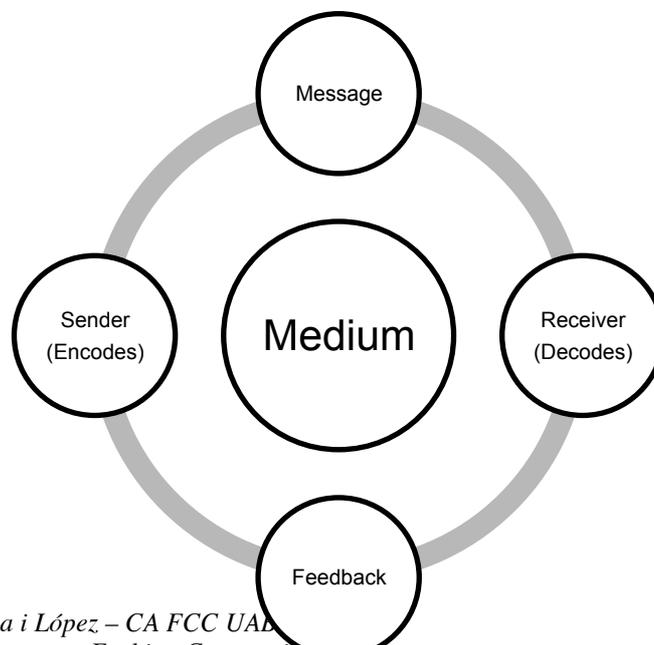


Fig 2. (Cinca 2014 based on Barnard 1996)

The item of clothing would be the medium through which the receiver encodes the message, and the receiver may decode it in many different ways. That is why fashion is such a subjective matter, since we can only expect as sender a response, but we can never know what the receiver will understand. For instance, a person may wear a well tailored dress to an event, in order to appear fashionable, proper and wealthy; but if those he meets fail to understand that meaning and only see him as over-dressed and “trying too hard”, his message will have failed. So, in conclusion, fashion is not a very reliable medium of communication since its meaning can vary widely in time and space. The message the receiver perceives may not be the one you want to put through. (Naveros 2014)

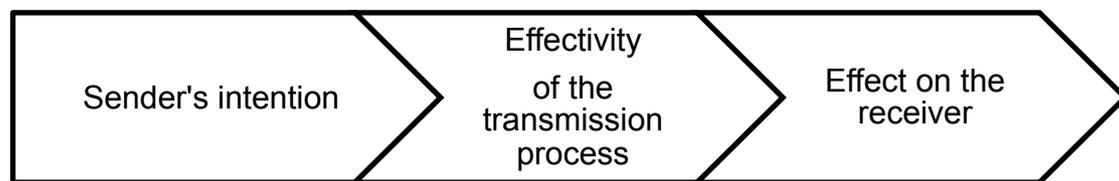


Fig. 3 Font: (Barnard 1996: 28)

“If the production of meanings is the result of negotiation between senders, readers, their cultural experiences and texts, then it will hardly be surprising if different readers from different cultural backgrounds produce different meanings or readings of texts.”

(Barnard 1996: 30)

This allows for the reinterpretation of garments and also explains why one item of clothing may have had a meaning a few years ago but now could mean the complete opposite. (eg. Low-waisted trousers in 2001 were hip and fashion-forward versus nowadays, in 2014, they are completely out-dated and unfashionable).

Fashion is one of the artefacts through which society can express its beliefs. It communicates values, hopes, moods, etc.

Douglas argues that while certain items of fashion may be neutral, the functions they fulfil are not. They can be used as fences or bridges. (Barnard, 1996: 38) But, as we’ve stated earlier, fashion is used both to connect a group together,

while, at the same time, differentiate each individual in the group; so we could agree that fashion items are both fences and bridges at the same time. And the way one dresses also creates a fence between social groups, or can connect two individuals from a group.

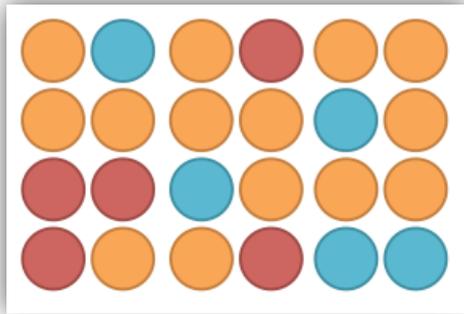


Fig. 4 (Cinca, based on Barnard's 1996) If each dot represents a person, and the colours the different social groups (goth, preppy, rapper), fashion will be the bridge to join the dots of the same colour, but will also be a fence to two different

coloured dots.

According to Bernard (1996), fashion can also be considered as weapon and defence, as a way for groups to fight for supremacy. If these groups did not exist, fashion would not be able to exist as such. They are weapons because they express the ideology of a certain group, opposed to the ideologies of others. There is a hierarchy of social order in which these groups coexist. Fashion is one of the systems that allow for relations of dominance and subservience between classes and they are made appear proper. Fashion helps these inequalities seem acceptable, and the upper classes try their hardest to differentiate themselves from their inferiors, when these try to establish a bridge by following the fashions of those considered socially superior.

In conclusion, these comments link fashion to supremacy and leadership, and to different interpretations of the garments depending on the background of the receiver. We can clearly see then, how fashion is a reproduction of society and classes:

*“Positions of relative dominance and subservience
with regard to both class and gender, persist” (Barnard,
1996: 97)*

Fashion is inherent in a complex society constructed of a class hierarchy, since the different social groups have the need to indicate membership to a certain class. On a different note, fashion can also be used to signal the ambition to move upwards or downwards in the social ladder. “Class is a product of different economic conditions.” (Barnard, 1996: 98) Clearly, political power and economical power are tied together and those in hands of that power are not likely to let it go; and they want the rest of society to be aware of their position of relative superiority. Here is where fashion plays its part. If we look at fashion from a gendered perspective, women’s fashion tends to rend them useless for work (corsets), making them only another projection of their husband’s wealth. On the other hand, expensive white shirts (white collar), especially difficult to clean, indicate that a man is wealthy enough to afford such linen and doesn’t do manual labour, or has any occupation that could get dirt on his clothes. Nowadays, labels and logos play the part of showcasing who can afford expensive clothing and who can’t, thus furthermore maintaining the class hierarchy. (Barnard, 1996)

Finally, fashion not only has the ability to maintain this hierarchy, but it also has the exact opposite function: to battle against these positions of power and tradition; and it can be linked to rebellion against this hierarchy (punk culture); even though it’s been established how most fashion comes from the elite, it’s interesting to see how high-end retailers copied the styles of the punk culture, quite ironically.

This is deeply linked to the rise of fashion magazines: with its rise, and the media focusing on fashion shows, suddenly not only the higher classes were able to

learn about the latest fashions, but the rest of the population could as well. Even though it is widely assumed that fashion magazines dictate and women follow, there have been occasions where the mainstream woman has decided not to fall under the established fashion notion, like Barnard points out, in 1940s-1950s New Look. Fashion experts established that “Utility” styles were to be used by housewives in their everyday wear, and the “New Look” styles, with daring necklines and expensive fabrics, were to be reserved only for special occasions. Housewives managed to bind the two together and adapted both styles in one for everyday wear. This shows how what fashion experts claim as truth doesn’t have to be the be all end all, and that mainly those who dictate fashion are those who wear it.

3. Industry and social context

The aim of this section of the study is to show the reader what the historical and sociological context of fashion communication is. This means to deeply analyse the different sections of the fashion communication industry, focusing on those this study depends on the most: the blogging world, YouTube and Instagram. First, pre-internet fashion communication will be covered, in order to talk about what was the industry like before the blogging boom; then we'll move on to fashion blogging comparing two big blogging stars to a smaller scale one; then it's youtubers turn, and finally instagrammers. This study will cover everything from selling points to brand appeal to revenue; all of this information from documentation on multiple sources.

e. Pre-Internet Fashion Communication

Now that we've established that fashion on its own is a way of communicating, we should discuss about how to communicate fashion. By this we mean how does the public learn and know about fashion. We'll begin by establishing the previous model of communicating fashion. This model was disrupted in 2009 due to blogging, and this is what we'll talk about in the following section. This section is based, amongst others, on Evolving Communication, an anonymous¹ project for the Master of Communication in Digital Media program at the University of Washington, 2010.

Fashion communication, until the 70s, was highly centralized, in a top-down model, from fashion creators to consumers of fashion. In the 1950s there was the first big disruption of fashion communication: Television completely changed the way people consumed media, which used to be focused on radio, newspapers, movies and specially magazines, who were the biggest sufferers of this crisis, since fashion

¹ The essay is in Wordpress form and does not state who its author is.

magazines saw how Television “stole” their readers to become their audience. Television was much simpler, faster, and less expensive; and reached “all” households. It is a very persuasive media, and Fashion television is a huge way of communicating fashion information: it launched fashion trends, and turned designers and models into celebrities, icons.

“Fashion television has had far-reaching effects on the fashion industry. Fashion reporting like that of Clench and Baker has brought high fashion into the homes of millions and helped define it for the mainstream. Not only has fashion television launched trends, it has also made designers more attuned to the “telegenic” qualities of their runway shows. It has boosted the profiles of designers and models.”

(Evolving Influence, 2010)

Glossy magazines (in paper) and Hollywood stars we see on Television are the traditional means of transmitting fashion that are still powerful today, and follow a “systematic top-down process of developing and pushing “controlled” messages to audiences.” (Evolving Influence, 2010)

Even if they still are immensely powerful, in 2009 something changed: due to the recession, publishers stopped receiving advertisers, and the magazine industry was deeply wounded due to the lack of revenue. At the same time, front row fashion shows were flooded by bloggers that were starting to have great impact on fashion. These fashion-related blogs, especially those that have become incredibly famous due to their dedication, have been recognized by the fashion industry. Some of them even have done fashion design collections in collaboration with big name brands like Dolce & Gabanna or Alexander McQueen.

The Internet has democratized fashion communication. And this is what we will explore further in the next chapter.

a. 2009-2014: Internet dominated world

What the fashion communication industry looked like before the Internet has been covered. Now it's turn to talk about what has changed in the past years with the burst of fashion blogging. This is especially relevant to this research because the first bloggers were the ones to democratize the fashion communication industry and gain access to it in unconventional ways, that did not include being an editor or being part of the elites that rule the fashion world. They paved the path for more and more people to join the fashion industry in ways that wouldn't have been possible without the Internet.

First of all we'll cover fashion blogging, what it is, advantages, revenue, etc; then we'll move chronologically towards YouTube and beauty & fashion vloggers, and we'll discuss the same points as with blogging. Finally, Instagram is the last social media this study will focus on, and will be analysed in the same terms bloggers and youtubers were analysed.

i. The burst of fashion blogging

1. What is a fashion blog?

Fashion blogs are blogs that cover the fashion industry, clothing, and personal style. Most fashion blogs offer shopping advice, celebrity fashion choices and street fashion trends. They also judge products and clothes and give their own opinion on fabrics, price, etc.

Fashion bloggers are the people behind them. They can be split into three different categories: Insiders, Outsiders and Aspiring Insiders. (Cocoran, 2006) Insiders are the people who work or have worked in the fashion industry, in any of its different fields, from retail workers to designers or models. Outsiders are people who have a major interest in fashion, but that have other jobs, they are really dedicated to

fashion and usually have great knowledge about it, but only as a hobby; or because they simply consume a lot of fashion. Aspiring Insiders are people who are looking for a way into the fashion business, be it as designers, magazine editors or columnists.

Fashion blogs could also be owned by companies, mostly mainstream media that have incorporated blogs into their content, usually in order to follow the blogging trend and be at one with their younger readers, who have been following blogs since the very beginning.

2. Impact of fashion blogging and advantages

²Internet and social media have become staples in our daily life. This has been a great outlet for fashion marketing since it's the newest commercialization channel. Social media, specifically Facebook and Instagram, have developed a new promotional system. Main advantages to this new system formed by social media (Facebook, Instagram, Blogs, etc) include: (García, 2015)

- It's a very economical kind of publicity.
- It's ideal for start-ups.
- It's not difficult at all: the brand only has to send a garment to the bloggers, which they will choose and then publish. Their followers become interested by the brand and start following it and buying their pieces.
- It opens a window to the world: whatever is published on the Internet can be read by anyone, regardless of origin or status.

Fashion blogging has also had great impact on the fashion industry, for obvious reasons:

First of all, it has speed up even more the process in which the industry communicates its new designs. Before blogs, the only way a fashion enthusiast could be aware of what the designers were up to was to buy monthly magazines like Elle and Vogue.

Nowadays, thanks to blogging and social media, brands can communicate directly from the dressmaking workshop, and showcase exactly what is going on behind the runway, even before clothes are finished.

Robin Ghivan (Pulitzer prize winning fashion writer) claimed that nowadays blogs have democratized the fashion industry (Ghivan, 2008). Everyone has access to

² Infoactualidad – Lidia García-Millán Rodríguez

clothes, be designer or high street, and blogging allows the population to feel like they become part of the usually elitist fashion world. Constance White (fashion editor) says that the entire population can take ownership of the fashion world. Curiously, it's street style bloggers who are setting the trends right now.

Fashion blogs can be updated more frequently, and that sets them apart from fashion magazines, since they cannot compete with the velocity of the Internet. This makes it much easier to stay in touch with up-and-coming trends, and it's one of the biggest advantages, in my opinion, of blogs and social media.

Blogging also makes it so much easier to be up-to-date in terms of local and international fashion at the same time. It's very interesting to see how different bloggers from every country in the world mix and match trends that would be completely foreign to them if it weren't for the Internet. Daily visits are needed to keep up with the fashion industry nowadays (Evolving Influence, 2010).

Fashion bloggers have been able to penetrate the fashion industry, and have succeeded in doing so thanks to hoards of followers, their influence, unique content and quality, and of course; passion. What's great about this is that everyone and anyone can be a part of the fashion industry, and discuss everything, from Zara to High End couture.

Lastly, but probably one of the most important advantages to fashion blogging, it's how they are perceived much more relatable than any other type of fashion communication. Readers of fashion blogs tend to feel and interact with the bloggers they follow in a manner that resembles that of a friendship. Many bloggers have been deeply criticised because after a while they've lost that relatability (taking in too many sponsorships, not updating as often, etc); but those that have been able to maintain it, through years and years of blogging, are the ones that have made it big.

Names like Dulceida (Aida Domènech) or Chiara Ferragni (The Blonde Salad) started when they were just students and now have brands like Dior by their side, and not only brands, but also millions of daily followers.

3. Fashion blogging and sponsorships

In order to explain how the world of sponsorships works, this research has looked for the opinions of 3 different bloggers, who give insight on how they became fashion bloggers and how they receive money for their jobs.

These three bloggers were chosen in order to see the different perspectives in the matter:

- Chiara Ferragni (The Blonde Salad): she is probably the most known blogger worldwide, and this is why she was selected by this study, because she's internationally known and was one of the first to become big.
- Aida Domènech (Dulceida): probably the biggest Spanish blogger. She is also known worldwide, even if she is on a different scale to Chiara Ferragni; and this is why she was chosen by this research.
- Milagros Plaza (Style in Lima): she is one of the lesser known bloggers who are able to make a living out of blogging, even if she is in no way as famous as Dulceida or The Blonde Salad. This study wanted to feature the opinions of smaller blogs in order to see sponsorships from all points of view.

Before starting, it's worth pointing out that this is a really difficult area of the fashion industry to research on, because there are still lots of secrecy both from brands and bloggers.

Milagros Plaza (Style in Lima) claims that sometimes she does feel like an "ad-woman", even though she assures she identifies with the brands she works with and would never take any offer that didn't fit her style or her lifestyle. The same claim most bloggers, who have had to take action regarding what was and wasn't sponsored (this will be further developed regarding youtube content), since followers felt their

lifestyle wasn't as relatable after seeing bloggers who used to dress in Zara and H&M, wearing Chanel and Prada.

Aida Domènech or Dulceida, one of the most influential Spanish bloggers claims exactly the same thing, and so does Chiara Ferragni from The Blonde Salad, who is considered to be the most influential fashion blogger, and one of the first to take the jump and succeed.

All three of them are followed by thousands and thousands of followers, but these are usually very different since they have completely different blogging profiles.

I'm going to name a few examples in order to see how these bloggers have turned a hobby into a full-time job, and not only that, but into a great source of income:

- Milagros Plaza is 34 years old and from Lima (Style in Lima), and she started blogging 6 years ago. Four years ago she came to Barcelona, where the blogging industry was much more saturated. She has slowly but surely



refreshed her blog, and doesn't consider herself a "blogger" but an "influencer", and aspires to become a 2.0 Communicator (La Vanguardia, 2015). In order to achieve this, she is studying a master in social media management and digital marketing. She believes that what draws in so many followers from social media is her ease and transparency. She, like many others, does not hide that she is in fact a "real woman", but relies on making it sound and look more elegant. She also showcases her daily life, how she goes grocery shopping or how she takes care of her 5-year-old daughter. This has made brands more interested, and they suggest more and more experiences and products to try.

Milagros Plaza, *Style In Lima*

- Aida Domènech (Dulceida) is 25 and living in Barcelona. She started her blog 5 years ago, as a hobby. She wanted a personal space to show everything she enjoys, and didn't think too much about it. Nowadays, she has followers from all over the world, and her numbers keep growing. She shares her risky style, eclectic even, and relies on shocking aesthetics that can't leave you indifferent. She claims her style can't be defined because it changes daily, depending on her mood and how she feels like that day. As long as she's comfortable, that's all that matters. Probably this has been key to her success, since this fresh approach to fashion has a lot of grip, especially on younger followers who see bloggers as role models. She is most definitely one of the most influential trendsetters. The sponsorships and influence comes with a downside, though: Aida Domènech has exposed herself so much she had to make an entire post about her recent breakup, and she is not the first one to have done so. This is relevant because it's not only their clothing that gets exposed, but also their personal life, which in turn makes them appear closer to the audience, and more personal, and results in more sponsorships; because people see these bloggers as reliable sources of information. (The more personal, the more reliable). Nevertheless, it's been three years now since she has lived entirely off her blog, and she has a 5 people team behind her. She says, "Unwillingly, I sell my lifestyle and what I do." And this is exactly why brands like Ron Barceló, hotels like the W, or strictly fashion brands sponsor her on travels, experiences, and obviously, clothing. She is also very active in all social media, especially on Instagram but also on Youtube and Snapchat, which is the new up-and-coming social media site according according to this research as it will be seen later. Dulceida has her own manager, but most

bloggers can't afford the luxury. Actually, their brand relationship is gradual: once they have a significant number of followers, they are noticed and are offered gifts, which can then lead to more substantial contracts depending on pay-off and follower engagement. But Milagros Plaza (Style in Lima) says brands are not ready enough yet to measure the real influence of bloggers on their followers.

Aida Domènech, *Dulceida*

- Chiara Ferragni: the most influential blogger. She is 27-years-old, Italian and started her blog (The Blonde Salad) in 2009. Chiara Ferragni is far from the



girl that started blogging 6 years ago. She has now a team of 16 people around her, partners with luxury brands like Burberry and Dior, and is one of the highest-paid bloggers: she earns approximately 7 million euros per year. This is why she participated in Harvard's first blogger case study this year. This report explains exactly how Ferragni makes so much off her blog, and how others can learn from her success. She and Ricardo Polizzi, her partner & co-

founder of The Blonde Salad, explained what they believe are the keys to their success: first of all, they turned down certain jobs that would have paid very well in order to not lose brand integrity. Since they were both young students at the time, it was a very hard thing to do, but they decided not to because it would've made Chiara become a walking advertisement. They chose, instead, to wait until better opportunities developed, and after a while, high-end brands started to notice her influence. They paid for the first international Fashion Week from their own pocket. Nowadays Ferragni and her team are sponsored to attend worldwide fashion shows, not only by fashion brands, but also hotels and restaurants; but at the beginning, when she first got invitations to fashion shows, they had to pay for their travel. Pozzoli says that more often than not, in blogging, you have to spend a great deal of money to make money and gain repercussion and influence. Since she was one of the very first pioneers, she had to invent new ways to make profit, like RewardStyle (a platform that tracks products sold through blogs) or started blogger product placement; which is now extremely common even in lesser-known blogs. The way they started doing this was by posting a story about an outfit, or a trip, or any experience really; and then she'd include the companies' links within the text. Later on, she started her own design collaborations, with Yamamay, Superga, Steve Madden; and now is a designer on her own for the Chiara Ferragni brand. The Chiara Ferragni brand's future sales are estimated around 7 million euros in 2015 and 10 million euros in 2016, according to them. Lastly, she acts as a host for events for 30 to 50 thousand dollars, and that doesn't stop brands from contacting her, because she is the most popular blogger worldwide (daily followers) and the most globally geographically spread audience (says

Polizzi). She will be cover of international top magazines (for instance, April'15 Vogue Spain) and has over 3,3 million Instagram followers. The Blonde Salad is no longer a lifestyle blog, but a lifestyle brand, like the Man Repeller. Pozzoli and Ferragni hope that, by adding posts unrelated to Chiara Ferragni, they will be able to become, in a few years, an independent magazine. (Refinery 29, 2015)



Chiara Ferragni, *The Blonde Salad*

We've talked about the paid advertising side of the blogosphere, but what about all the fashion blogs that are a free source of ads to designers and retail stores. Their influence has been massive, specially to help up-and-coming designers and also to bring back to life high-end designers, for which millenials have no interest whatsoever. Most independent bloggers aren't paid, and are lucky to receive gifts to mention every once in a while; in exchange, obviously of them mentioning the brand in a post.

Fashion blogging has become a very profitable business; even though the reality is that those who succeed and can actually live off their blog are the minority. Nevertheless, it's the loud minority, since they are the ones being heard.

4. YouTube & vlogs

It may seem unimportant to point out youtubers in this research, but it is extremely important, since they were the next step to bloggers. Also, there is a lot more information about their revenue and how they make a salary than from bloggers, even if the information is still scarce. First we'll check definitions and show examples of beauty youtubers who have become big names of the fashion communication industry, and then sponsorships and revenue will be discussed. Many famous youtubers have become famous Instagrammers in the same way bloggers did.

a. What is a youtuber?

We will understand youtuber as a content maker for the video-sharing platform called YouTube. YouTube has existed for a long time, but it's increasingly growing daily, which means that it is possible to make money off it as a content creator.

It is definitely a real business right now, specially followed by teenagers. We'll focus on beauty/fashion vloggers (videoblog) since they are the ones that are related to the rest of this work.

Beauty and fashion youtubers are people who create videos with content related to fashion and beauty. We are talking of makeup tutorials, get ready with me (a video where one shows how they get ready in the morning, to go to a party, to go to bed, etc.), beauty related how-to videos (how to wax, how to cut your hair, what to do when you get your first period, etc.), fashion lookbooks, etc. Their content varies from youtuber to youtuber, some are strictly beauty bloggers, while others share their personal life and even do daily vlogs where they show every minute of their day.

Beauty bloggers are the second most viewed on YouTube, right after gamer videos. Their success relies on simplicity, creativity and a very didactic way of

speaking. They are very influential, specially to young girls who look up to them as role models, as the big sister they may not have. What is most important, in my opinion, is that they not only teach how to put on makeup, but also they are independent, self-sufficient models for young girls to look up to, and teach self-confidence and give helpful tips from how to wax your brows to what to do if you suffer abuse.

Even though most of them started posting YouTube videos as a hobby, or as a way to simply share their talent with friends; their success has completely blown most of them away, and has lead them to places they never could have imagined. For instance, Zoe Sugg (Zoella) is one of the most popular British youtubers and will be made a wax figure for the Madame Tussaud's museum in London, as she explained recently in a video. This is upon request of thousands of people who went to the museum and asked for her. This just goes to show how much influence these young people talking to a camera in their bedroom have on their audience.

I will now show some examples of the most famous worldwide youtubers, since they are the most influential and the ones that get bigger monetary revenue from ads:

- Michelle Phan: Vietnamese living in America, she's definitely the international "queen" of beauty tutorials on YouTube. She started on 2006, and has now over 5 million subscribers and over 800 million replays. What's key to her success is the originality of her characterizations, which are inspired on celebrities or imaginary characters (Barbies, vampires, etc.);



and also her oriental inspired beauty tips that surprise her mostly occidental audience (homemade hair and face masks). Added to her original content, we can attach her success to the high quality of her work, not just technically but on terms of editing.

- Zoe Sugg (Zoella): she is most definitely the beauty UK queen of youtubers. She started on 2007 and has more than 8 million subscribers, and 430 million



replays on her videos.

She is 25 years old now, and is an author as of November 2014, when she released her first novel: *Girl Online*, which she wrote hand in hand with her editor. One of the things that shock and actually show the impact of these young celebrities on teenagers is the fact that *Girl Online* sold out immediately and broke the record for sales since 1998; overstepping JK Rowling's *Harry Potter*. Her YouTube channel consists mainly of fashion and beauty hauls (she shows what she bought recently and explains the reasons why), favourites videos (where she talks about her most used products of the month), and so much more; including a second channel where she posts daily vlogs about her life among other British youtubers, specially her boyfriend, who she lives with, Alfie Deyes (PointlessBlog), but also Lousie Pentland (Sprinkleofglitter), Tanya Burr, Tyler Oakley, etc. She is represented by the

Gleam network, and appears on the DailyMix YouTube channel. She is also on all social media, especially Twitter and Instagram, where she has over 3 million followers on each account. She shares most of her life, including a video talking about her social anxiety and insecurities; which also helps make her more relatable and not like another celebrity. This 2014 she also released Zoella Beauty, her own brand of bath and beauty products.

- Tanya Burr: she's a British makeup artist who launched her YouTube channel on 2009, as of 2015, she has nearly 3 millions subscribers and over 209 million replays on her videos. She started making tutorials copying celebrity makeup looks, and beauty hauls. Now she is represented by the Gleam Network and appears on the DailyMix YouTube channel. She also has a vlogging channel, where she uploads daily vlogs about her life amongst other British YouTubers, especially her fiancé, Jim Champan (brother of the Pixiwoo sisters), who also has a YouTube channel. She recently released her



book: *Love, Tanya*, a beauty guide with lots of healthy recipes and tips; and also has launched Tanya Burr Cosmetics, a makeup range for Superdrug.

- Samantha and Nikki Champan (Pixiwoo): They are two sisters and professional makeup artists from



England. Their YouTube channel started on 2007 and they have now over a million and a half subscribers. Their videos have been replayed over 180 million times.

They are really prestigious, and their own line of makeup brushes (Real Techniques) has become a worldwide success, with its quality due to their knowledge on makeup. They are one of the best examples of how YouTube can help develop a real business.

- Jenn Imm (Clothesencounters): She's an Asian American girl from California, and part of "The Platform", a YouTube community dedicated to Street Style fashion. She started her channel on 2010 and has nowadays over a million subscribers and over 100 million plays on her videos. She has a very young and fresh perspective on fashion and has just graduated from college. Her videos share her love for fashion, on sections like "What Would Jenn Wear", daily vlogs with her boyfriend, a British musician; and have now a contract with Refinery 29, the famous online fashion magazine.



- Estée Lalonde (Essiebutton): with over 900 thousand subscribers, and 54 million replays; this Canadian living in London shares her life with her boyfriend Aslan (now turned YouTuber as well). She started out as a beauty blogger, but now she makes videos about everything she finds interesting, from recipe videos, to books, or even daily vlogs about her life with her boyfriend and greyhound (Reggie).



- Ingrid Nielsen (Missglamorazzi): she's an American youtuber who started on 2009. She has now over 3 million subscribers and over 200 replays on her videos. She is one of the biggest names of the YouTube Beauty industry and



has definitely improved the filming quality of her videos over the years. She's now 25 and lives completely off her YouTube channel, thanks to regular collaborations with different brands.

- Sammi Maria (Beautycrush): she's a British fashion styling graduate, started YouTube on 2009 and has over a million and a half subscribers, and over 110 million replays on her videos. Her videos used to be centred around makeup tutorials and fashion outfits; but nowadays she has branched out onto health, advice, recipe etc. She also has a daily vlog channel where she shows her daily life with her boyfriend Jason and her two puppies. Sammi and Jason have just released their own clothing line called Novem and Knight. She also collaborates with different beauty and fashion brands, like ASOS and Topshop; which provide her with items she later on puts in her videos and reviews, with clothing she has bought herself.



b. Sponsorship: advertisement warnings

Being a youtuber is, nowadays, a job by all means. This means earning a living by creating original videos, from gaming experiences to beauty tutorials; which are the ones we will focus on in this study.

Youtubers are a big support for both big and small businesses. Just because a famous youtuber mentions a product, it is immediately sold out. We've seen this happen hundreds of times in the last two years: Mac's Teddy was sold out last year after Kylie Jenner (not a youtuber, but still) wore it, and it is still sold out now. Popular products like the Collection 2000 concealer, Rimmel London's Kate Moss lipsticks, Maybelline's Age Rewind eraser concealer, NARS Orgasm blush, Urban Decay NAKED eye shadow palette, NARS Laguna bronzer, and a long list of other products that constantly sell out because of the endorsement beauty bloggers have given them.

This has created many problems, especially involving the loss of credibility amongst their viewers; who have learnt to take all they hear on YouTube with a grain of salt, since many product reviews are endorsed. The main issue is that these youtubers built their follower base by being the iconic girl-next-door type. They offered a fresh, relatable view on the makeup market; just like the tips you would get from a sister or a friend. They started out as a community who offered advice, self-confidence, a place for girls to tell you what they loved.

Fast-forward a few years, and with the boom of corporations trying to explore the Internet market, they recognized the influence these young girls had on other teenagers, and they started contacting them, offering money or services in exchange of a video. At first, these practices were hidden, but after a while it was necessary to regulate these subtle advertisements. A first attempt was the FTC (Federal Trade

Commission) on the US, to force transparency on online content; but it isn't a clear law and wasn't all that useful in the end. Recently, the UK Advertising Standards Authority (ASA), chose to create a much more clear law: if any products are sponsored on a video, this video has to include the word Ad (Advertisement) on the title, to avoid confusion.

The ASA Regulation: (ASA website, 2015):

“[...] Sometimes, however, it's not always obvious, in particular on digital media platforms, which is why our ruling involving a series of YouTube videos by vloggers serves as a timely reminder of the importance of advertisers being up front and clear with an audience when they're advertising to them. [...]”

“[...] How does a vlog become an ad? It's all about payment and control. Where an advertiser has paid for and has editorial control over content produced by a third party, in this case the vlogger's YouTube videos, this has to be made clear upfront.”

“Why is it important to make clear an ad is an ad? It's important that we understand when we're being marketed to so that we can make informed decisions about what we're being told. Plus if it's appearing in a format that we'd normally expect to be non-promotional, we should be told up front about whether it's an ad so that we can decide whether we want to continue viewing. In simple terms, it's not fair to falsely promote a product. [...]”

“[...] the ads were on online video channels that were usually non-promotional, the commercial intent should have been made clear before viewers clicked on the content.”

“As outlined last year in our ‘Blurring advertising and blogs’ piece, it’s perfectly legitimate for vloggers (or bloggers, tweeters etc) to enter into a commercial relationship and be paid to promote a product, service or brand. We’re not here to regulate that relationship or to stop vloggers earning money. But when that commercial relationship is in place then the onus is on the advertiser, and by extension the vlogger, to be upfront about it and clearly disclose the fact that they’re advertising. [...]”

“[...] Ultimately, it pays to be honest. Vloggers build their fan base on the originality and authenticity of the material they produce. It’s potentially damaging to their reputation to be found to have hidden the fact that the content they’re producing is paid for and controlled by an advertiser. It’s important to note that, if advertisers and vloggers aren’t upfront, not only could they be in breach of the Advertising Code, they could also be breaking the law. By dealing fairly and honestly with their followers vloggers can enjoy the benefits of their commercial relationships with advertisers without alienating their fan base. “

The above statement from the ASA website, called “Making ads clear: The challenge for advertisers and vloggers”, comments upon the need for vloggers to make it clear and obvious that the content they are uploading has been sponsored. This is because consumers are used to conventional means of advertising, and know how to identify an ad, but not when it comes in a format that used to be non-biased and informal, that we’ve learnt to trust. “It’s not fair to falsely promote a product” (ASA, 2014) It also claims their aim is far from preventing youtubers to earn money through sponsorships, but that it is needed to disclose the commercial relationships they share. Vloggers need to be honest since their fan base relies on their authenticity and reputation.

c. Revenue

Nowadays most (if not all) famous youtubers have a management deal on a multichannel network, like Disney's Maker Studios. At first, they start earning a bit of money off the ads that pop up on YouTube videos, because of their huge amount of replays and loyal subscribers. Most youtubers started making content as a hobby but now have found a profession, out of nowhere, that allows them to make a living off posting content.

Slowly but surely, it is becoming a grown-up business. Young people who started out creating as a hobby, are becoming mature entrepreneurs, and the whole industry is evolving alongside, thanks to the multichannel network landscape that allows them to bloom both financially and in content.

There is a whole new branch of advertisement to be filled: product placement is just the tip of the iceberg, with brands offering endorsement for the biggest YouTube stars, the bigger the audience, the bigger the pay check. There's also merchandising, book deals, etc. Also, live events, like VidCon, are a big present and future way of making money, just like celebrity "meet & greets".

Nevertheless, Business Insider (J. Edwards 2014) estimated that a youtuber (Olga Kay) who has over 1 million subscribers, earned between 100.000 dollars to 300.000 dollars in 3 years. That is in gross revenue: after taxes, YouTube's cut and editing costs, she was estimated to be earning around 21.000 dollars per year, so becoming a youtuber may not be the best business after all. Another example, but this one counterposed, is that of Zoe Sugg, who according to Business Insider (M. Stone, 2105) has paid over 1,4 million dollars for a 5-bedroom house in Hove, East Sussex (UK). She is only 24 years old but has over 7 million fans on her YouTube channel, a

range of beauty products and a best-selling book, “Girl Online”. She is also in the process of writing her second book.

Finally, this is a rank by Business Insider (H. Jacobs, May 2014) of the top 5 earning YouTube stars (non beauty related):

- 1st: PewDiePie: 825.000 – 8.47 million dollars (after YouTube’s 45% cut); 23,9 million subscribers.
- 2nd: BluCollection: 660.000 – 6.38 million dollars (after 45% cut); 628.000 total subscribers.
- 3rd: DisneyCollectorBR: 505.000 - 5.06 million dollars (after 45% cut); 1.05 million subscribers.
- 4th: Smosh: 448.000 – 4.5 million dollars (after 45% cut); 27,71 million subscribers.
- 5th: SkyDoesMinecraft: 293.000 – 2.92 million dollars (after 45% cut); 8.99 million subscribers.³

³ These are all gross revenue estimates.

5. New social media: Instagram

a. What is Instagram?

Instagram is a free photo-sharing smartphone app developed by Kevin Systrom and Mike Krieger on 2010. This app allows its user community to take pictures, edit them with in-app filters and frames and show them to their friends and followers, in its own feed or on many other social media platforms, like Facebook, Twitter, Tumblr or Flickr. Nowadays, it also enables its users to share 15'' videos, with or without filters, and private message pictures to some of your friends and followers. (App Store, 2015)

Even though it was originally designed just for IOS, on April 2012 the Android version was launched, which got over a million downloads in the first 24 hours. Ever since it was created, Instagram has always gained and maintained great popularity. In November 2011 it had over 12 million users. Nowadays, this number is over 100 million active users, and is one of the most used worldwide apps. No wonder Facebook bought it on April 2012 for a thousand million dollars!

Instagram is homage to both Kodak Instamatic and the Polaroid cameras. It's key feature is the square format of the pictures, and the 19 filters available to modify the pictures, and all the other features like backlight, blurring, frames, etc. It fits just right in the nostalgic, vintage inspired culture we live in nowadays; and that is probably one of its popularity keys.

b. What is an Instagrammer / Instablogger?

Firstly, this study decided to turn to dictionaries in order to give a more academic definition of the word Instagrammer, but, since it is such a new concept, no official definitions could be found; thus the definition we will base the study on had to be found on unofficial dictionaries.

Urban Dictionary (non official) “Instagrammer” definition:

“Instagrammer simply means a person who gets on Instagram.

Better used for a person who gets on often or is obsessive over insta.” – Mekakitty Cullen (2015)

The concept of instagrammer, as we can see above is just someone who has an account and is active on the social app Instagram. Nevertheless, it is more often than not used to describe someone who constantly checks his or her Instagram (or insta), is obsessive over follower count and pictures; and has set times of the day when they post a picture in order to get more likes.

Instablogger, on the other hand, is a more specific concept: it defines someone who posts content, be it pictures or videos, on Instagram, and has lots of loyal followers just like a blog, that comment on their pictures. Basically is a regular blogger, but that doesn't have a blog, just an Instagram. Usually regular bloggers or youtubers use Instagram as a tool to stay active more often and in touch with their followers, since the comments count on Instagram is much higher than that on the comment sections of a blog; and it just makes it so much easier for followers to interact with bloggers. Nevertheless, these are not who we consider instabloggers, since they mainly use another platform to blog (Blogger, Wordpress, YouTube).

We'll further deeply discuss if Instagram is going to replace blogging in the long run in a few years since more and more people are resorting to Instagram and

not Blogger to create content, since they can reach a bigger, more constant audience that way, in the Results (page 61) section of this paper.

c. Fashion and Lifestyle Instagram

Just like bloggers and youtubers, there is a niche of instabloggers that create and post fashion and lifestyle content. These type of instagrammers would be the ones who post outfit pictures (#OOTD = Outfit of The Day), general fashion related items, like newly bought products, or items they are considering buying; fashion inspiration Instagram, beauty products they've recently bought, makeup looks they wear, etc. Also, because they usually are a mix of fashion/beauty/lifestyle instagrammers (this has been the tendency lately, to not just focus in one section of the blogging world, but to expand to other areas – this makes more brands interested in bloggers), they will post other content: healthy breakfast, stylish meals (because not all food is instagrammable, aka: suitable for Instagram) that are usually sponsored by the restaurant or restaurant group (Grupo Tragaluz), their vacations, hotels and spas they've stayed at (usually gifts sponsored by the hotel), parties they are at, studying, working, and a long etc. of everything and anything they do. This is really remarkable since it allows their follower demographic to see what they are up to, and they are definitely celebrities they can look up to and aspire to be. This also splits the different instabloggers in age groups, depending on what they post (if they are at university, their follower demographic usually is from 14 to 25, if they are older and working, their follower demographic tends to be older, from 18-30, if they are young moms/dads, their follower demographic also grows older, and it keeps going for other age groups). Obviously, as these instabloggers grow older their demographic grows older with them, and this usually means that they maintain those followers, even if their content gradually changes. Why is that? Well it's very simple. 20 year olds who are at university have different interests than 30 year olds. 20 year old fashion and lifestyle instabloggers will post about their friends, how hard it is to study, how they

miss the summertime on the beach, and partying all night; maybe they will post about their boyfriends/girlfriends and what they do together; and all this content is exactly what younger followers are looking for, someone to look up to who has “the perfect life” in their eyes. Older instabloggers are most likely to post about their upcoming weddings, or their friend’s, their babies and pregnancies, how hard it is to work a full time job; etc. This obviously is not as appealing for a 14 year old, but it is way more appealing to a 28 year old. This simply happens because they are on different stages of life.

Lastly, I would also like to point out that there are lifestyle/photography Instagram accounts followed by thousands, where the instabloggers is a boy, usually young and very good looking, that appeals to younger girls, much like celebrities like Justin Bieber and One Direction. These boys usually post vacation pictures, surfing, on a boat etc. More often than not, they are shirtless; and even though they may be great photographers, most of their followers are young girls who are infatuated by their cool looks.

d. Worldwide famous Spanish instabloggers

In order to give some examples and insight on content and appeal, I will list below some of the most famous Spanish instabloggers.

Even though most of them lead a lifestyle that is completely unrealistic (or pretend to); they own a huge dresser filled with big-name labels they mix and match with Zara and H&M, incredible vacations in distant places, and basically; a lifestyle most of us can't afford, they are great influencers of our youth, and more and more brands are paying to get a shoutout even if it's just in one picture.

These instabloggers were selected because of their popularity among women asked, because of their similar lifestyles, because of their international reputation or lack of international followers, and more. Several different motives are behind each choice, in order to let the reader see the differences and similarities between instabloggers, and also get a mental image of what an Instablogger is.

This list was made asking several girls and women age 14-30 (pictures at page 38):

- Inés Arroyo Ruiz
- Georgina Vives
- Blanca Miró
- Jessica Goicoechea
- Claudia Constans
- Carla Hinojosa
- Elisa Serrano
- Andrea Belver
- Marta Vidaurreta
- Silvia Bacquellaine
- Monica Anoz
- Nina Urgell
- Belen Hostalet
- Teresa Andres Gonzalvo
- Eider Paskual
- Marc Forne

- Blanca Miró @blancamiro

o 60.500 Followers

blancamiro
BLANCA MIRÓ SCRIMIERI Business gabriela@gpa2consulting.com
Hello@blanca-miro.com Fashion Marketing & Communication Stylist Model Personal Shopper Snapchat queenblancamiro

1,053 publicaciones 60.5k seguidores 595 seguidos

Seguir

- Jessica Goicoechea @goicoechea22

o 120.000 Followers

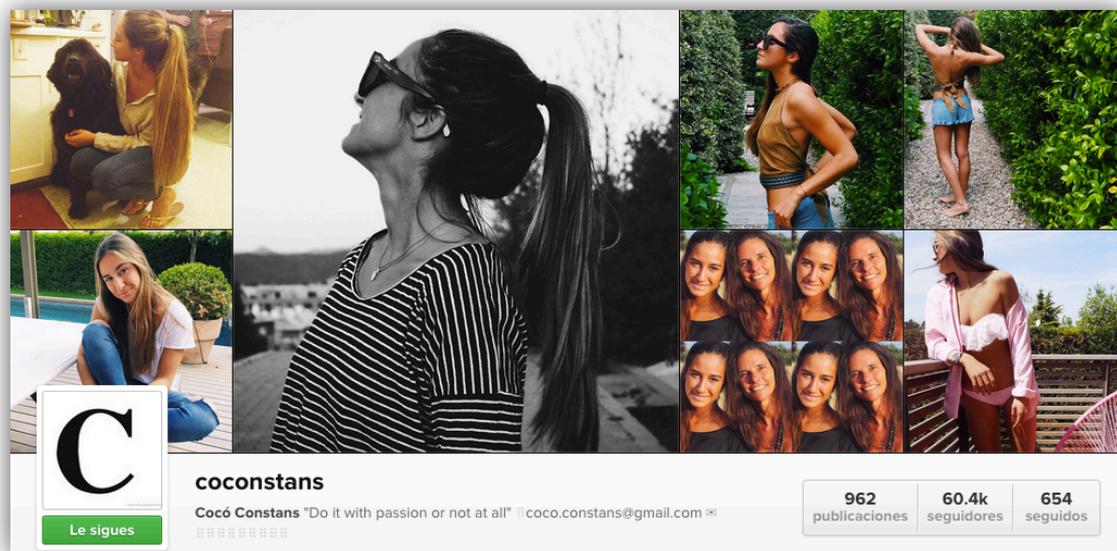
goicoechea22
JESSICA GOICOECHEA Model 5th avenueI BCN info@jessicagoicoechea.net
<http://jessicagoicoechea.net>

445 publicaciones 120k seguidores 532 seguidos

Le sigues

- Claudia Constans @coconstans

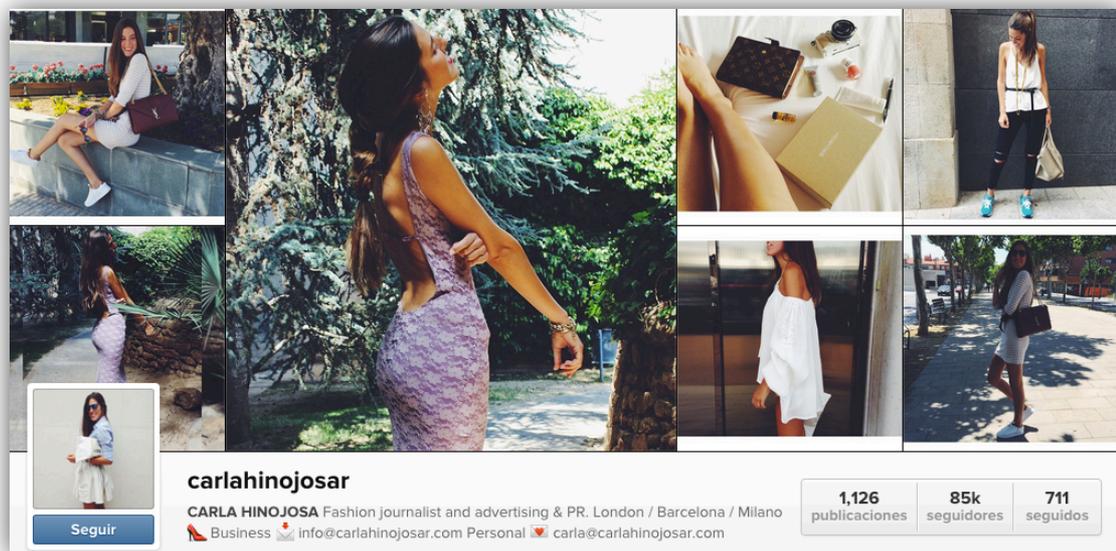
o 60.400 Followers



The image shows the Instagram profile for Claudia Constans (@coconstans). The profile picture is a large black and white photograph of her looking upwards, wearing sunglasses and a striped shirt. The grid of posts includes a photo of her with a dog, a photo of her sitting by a pool, a photo of her in a blue bikini, a photo of her in a pink top, and a collage of her smiling. The bio reads: "Cocó Constans 'Do it with passion or not at all' | coco.constans@gmail.com". The statistics show 962 publicaciones, 60.4k seguidores, and 654 seguidos. A green button says "Le sigues".

- Carla Hinojosa @carlahinojosar

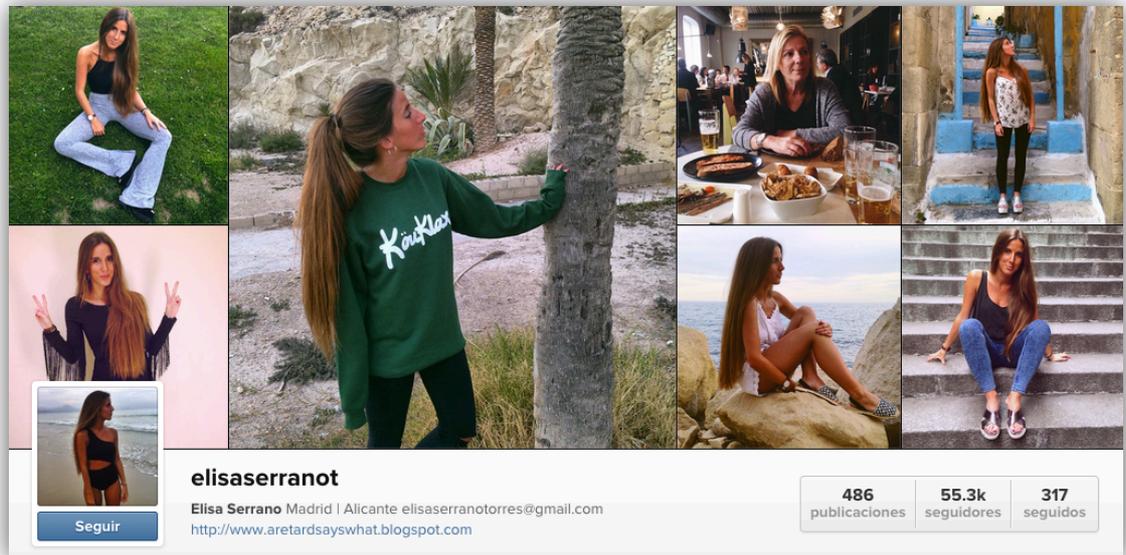
o 85.000 Followers



The image shows the Instagram profile for Carla Hinojosa (@carlahinojosar). The profile picture is a small photo of her in a white dress. The grid of posts includes a photo of her sitting on a ledge, a large photo of her in a purple lace dress, a photo of her legs with a bag, a photo of her in a white top and black pants, a photo of her in a white top, and a photo of her walking. The bio reads: "CARLA HINOJOSA Fashion journalist and advertising & PR. London / Barcelona / Milano | Business | info@carlahinojosar.com Personal | carla@carlahinojosar.com". The statistics show 1,126 publicaciones, 85k seguidores, and 711 seguidos. A blue button says "Seguir".

- Elisa Serrano @elisaserranot

o 55.300 Followers



The profile for @elisaserranot features a grid of eight photos: a woman in a black top and jeans sitting on grass; a woman in a green 'Kink' sweatshirt by a tree; a woman at a restaurant table; a woman on blue stairs; a woman in a black top and jeans making peace signs; a woman in a white top sitting on a rock by the sea; a woman in a black top and jeans sitting on concrete steps; and a small profile picture of the same woman. The bio includes the name 'elisaserranot', location 'Madrid | Alicante', email 'elisaserranotorres@gmail.com', and website 'http://www.aretardsayswhat.blogspot.com'. Statistics show 486 publications, 55.3k seguidores, and 317 seguidos.

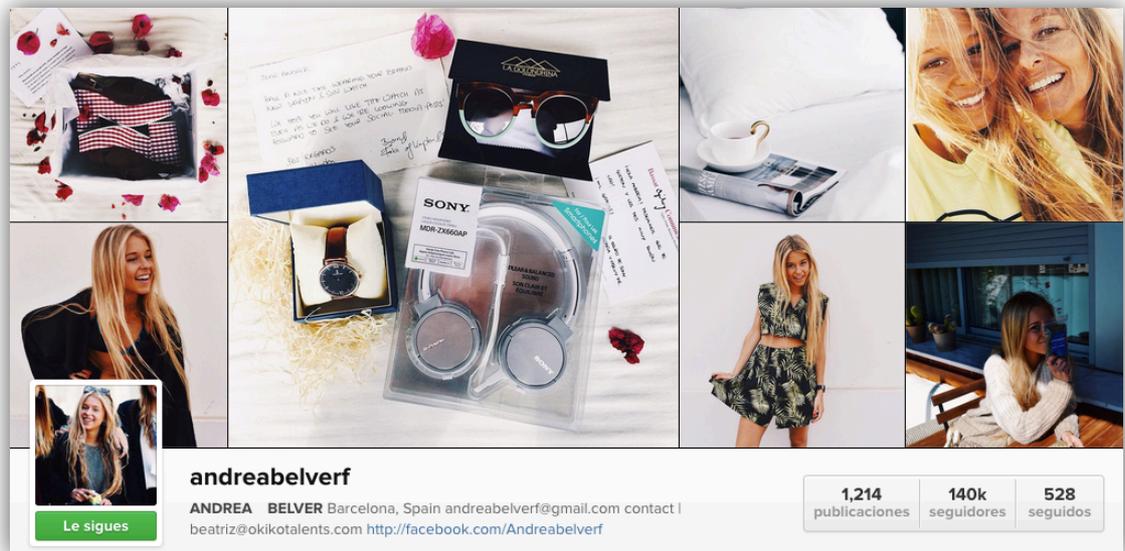
elisaserranot
Elisa Serrano Madrid | Alicante elisaserranotorres@gmail.com
<http://www.aretardsayswhat.blogspot.com>

486 publicaciones 55.3k seguidores 317 seguidos

Seguir

- Andrea Belver @andreabelverf

o 140.000 Followers



The profile for @andreabelverf features a grid of eight photos: a gift box with a watch and sunglasses; a woman in a black jacket; a woman in a yellow top; a woman in a black and white patterned dress; a woman in a white sweater; a woman in a black and white patterned dress; a woman in a black and white patterned dress; and a woman in a white sweater. The bio includes the name 'andreabelverf', location 'Barcelona, Spain', email 'andreabelverf@gmail.com', and website 'http://facebook.com/Andreabelverf'. Statistics show 1,214 publicaciones, 140k seguidores, and 528 seguidos.

andreabelverf
ANDREA BELVER Barcelona, Spain andreabelverf@gmail.com contact |
beatriz@okikotalents.com <http://facebook.com/Andreabelverf>

1,214 publicaciones 140k seguidores 528 seguidos

Le sigues

- Marta Vidaurreta @martavidaurreta

o 32.800 Followers



The grid for @martavidaurreta features a central image of three women in front of a 'DESCENSO' sign, surrounded by smaller photos of fashion items like sunglasses and a watch.

martavidaurreta
Marta Vidaurreta see the world through my eyes martavidaurreta@gmail.com

380	32.8k	384
publicaciones	seguidores	seguidos

- Silvia Bacquelaine @sbacquelaine

o 11.500 Followers



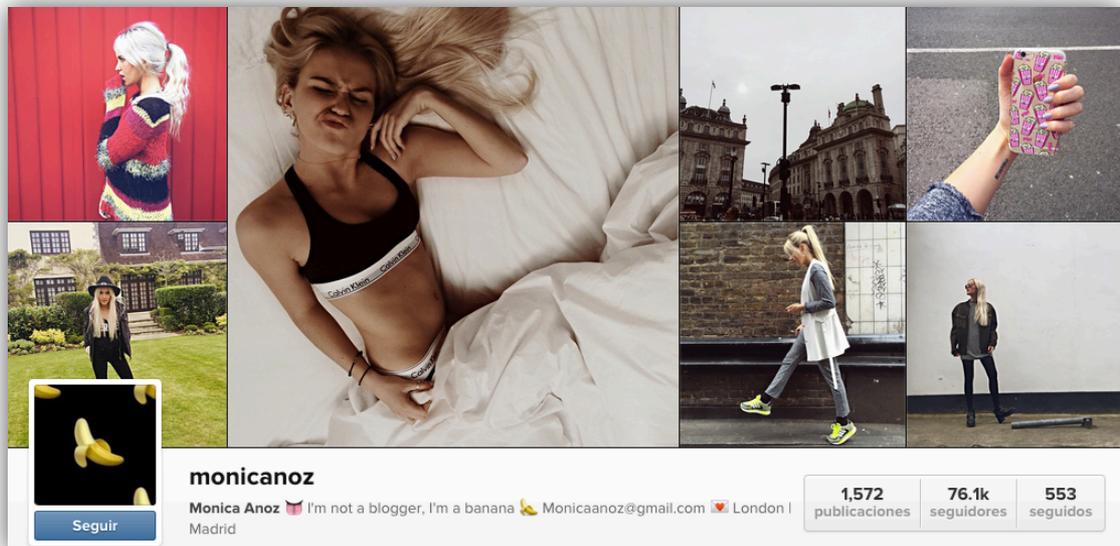
The grid for @sbacquelaine includes a central image of a woman in a checkered outfit, a photo of a t-shirt with 'I LOVE YOU' in multiple languages, and various fashion-related images.

sbacquelaine
SILVIA BACQUELAINE - Forget the rules 🇪🇸 5th Avenue Model - Spain
Business & Collaborations 📧 ##### silvia.bacquelaine@gmail.com

215	11.1k	765
publicaciones	seguidores	seguidos

- Monica Anoz @monicanoz

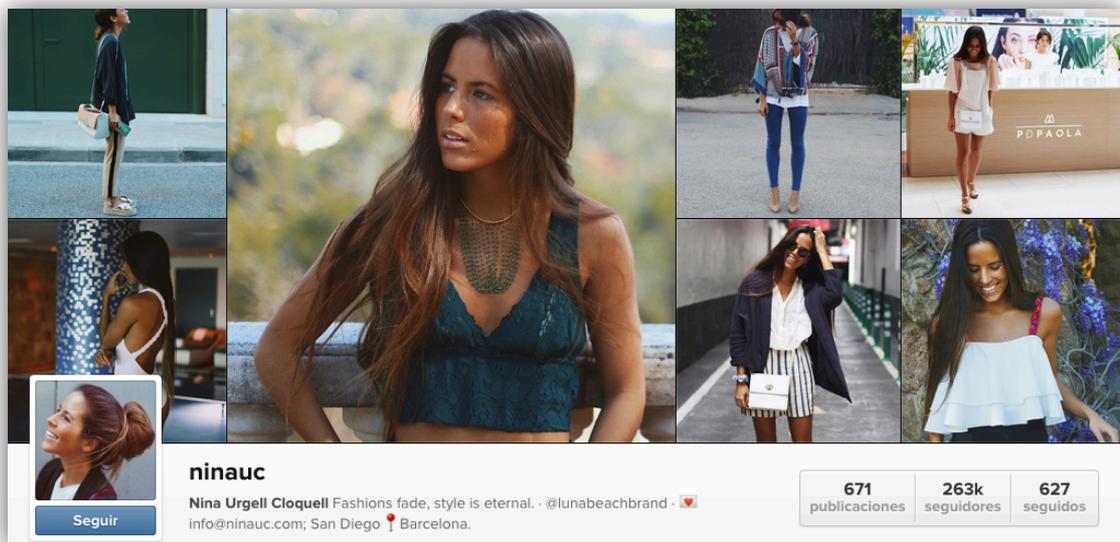
o 76.100 Followers



The image shows the Instagram profile of Monica Anoz (@monicanoz). The profile picture is a small square showing yellow bananas. The main grid features a large central image of a woman in a black sports bra with 'Calvin Klein' written on it, lying on a white bed. To the left, there are two smaller images: one of a woman in a colorful sweater and another of a woman in a black coat. To the right, there are two more images: one of a woman walking in a city and another of a woman standing against a white wall. The bio reads: 'monicanoz', 'Monica Anoz 🍌 I'm not a blogger, I'm a banana 🍌 Monicaanoz@gmail.com 🇬🇧 London | Madrid'. The statistics show 1,572 publicaciones, 76.1k seguidores, and 553 seguidos. A 'Seguir' button is visible.

- Nina Urgell @ninauc

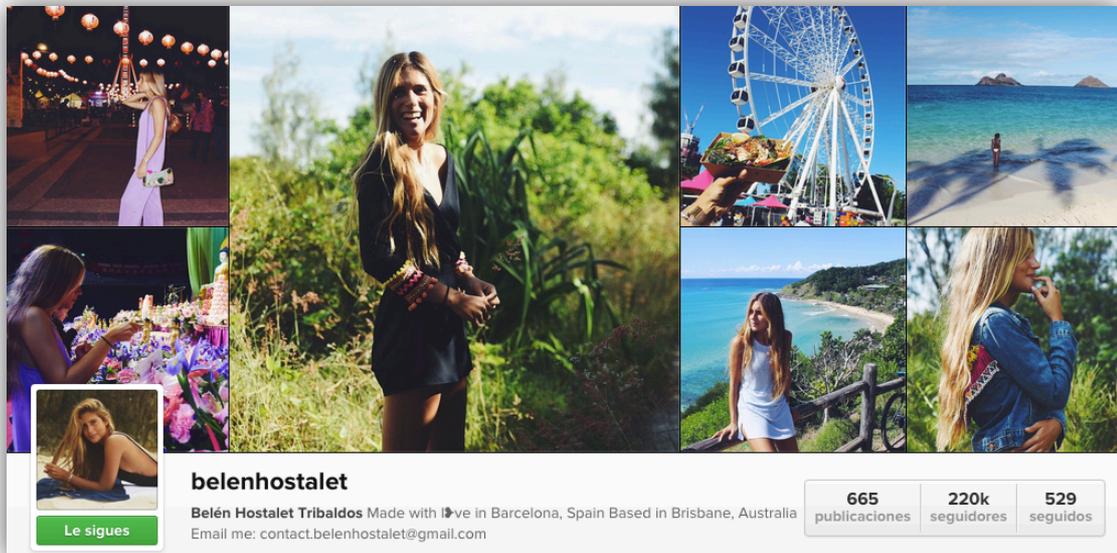
o 263.000 Followers



The image shows the Instagram profile of Nina Urgell (@ninauc). The profile picture is a small square showing a woman's face. The main grid features a large central image of a woman in a blue lace top. To the left, there are two smaller images: one of a woman in a dark coat and another of a woman in a white dress. To the right, there are two more images: one of a woman in a white dress and another of a woman in a white top. The bio reads: 'ninauc', 'Nina Urgell Cloquell Fashions fade, style is eternal. • @lunabeachbrand - 🇪🇸 info@ninauc.com; San Diego 📍 Barcelona'. The statistics show 671 publicaciones, 263k seguidores, and 627 seguidos. A 'Seguir' button is visible.

- Belen Hostalet @belenhostalet

o 220.000 Followers



The profile for @belenhostalet features a grid of six photos. The top row includes a woman in a white dress at night, a woman in a black dress in a field, a Ferris wheel, and a beach scene. The bottom row shows a woman with flowers, a woman in a white dress by the sea, and a woman in a denim jacket. The bio identifies her as Belén Hostalet Tribaldos, based in Brisbane, Australia, and provides contact information. Statistics show 665 publications, 220k followers, and 529 followed.

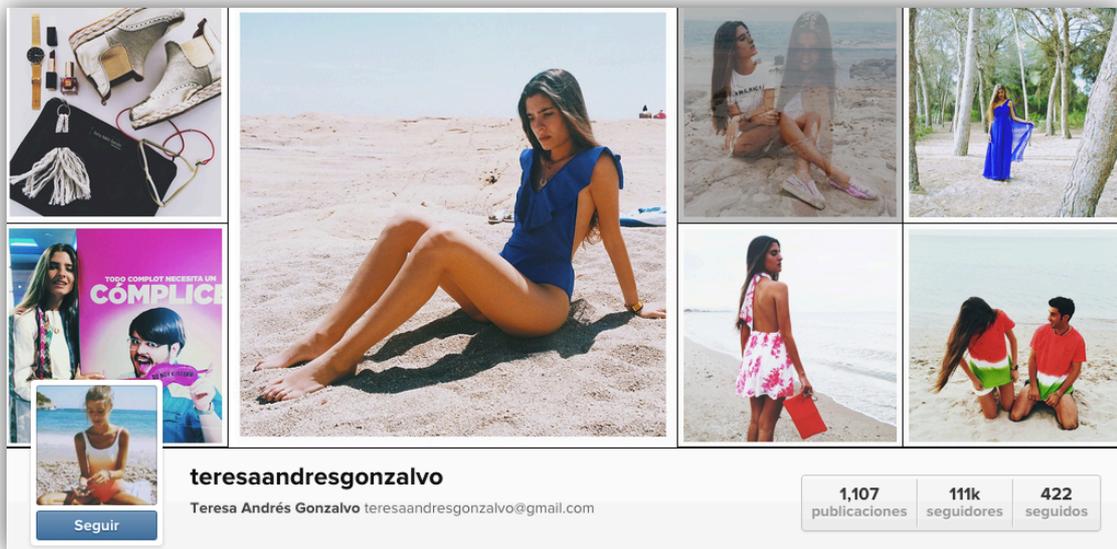
belenhostalet
Belén Hostalet Tribaldos Made with in Barcelona, Spain Based in Brisbane, Australia
Email me: contact.belenhostalet@gmail.com

665 publicaciones 220k seguidores 529 seguidos

Le sigues

- Teresa Andres Gonzalvo @teresandresgonzalvo

o 111.000 Followers



The profile for @teresandresgonzalvo features a grid of six photos. The top row includes fashion accessories, a woman in a blue swimsuit on a beach, a woman sitting on a beach, and a woman in a blue dress in a wooded area. The bottom row shows a woman in a floral dress, a woman in a white dress, and a couple on a beach. The bio identifies her as Teresa Andrés Gonzalvo and provides contact information. Statistics show 1,107 publications, 111k followers, and 422 followed.

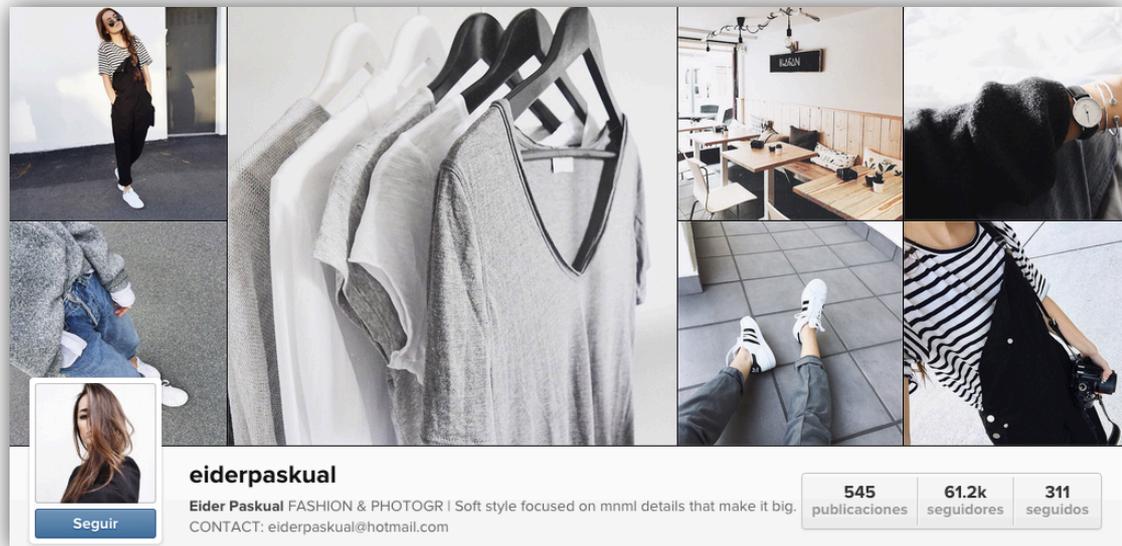
teresandresgonzalvo
Teresa Andrés Gonzalvo teresaandresgonzalvo@gmail.com

1,107 publicaciones 111k seguidores 422 seguidos

Seguir

- Eider Paskual @eiderpaskual

o 61.200 Followers



The profile for @eiderpaskual features a grid of fashion-related images. The main grid includes a woman in a striped shirt and black overalls, a rack of grey and white clothing, a modern interior with a desk, a person's feet in white sneakers, a close-up of a black beanie, a person's feet in white sneakers on a tiled floor, and a close-up of a striped shirt and black overalls. The profile header includes a circular profile picture of a woman, the name 'eiderpaskual', the bio 'Eider Paskual FASHION & PHOTOGR | Soft style focused on mnml details that make it big. CONTACT: eiderpaskual@hotmail.com', and a 'Seguir' button. Statistics are shown in three boxes: 545 publicaciones, 61.2k seguidores, and 311 seguidos.

eiderpaskual
Eider Paskual FASHION & PHOTOGR | Soft style focused on mnml details that make it big.
CONTACT: eiderpaskual@hotmail.com

545 publicaciones 61.2k seguidores 311 seguidos

- Marc Forne @marcforne

o 109.000 Followers



The profile for @marcforne features a grid of lifestyle and fashion images. The main grid includes a man in a white t-shirt and jeans, a man in a light blue shirt standing in front of a stone wall, a man and a woman outdoors, a person in a boat on a lake, a man in a dark shirt and shorts, and a person's feet in sneakers. The profile header includes a circular profile picture of a man, the name 'marcforne', the bio 'Marc Forné UNO Models Snapchat - marcformemartin Business: inquiries@marcforne.com http://WWW.MARCFORNE.COM', and a 'Seguir' button. Statistics are shown in three boxes: 1,837 publicaciones, 109k seguidores, and 861 seguidos.

marcforne
Marc Forné UNO Models Snapchat - marcformemartin Business: inquiries@marcforne.com
<http://WWW.MARCFORNE.COM>

1,837 publicaciones 109k seguidores 861 seguidos

e. Revenue

We've seen how these girls (and boy) have hundreds of thousands of followers who comment and interact with them on Instagram, without the need of a more traditional blogging platform. But now, how is this appealing to brands?

According to a Business Insider report, there are many reasons. First and foremost, Instagram is now the “most important” social media, over Facebook and Twitter among young users; secondly, as it has grown, it has grown more gender balanced (there used to be more female users before); also, it's growing close to Twitter in total users, and new members are joining in. More than half of American 12 to 24-year-olds had an Instagram account (2014, Business Insider); and lastly, it's more popular on wealthy households: 83% of upper-income teens had Instagram.

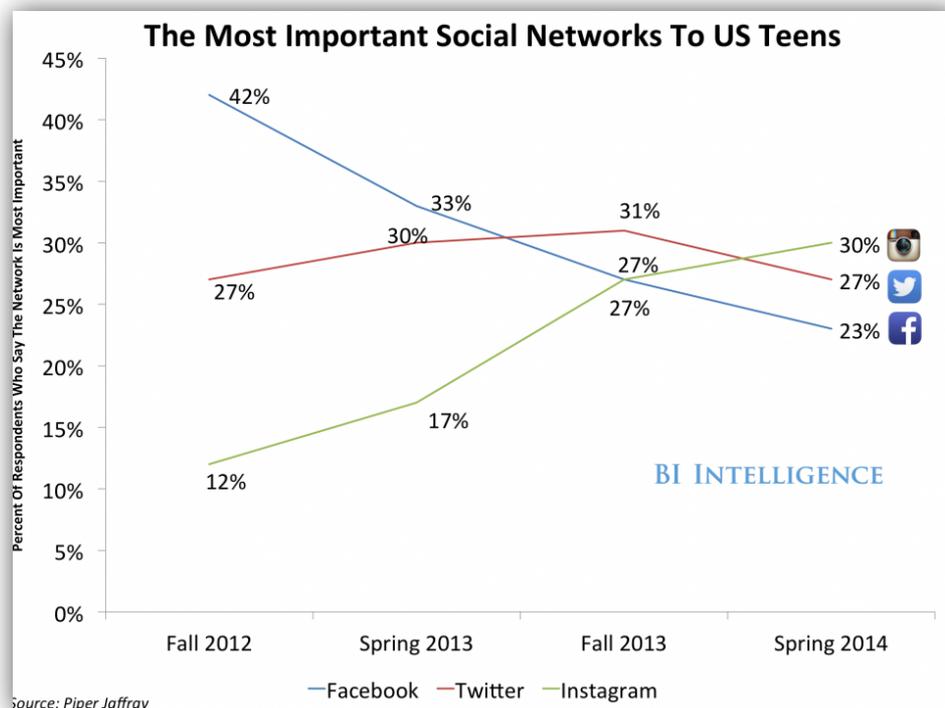


Fig 5. Business Insider, 2014

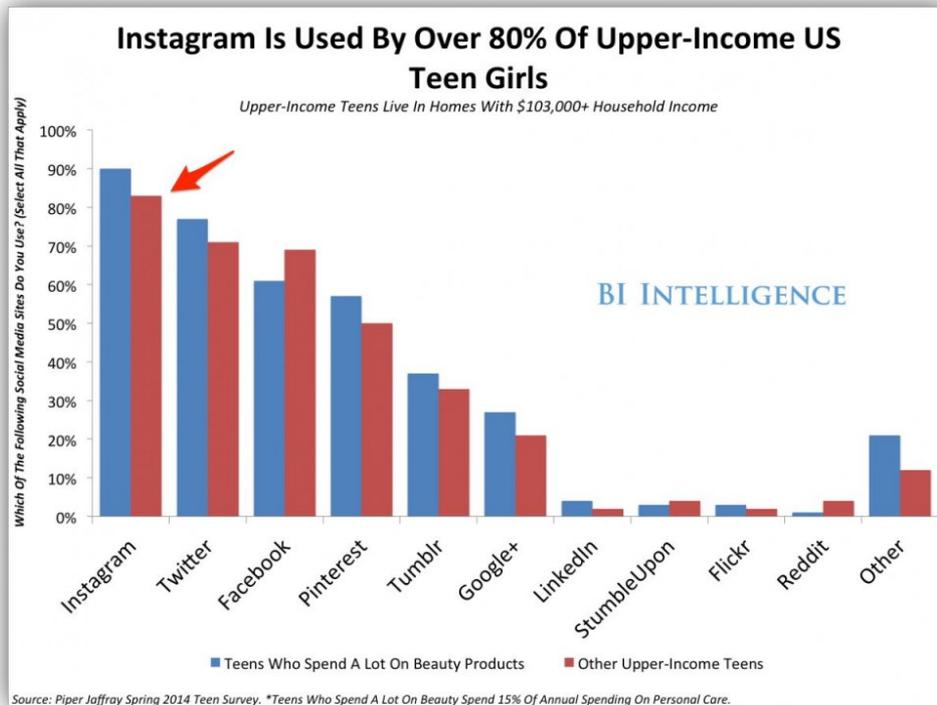


Fig 6. Business Insider, 2014

This makes it an obvious choice for brands, since wealthy teens are the most likely to spend money (what we can see on the chart over these lines) on whatever products they offer. Also young people and teenagers are the most influenced by peer pressure, and Instagram crowd of young, beautiful, inspiring, instabloggers are definitely a big influence on today's teenagers. The only problem is that, unlike in blogs where affiliate links can help tell how many products have been sold through a link on a blog, Instagram has a very limited use of links: only one in the description of the account. Since March 2015, brands can place ads that link directly to their website, within Instagram, which could not be done before. Nevertheless, its use is still limited; but the possibilities are yet to be discovered.

Another big quality of Instagram that helps brands reach out to those bloggers or instagrammers that fit best to their marketing needs, is that all these instagrammers have a very distinct style and aesthetic. This makes it really easy for brands to choose

the demographics they want to cater and create sponsorships according to their needs (Darwin, 2015).

In terms of specific revenue, Danielle Bernstein from We Wore What, explained to Harpers Bazaar (Schaefer, 2015) how bloggers on Instagram are being paid by brands to put their products in their posts. Bernstein went on to explain how, as of May the 20th, she had 992.000 followers, and would soon get to 1 million; which meant she would be able to charge a lot more per sponsorship. For one Instagram shot, she gets from \$5.000 to \$15.00; but these numbers can vary depending on what the brand asks for, if it is a long term commitment or multiple pictures. There are also products given as a gift, or even agent-negotiated content, where the blogger will feature a certain brand and not its competitors in the same shot.

These are probably just a few of the ways instabloggers can make money, but since it is such a closed environment and very few people are willing to openly talk about how much they make it's very difficult to talk of official numbers.

4. Methodology

This study bases its research in 3 different fronts of documentation:

1. Documentary research:
 - a. Basically this research based its theoretical framework and social and technological context on literary research, be it scientific books, university thesis, online papers, online magazines, print articles, etc. Such a variety of media was used because Instagram and blogging are both quite new platforms and not much has been written and printed about them; so most of the papers on them are university thesis and essays or online magazine articles. The mix of opinions also enriches the work done and makes it more reliable.
2. Online survey and interviews:
 - a. For the social and technological context and to answer the research questions, this study based its research on a quantitative online survey and a qualitative interview. They were asked in Spanish because that's the language most people asked use in their daily lives; and this study believes it's more important to show the original quotes and not an interpretation. Quotes used on the research will also be in Spanish, but they will be accompanied by an explanation of what the quote means in English. You can find both in Annex 1 and 2.
 - b. The online survey was answered by 20 people of a very specific profile: the age range was 14-30 years old, which is the demographic that uses social media most often, and specially Instagram. Most of the people asked had Instagram and used it often, which was the target the survey was aimed at. Also, since questions about their answers were asked, many of those who did the survey gave insight on questions this research had, and that is remarkable because those are unbiased opinions of regular people, users of Instagram and followers of bloggers and instabloggers. These people are all either high school students, university students, or university graduates, from middle and upper-middle class and use technology very often.

They were selected because studies show this demographic is the most active on Instagram and social media, as we can see on this research's social and technological context.

- c. The interview was asked to two fashion bloggers, who were selected because one (La Florinata) is an established fashion and lifestyle blogger from Barcelona who started in 2011, and the other (Irina Kylish) started just over a year and a half ago, and is starting out in the business right in the middle of the Instagram boom. This means their opinions are sometimes very similar and other times opposed; which enriches this study and is exactly what it was looking for in order to have the least biased research possible. They are both from Barcelona, and don't make a living from the blog, but have either a day job or are studying.

5. Results

a. Research questions:

i. What is so appealing to brands about Instagram?

The reason why it's relevant to explore why brands find Instagram an appealing social media is that we need to understand the reasons behind fashion brands marketing strategy on Instagram, because since it's such a new platform, this hasn't been widely studied. It is aimed by this study to find out what makes Instagram and Instabloggers so relevant in the marketing side of the industry, why they've chosen to start investing in fashion instagrammers instead of keeping a more traditional marketing strategy.

ii. How have fashion bloggers been affected by the Instagram newcomers?

What this question aims to answer is if bloggers have seen a change in their follower base since Instagram became such a popular app; especially if they see Instagrammers as a threat or if they simply see them as the perfect complement for fellow bloggers.

iii. Will Instagram overrule the blogging world?

Nowadays, the industry is shifting slowly from print magazines to online magazines and blogs. Society has been testimony of this change for the past 5-6 years. Nevertheless, magazines are still going on, not as strongly as before, perhaps, but print fashion magazines are still huge sources of information. What they win on reliability, they lose on velocity and exclusivity. It seems as though both parties have found their place in the fashion communication industry for now. This was covered in the Research part of this essay. Magazines have stayed amidst blogs. The question

we want to explore is if Instagram will become the new blogs, and blogs the new magazines? Or will they all find their portion of the industry?

iv. What about Snapchat? Is it the new social media to follow?

Since this study investigates new forms of communicating fashion, and it seems like the Instagram trend is starting to fade into other social media, like Snapchat, it just seemed interesting to keep an eye open for new stages of this industry. This study aims to see if this new form of social media will win over Instagram, or if it fulfils other needs.

b. Research Answers

i. What is so appealing to brands about Instagram?

This first answer has been based in the works of Kontu, Nobbs, Montecchi and Duffy (2013).

Social media has most definitely changed the way brands, and especially fashion brands, relate to their costumers or aspiring costumers. (Doherty & Ellis-Chadwick, 2010; Wright, 2011) Especially thanks to the rise of visual social media platforms, like Pinterest, Tumblr, Vine, or Instagram. Nowadays these new media are used in great measure both by fashion companies and consumers in the fashion industry. (Wasserman, 2013; Arthur, 2013) In the context we could see how brands pay for content to be posted on Instagram: the relationship can be just one sponsored post, a series of post featuring an item, or even a series of posts where the blogger can't mention the competitors (Danielle Bernstein, WeWhoreWhat)

As we've established before in the context, Instagram is one of the fastest growing visual social media (DesMarais, 2013); according to Henning and Rusli (2012), the success of the platform is its simplistic interface, high usability and the focus on visuals rather than text: this makes it easier to browse through, and faster and simpler to check. Its use of hashtags to categorize pictures makes it easier for the user to search for a particular topic. It has become a strategic marketing channel, with tons of potential. Despite this opportunity; many brands have engaged very slowly or are simply coming late to the party (WSGN, 2012)

We can also see how Instagram is the first choice of social media in upper-income US teenage girls (see graphs on page 54 and 55), and this is also one of the main reasons why Instagram is such a relevant social media marketing strategy: upper income teenage girls are one of the demographics most likely to spend money on

clothing, and especially more likely to rely on the opinions of those they consider influential or close to them (their peers, or their idols). New Instagram bloggers fall into both these categories: they are seen as friends and fashion icons, so teenage girls are deeply influenced by their choices: this is why brands are marketing towards Instagram users.

Visual social media has radically altered the way consumers and brands interact. It allows for a two-way communication that makes consumer-to-consumer interaction much easier. (sharing opinions, interests, etc.) (Edelman, 2010; Kim and KO, 2010) “Consumers have become active agents in the branding process.” (Kontu, et al, 2013) Social media is no longer just a platform for information, but for influence (Hanna et al. 2011): we follow those we want to be like, and try to imitate their steps. Social media increases engagement and sharing (viral marketing) (Kontu et al., 2013)

The rise in visual social media shows that visual content is a vehicle to communicate a huge range of information: from brand identity, to product characteristics, to new releases, sales, etc. The fact that smartphones and tablets are getting bigger and more widely owned helps this image-driven consumerism and relationships between brands, also, sharing a beautiful picture with a smartphone is so much less time consuming than other ways to engage with the public, like twitter status updates. Performics (2012) showed in a study that when users use social media, what they enjoy the most are pictures: this is why Instagram is such an important communication platform. (Kontu, et al., 2013)

As we've established before, Instagram demographics are really appealing to brands, since most upper-income US teenagers have an Instagram account. These teenagers are one of the populations most likely to spend money based on the preferences of those they consider their idols. This trait of high income teenagers have

been known for years, and are the base of young girls magazines like Seventeen or Teen Vogue. Nowadays, the focus of attention of those teenagers has simply shifted towards social media, and this has slowly been noticed by fashion brands. At a very small cost, they have a huge exposure, and don't need any other kind of marketing.

We can find the best example of this new marketing strategy in the Australian bikini brand Triangl: Triangl is a bikini brand that's become popular thanks to giving their bikinis to bloggers in hopes they would post about them and generate interest towards their brand, since they did not have enough money for an actual advertising campaign. They claim Instagram is the best platform because its "measurable". You know how many followers someone has just by looking at their profile, unlike with platforms such as Blogger. The advice they give is to start by contacting smaller instagrammers, and, as your follower count grows, keep contacting bigger and bigger instabloggers. For example, in order to get a tweet from Kendall Jenner, they gave bikinis to her friends, until she requested one, and then posted it, where 5 million people could see it. (Sier, Jessica; 2014) Nowadays, they are one of the most popular bikini brands, and have absolutely no need whatsoever for conventional marketing.

In conclusion, the main reasons why brands are choosing instagrammers over other marketing strategies according to this research are:

- 1) Upper-Income teenage girls choose Instagram over other social media platforms.
- 2) It's much more cheaper than other more traditional marketing strategies.
- 3) It's reach can be measurable and it's exponential: one instagrammer posts it, then other see it and buy it and post it, etc.

ii. How have bloggers been affected by the Instagram newcomers?

In order to answer this question, this study has asked two Spanish bloggers, one who started a few years back and has a good amount of loyal followers (Alba Galve, La Florinata), and a second one (Irina Kylish) who started only a year and a half ago. Though they do share most opinions, La Florinata, who started further ago, has more insight in certain areas of the blogging industry, since she has lived through those stages herself along with her blog. Kylish, instead, offers a fresher view on the subject, and has adapted her blog and herself to changes with more ease. For deeper insight, you can find the complete interviews in Annex 1 and 2.

They both started blogging as a hobby, a place where they could freely post their thoughts on fashion and more. Irina considers an instablogger someone who posts about his or her life and daily outfits on Instagram. This is as good a definition as any other.

They have different opinions on instabloggers, probably due to how long they've been working towards their blog and building a follower base. Alba Galve believes they don't have to put as much work into their content as bloggers do, which is probably the case since they don't have to write as much or post as many pictures. She explains that even though brands get direct and instant feedback it doesn't really translate into a positioning on the net. Finally, she makes a big statement saying how instabloggers content will lose all its value once Instagram loses its popularity. Irina doesn't go as far as this, she simply feels that both options are valid blogging options. Nevertheless, they both agree on how much easier it is to have an Instagram account than a blog.

Finally, a very important point that Irina makes is how Instagram is usually just another way for blogger to transfer followers towards their blogs: she calls Instagram a “teaser” of what the blog is like, so those who want to, can read more on the blog.

“Los blogs que se hacen valer de verdad normalmente reciben su flujo principal vía su blog, y si nos fijamos siempre incluyen en el comentario de foto algo así como ‘si queréis más visitad mi blog’, usando siempre Instagram como un teaser de lo que pueden ver en el blog.” (Irina Kylish – 2015)

iii. Will Instagram overrule the blogging world?

While from an industry standpoint this seems very unlikely, more and more people, especially younger, are using solely Instagram, and not focusing on or searching blog content, as we can see on the graphs on social media use in the context (see page 55). If you can get the whole experience in Instagram, why would you go through the effort of reading a blog?

Nevertheless, the question remains: Do you get the whole blogging experience only through Instagram? The answer is simple: no. But, does this mean it will not win over blogging? This study will try to answer this thanks to interviews with fashion bloggers and documental research.

Alyssa Vingan, from *Fashionista (2015)*, talks for most blogger followers when she claims she honestly can’t remember the last time she went on a personal style blog. Nevertheless, she could tell you all about the fashion events that went on last week, who was where and who bought what. This wouldn’t be possible if it weren’t for Instagram. Instagram, since it’s a visual social media, it allows users to

get a glimpse inside blogger's and "It people's" lives, without the need to check all blogs daily.

Since bloggers tend to post their news firstly on Instagram, and then create a blog post about their experience, outfit details and a deeper insight on whatever event they attended. This, in consequence, has logically made readers go first on Instagram, where they check for new information; and then, if interested, they go on the blog to further their knowledge about whatever the blogger has posted. This would be the logical progression, and the relationship between Instagram and blogs. Notwithstanding, as Vingan points out, this isn't always the case. Since we live in the era of fast information, people don't usually stop to read the rest of the blog post, but only read the headlines, aka the Instagram picture.

Online media has also pointed out the relevance of Instagram-only bloggers. Refinery 29 (fashion and lifestyle online magazine) recently issued an article about the most recent generation of bloggers, who don't even have blogs.

They start by pointing out how the earliest bloggers started 10 years ago, and how nowadays fashion blogging has become a realistic career choice, that can turn to a really lucrative business. Then, the article turns to what they consider a new generation of bloggers: Instagrammers, who focus solely on social media, specifically Instagram.

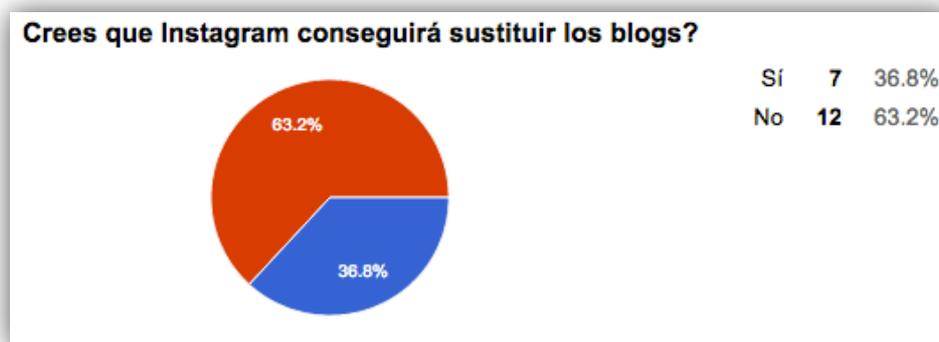
To sum up, they revealed how the Instagrammers they had interviewed all started out without the purpose of becoming bloggers. They simply started posting outfit photos and followers grew organically. First of all, these bloggers aim to keep Instagram as a hobby, rather than opting for the career choice that blogging has become. Instagram is much quicker and doesn't require planning as much as blogging, while still reaching a huge audience (Alisha Kahn, one of the

Instagrammers they interviewed). Most of them don't have enough time on their schedule to dedicate to blogging, so they've turned to Instagram instead. About collaborating with companies, they all share the same stance: since popular Instagrammers have a very distinct aesthetic from one to another, their follower base is very different. Given this, companies have it easier to sponsor posts and gift items, since the target is much easier to identify. The bloggers also all agree that these collaborations are only on products they would naturally use, and thus, they fit in their Instagram feed wholly. Finally, another big point in favour of Instagram is the "effortless aesthetic", and how accessible it is.

This study asked bloggers and users to see how they felt about these changes, and what their opinion on the changing industry was. Bloggers agree on how unlikely it is for Instagram to take over the blogging world, for many reasons. The first fact that blogger is a constantly evolving webpage not social media. Social media tends to fall behind as new platforms come along, like it happened with MySpace, and is currently happening with Facebook and Twitter. It has started to happen with Instagram because of Snapchat, but this will be discussed further on. Since it's a portal, it's a constant flux of new information and it just never stops, and also bloggers have an archive of their posts and are able to search through them easily. Even if Instagram fell, bloggers would still have a site with all their content online, but Instabloggers would lose all their content. They also agree that Instagram will not substitute blogs, except in certain cases where they only have an Instagram account. They do see some advantages to Instagram, that are in complete agreement with the bloggers on the Refinery 29 article that was just commented on: it offers celerity, more direct contact with followers (even if these followers are not as loyal as blog followers), and it's more practical and doesn't require as much effort as a blog.

So, we've seen how bloggers feel about Instagram, but what do Instagram users think about it and how it relates to the blogging world? This study developed an online survey (you can find the details in the Methodology, page 57) to find out, and the answers were surprisingly divided: 36.8% agreed that Instagram would in fact win over blogs, while 63.2% considered it impossible.

Fig 7. Source: "Instagram, user interview" online survey by this study.



Those who participated in the survey and thought that Instagram would win, claimed that Instagram is more accessible (smartphones and tablets), and quicker to check. Also that it's more popular, more and more users look for immediacy and brevity. On the other hand, those who claimed that Instagram and blogs would both survive in the fashion communication industry gave other opinions: that they aren't exactly the same, blogging gives more details and information, people want to know more, they usually ask bloggers for more text so they can get to know the person behind the blog better, they want to know what inspires the blogger; also blogging has become a journalism genre on itself, that is a lot more organized than Instagram, which they see more as a summarizing app. Nevertheless some agree that blogs will suffer a bit of follower loss since some people nowadays prefer quick content to deep content.

To sum up, this question, which was the hardest to answer but the one this study wanted to find an answer to the most, focuses on 3 big points:

- Instagram and blogging most probably will stay alongside in the fashion communication industry.
- Even though Instagram is having its “hype” moment, blogs seemingly will continue to be an important part of the fashion industry, like they’ve been for the past 10 years.
- Some users prefer blogs; some prefer Instagram. Some like both. Blogs have their advantages and Instagram has its own, and they complement each other.

iv. What about Snapchat? Is it the new social media to follow?

While investigating about Instagram and blogging trends, this study found out that the up and coming social media app is Snapchat. Snapchat started out as a very simple photo-sharing app. The user can send a picture or a video, and the recipient has a time limit for how long the image can be viewed, after which it is deleted. Its use was private and kept only to close friends and family, like other apps such as WhatsApp.

“Middle and upper income teens lean toward Instagram and Snapchat.”

Pew Research Center, 2015

“Facebook is the most popular and frequently used social media platform among teens; half of teens use Instagram, and nearly as many use Snapchat.”

Pew Research Center, 2015

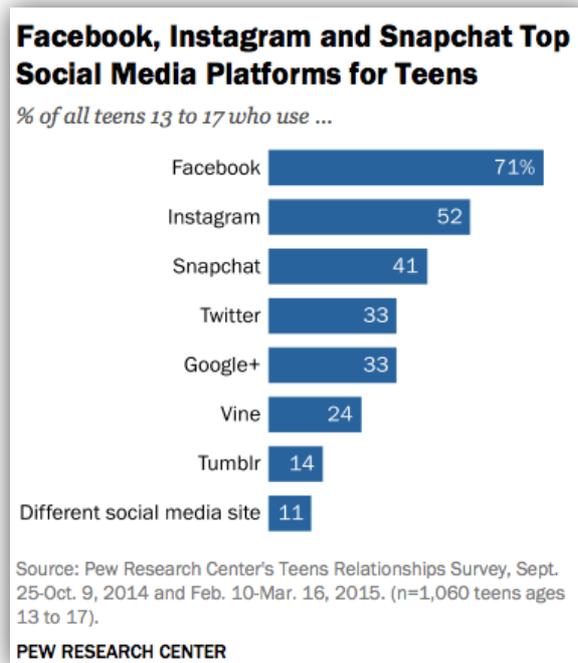


Fig. 8 Source: Pew Research Center

Surprisingly, in the past few months, fashion instagrammers and bloggers have started using it, in order to post daily videos about their life. Most of these are either about events, or simply everyday routines like putting on or removing makeup, having coffee, walking the dog, etc; in a much more relaxed way than we would see in Instagram or blogs. This study asked a few questions about Snapchat on the online survey, to check how they felt about it. About half of the participants had Snapchat (52.6%) and the other half didn't (47.4%). But, out of the ones who did have Snapchat, only 36.8% followed bloggers on Snapchat. This simply show how following bloggers on Snapchat is still starting out and some people don't even know it's possible. Those who do, though, feel like the most important added values

Snapchat gives are freshness and naturalness. They feel like it shows the true self of bloggers and it makes them feel closer to them. This is an opinion also shared by the bloggers this study interviewed. Finally, all parties agree that Snapchat will not become the next Instagram, because the content differs too much. Snapchat is all about being fast, natural, unretouched; while Instagram needs a bit more thought.

6. Conclusions

This research started off with 4 questions to answer: what is so appealing to brands about Instagram? How have fashion bloggers been affected by the Instagram newcomers? Will Instagram overrule the blogging world? And, finally, what about Snapchat? Is it the new social media to follow?

After long research and interviews, this study has gathered the answers for all these questions, which will be summarized in this section of the study. First of all, the main reasons why brands are choosing Instagram over other marketing strategies are that upper-income teenage girls choose Instagram over any other social media platform; it's much cheaper than other more traditional marketing strategies and its reach can be measurable and it's exponential. The second question was asked directly to actual bloggers, who have experienced the rise of instagrammers, and even though they differ on opinions about how much Instagram affects blogging, they both agree an Instagram-only blogger has it so much easier than an actual fashion blogger. They both also agree that Instagram is a great platform to redirect traffic to their blogs, like a teaser for the blog. The main question of the study was if Instagram will take over the blogging world, and after documentation, interviews with bloggers and surveys with Instagram users, the answer this study found was: Instagram and blogging most probably will stay alongside in the fashion communication industry. Even though Instagram is having its "hype" moment, blogs seemingly will continue to be an important part of the fashion industry, like they've been for the past 10 years. Some users prefer blogs; some prefer Instagram. Some people like both. Blogs have their advantages and Instagram has its own, and they complement each other. Finally, while investigating Instagram, a new social media app was introduced in the blogging world: Snapchat, so this study wanted to know if it would become the new Instagram. All parties asked agreed that Snapchat would most probably not become the next Instagram, because the content differs so much; it wins in naturalness and unretouched moments; but Instagram requires a bit more thoughtfulness.

7. Thanks to

I would like to thank my tutor for this study, Carles Llorens, who has been very helpful through the entire research, and definitely a big guidance towards the right direction; Alba Galve from La Florinata and Irina Kylish, the bloggers who kindly answered my Interview and without who many of the questions would have remained unanswered, and everyone who participated in the survey whose opinions and ideas helped this research grow and nurture from different thoughts on the research subject.

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9. Annex

a. Annex 1 - Interview: Alba Galve, La Florinata

(www.laflorinata.com)

Esta entrevista se enmarca dentro del Trabajo de Fin de Grado de Mar Cinca i López, estudiante de Comunicación Audiovisual en la Universidad Autónoma de Barcelona; sobre cómo los blogs e Instagram han modificado la comunicación de moda, y la relación que mantienen entre ellos. Muchas gracias por formar parte de él y ayudarme a resolver las hipótesis que plantea mi estudio.

- *Cuál es tu blog? Además de blog, tienes Twitter, Youtube, Instagram o Snapchat? Laflorinata.com. Dispongo cuenta de Twitter, Instragram, Facebook y Pinterest. De momento me resisto a Youtube y Snapchat, pero no lo descarto.*
- *Cuándo empezaste a ser blogger? Qué te hizo querer tener tu propio blog? Empecé en 2011 junto con dos amigas de la universidad, también periodistas. Lo empezamos como una forma de disponer de nuestro propio espacio en internet, donde poder colgar lo que nos interesara y realizar entrevistas y crónicas relacionadas con el mundo de la moda y gastronómico sin depender de nadie. Seguíamos por aquel entonces unos cuantos blogs y decidimos unir en La Florinata lo que más nos gustaba de todos ellos.*
- *Vives de tu blog? No.*
- *Cuáles consideras que son las claves de éxito de un blog? Sin duda alguna el trabajo constante. El blog es un espacio que se debe renovar casi a diario si quieres que la gente responda y se interese, y como no, la calidad, de las imágenes y del contenido. Al fin y al cabo, la gente mira blogs es para ver imágenes bonitas, inspirarse en ellas y descubrir cosas que no conocían antes.*

- Tienes Instagram? Desde cuándo? Por qué empezaste en Instagram? *Sí. Empecé hace dos años (antes no pude porque mi móvil por aquel entonces no tenía aplicaciones). Empecé como una forma de complementar el blog y porque por aquel entonces Instagram ya había empezado su boom.*
- Que ventajas proporciona Instagram? Y desventajas? *Permite que te conozca más gente y crear nuevas sinergias con seguidores y gente del sector. ¿Desventajas? En el caso de las bloggers, no creo que sea una buena plataforma para generar visitas al blog. Instagram es muy cerrado y, aunque puedes poner links en tu perfil, no repercute directamente en el portal. La gente ve la foto, pone un like y ya está. Además, creo también que es una red bastante pervertida desde el momento que se pueden comprar seguidores a golpe de tarjeta, y muy viciada por el 'te sigo, me sigues'.*
- Qué consideras que es un “instablogger”?
- Cómo has vivido la irrupción de instabloggers que únicamente usan Instagram como plataforma de blog? Crees que es positivo o negativo? *Lo he vivido de una forma natural. Se trata de chicas y chicos que hacen un poco lo mismo que las bloggers, aunque si es cierto que pienso que no tienen tanto trabajo detrás, ni con las fotos ni con los textos. De cara a las marcas les puede generar feedback directo y instantáneo pero no les proporcionan un posicionamiento en internet. Si algún día Instagram deja de ser tan popular, su contenido no estará en ningún sitio y su valor será 0.*
- Recibes más feedback en tu blog o en tu Instagram? *Depende. El feedback de Instagram es más directo pero también más inestable y variable. El del blog lo veo más fiel, es de gente que te sigue desde hace mucho tiempo y que te va leyendo días tras día.*

- Por qué crees que es así? *Como decía antes, Instagram es más rápido e instantáneo que el blog. Además, hay mucha gente que comenta también para llamar la atención y buscar seguidores.*
- Consideras que tener presencia en Instagram es imprescindible? Por qué? *Empecé en Instagram porque tienes que estar. Actualmente es una arma poderosa, en la que se fijan todas las marcas y por lo tanto, resulta imprescindible.*
- Has observado evoluciones y/o cambios entre las distintas redes sociales? (Twitter, Facebook, Instagram) *Facebook ha sido la red social que siempre ha estado. Todo el mundo lo tiene y por lo tanto, sigue generando movimiento constantemente. Twitter, por su parte, experimentó un fuerte boom y ahora su interés ha decrecido considerablemente. Su relevo lo tomó Instagram.*
- Además de Instagram, últimamente muchos bloggers se han hecho Snapchat. Tienes Snapchat? Consideras hacértelo? Qué ventajas o desventajas consideras que tiene?Cuál crees que es la clave del éxito de Snapchat? *No tengo por el momento. No lo descarto pero ya veremos, porque no dispongo de tanto tiempo como para mantener una cierta calidad en todas las redes sociales. Ventajas: es un nuevo canal para darte a conocer. Desventajas: no reporta visitas al blog. No conozco muy bien la red pero supongo que la espontaneidad tiene mucho que ver.*
- Según tu opinión como miembro de la comunidad blogger, qué evolución crees que tendrá el fenómeno Instagram y blogger? *Está por ver como evolucionará Instagram. Se trata de una red social y por lo tanto puede caer en desuso con el tiempo como ha pasado con Twitter y en menor grado con Facebook. Todo termina cansando y por lo tanto, es difícil que se mantenga*

siempre como hasta ahora. Por lo que respecta a blogger, lo veo diferente. Blogger no deja de ser un portal y siempre se puede generar contenido nuevo que interese a la gente, tiene muchas más posibilidades. Además, por lo que respecta a las marcas, les ofrece contenido en Internet, una referencia, un link, que siempre se podrá encontrar.

b. Annex 2 - Interview: Irina Kylish (<http://irinakylish.blogspot.com>)

Esta entrevista se enmarca dentro del Trabajo de Fin de Grado de Mar Cinca i López, estudiante de Comunicación Audiovisual en la Universidad Autónoma de Barcelona; sobre cómo los blogs e Instagram han modificado la comunicación de moda, y la relación que mantienen entre ellos. Muchas gracias por formar parte de él y ayudarme a resolver las hipótesis que plantea mi estudio.

- *Cuál es tu blog? Además de blog, tienes Twitter, Youtube, Instagram o Snapchat? Mi blog es <http://irinakylish.blogspot.com.es> y todas mis cuentas están linkadas al nombre IrinaKylish*
- *Cuando empezaste a ser blogger? Qué te hizo querer tener tu propio blog? Empecé a ser blogger hace cosa de año y medio. Yo me quiero dedicar a la prensa de moda y como es un sector que me atrae mucho, creí que el blog podría ser una manera de expresar mi visión de la moda y a la vez de mí misma.*
- *Vives de tu blog? No, tengo algunas colaboraciones pero no vivo de ello.*
- *Cuáles consideras que son las claves de éxito de un blog? La frecuencia con la que actualizas y un buen material (calidad de la fotografía, expresión, un buen outfit...). También la cercanía con el público.*
- *Tienes Instagram? Desde cuándo? Por qué empezaste en Instagram? Tengo Instagram desde que apareció básicamente. Empecé a usarlo porque me llamó la atención, antes incluso que mis propios amigos empezaran a usarlo, no sé bien bien por qué pero me gustó y hoy en día es la red que más utilizo.*
- *Que ventajas proporciona Instagram? Y desventajas? Inmediatez y sencillez. Llevar un blog conlleva mucho trabajo. Yo estudio y trabajo, eso quita mucho tiempo y a veces no dispones de este para trabajar en el blog. Hay otr@s bloggers*

que sí se dedican exclusivamente al blog y no hacen nada más, estas personas probablemente tengan más probabilidades de triunfar puesto que disponen de más tiempo para invertir en el blog. Instagram permite que publiques tu día a día aunque no tengas tiempo puesto que conlleva a penas unos segundos.

- *Qué consideras que es un “instablogger”? Una persona que lleva su moda personal a Instagram y que es seguida por un público que está interesado en sus looks y su estilo.*

- *Cómo has vivido la irrupción de instabloggers que únicamente usan Instagram como plataforma de blog? Crees que es positivo o negativo? No sé si positivo o negativo pero sí práctico. Pero es francamente igual de válido.*

- *Recibes más feedback en tu blog o en tu Instagram? Es una pregunta difícil. No sé el share que tengo en Instagram, sí los seguidores, pero no puedo dar por supuesto que lo que publico llega a todos ellos, y tampoco puedo contar la gente que visita mi cuenta pero no me sigue y tampoco deja ningún “like” para que yo sepa de su presencia. Así que no sabría responderte. Lo que sí puedo decirte es que en el blog se consigue un público más fiel mientras que en instagram a veces es más pasajero.*

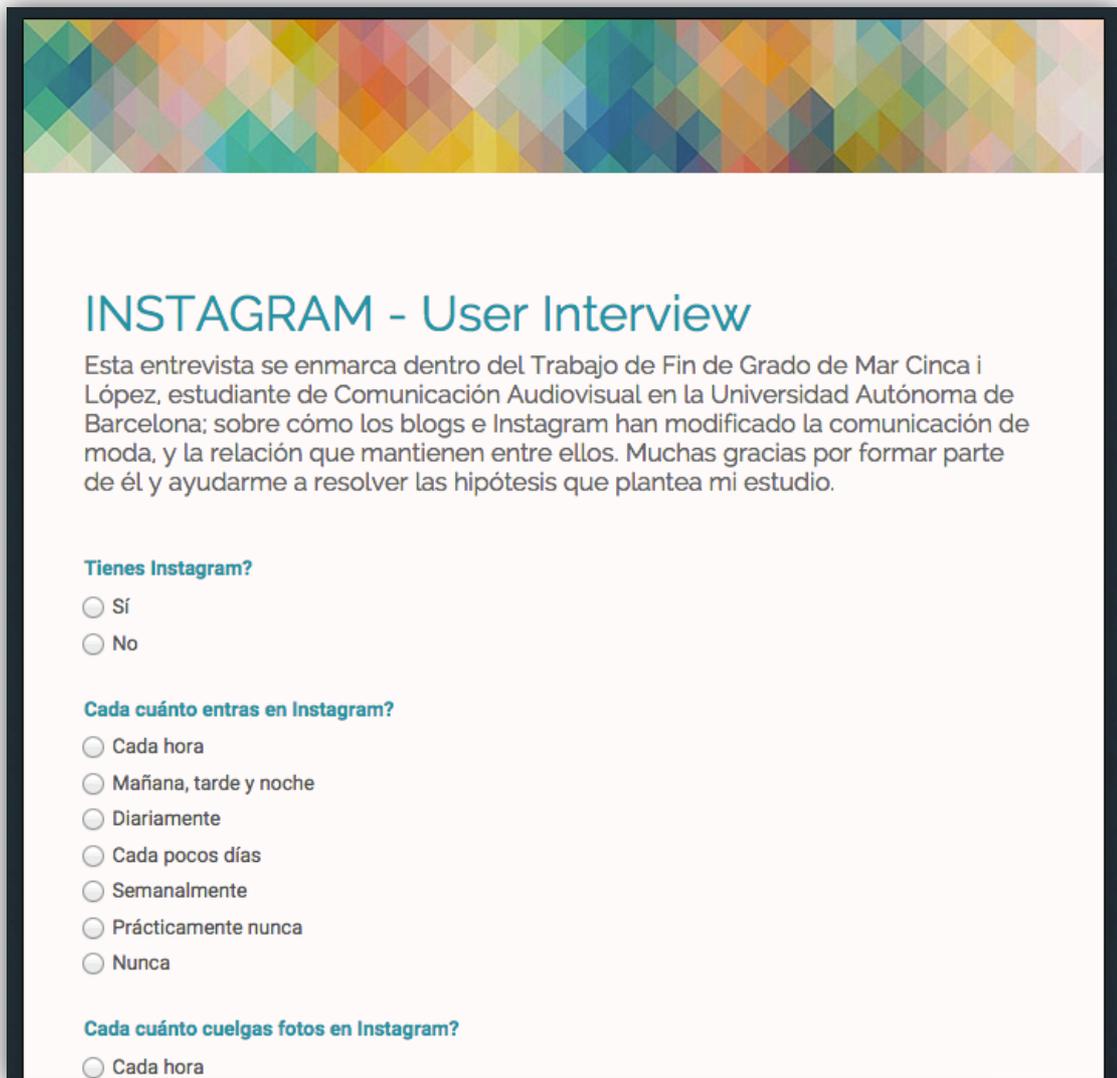
- *Por qué crees que es así? -*

- *Consideras que tener presencia en Instagram es imprescindible? Por qué? Sí, porque es una plataforma a través de la cual es fácil que gente nueva te conozca y te comience a seguir.*

- *Has observado evoluciones y/o cambios entre las distintas redes sociales? (Twitter, Facebook, Instagram) Sí, cambian constantemente, es un hecho si hablamos de tecnología.*

- Además de Instagram, últimamente muchos bloggers se han hecho Snapchat. Tienes Snapchat? Consideras hacértelo? Qué ventajas o desventajas consideras que tiene? Cuál crees que es la clave del éxito de Snapchat? *Sí que tengo. Creo que Snapchat es una buena herramienta para acercarse al público. Cuelgas cosas más informales, más naturales y eso te hace más cercano al público.*
- Según tu opinión como miembro de la comunidad blogger, qué evolución crees que tendrá el fenómeno Instagram y blogger? *Creo que Instagram seguirá siendo una plataforma de soporte para los blogs pero que no los sustituirá excepto casos aislados en que las personas sólo tengan cuentas de Instagram. Los blogs que se hacen valer de verdad normalmente reciben su flujo principal vía su blog, y si nos fijamos siempre incluyen en el comentario de foto algo así como “ si queréis más visitad mi blog”, usando siempre Instagram como un teaser de lo que pueden ver en el blog.*

c. Annex 3: Online Survey:



The image shows a screenshot of an online survey. At the top, there is a decorative header with a colorful, abstract geometric pattern. Below the header, the title "INSTAGRAM - User Interview" is displayed in a large, teal font. Underneath the title, there is a paragraph of text in Spanish explaining the purpose of the survey. The survey consists of three sections, each with a question and radio button options:

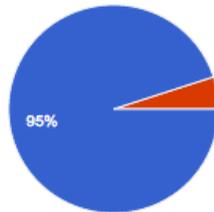
- Tienes Instagram?**
 - Sí
 - No
- Cada cuánto entras en Instagram?**
 - Cada hora
 - Mañana, tarde y noche
 - Diariamente
 - Cada pocos días
 - Semanalmente
 - Prácticamente nunca
 - Nunca
- Cada cuánto cuelgas fotos en Instagram?**
 - Cada hora

This is what the survey looked like, and in the following pages you can check the answers. They are in Spanish because most of the people who had access to it were Spanish, so if it had been in English it would have been much harder to comprehend.

20 respostes

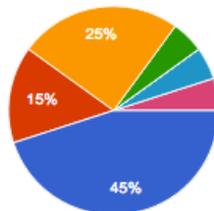
Resum

Tienes Instagram?



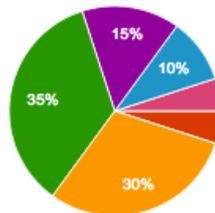
Sí	19	95%
No	1	5%

Cada cuánto entras en Instagram?



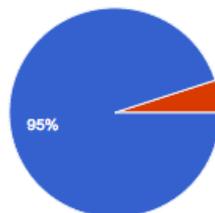
Cada hora	9	45%
Mañana, tarde y noche	3	15%
Diariamente	5	25%
Cada pocos días	1	5%
Semanalmente	0	0%
Prácticamente nunca	1	5%
Nunca	1	5%

Cada cuánto cuelgas fotos en Instagram?



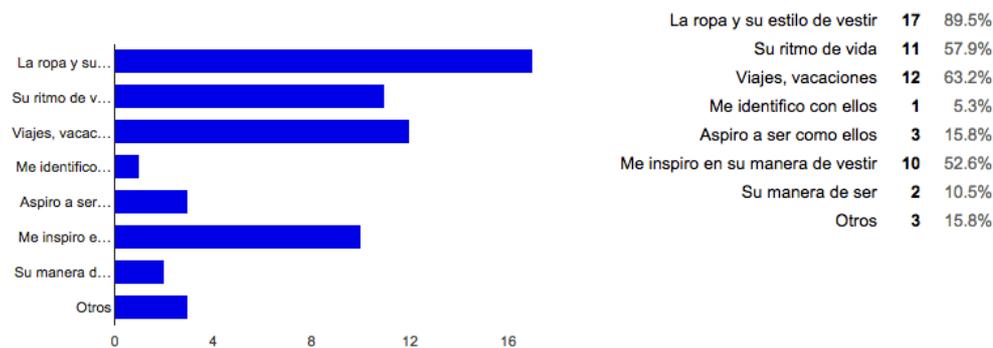
Cada hora	0	0%
Mañana, tarde y noche	1	5%
Diariamente	6	30%
Cada pocos días	7	35%
Semanalmente	3	15%
Prácticamente nunca	2	10%
Nunca	1	5%

Sigues Instagram de moda/estilo de vida?



Sí	19	95%
No	1	5%

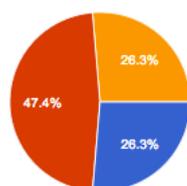
Qué te atrae de ellos?



Si has marcado "Otros", por qué?

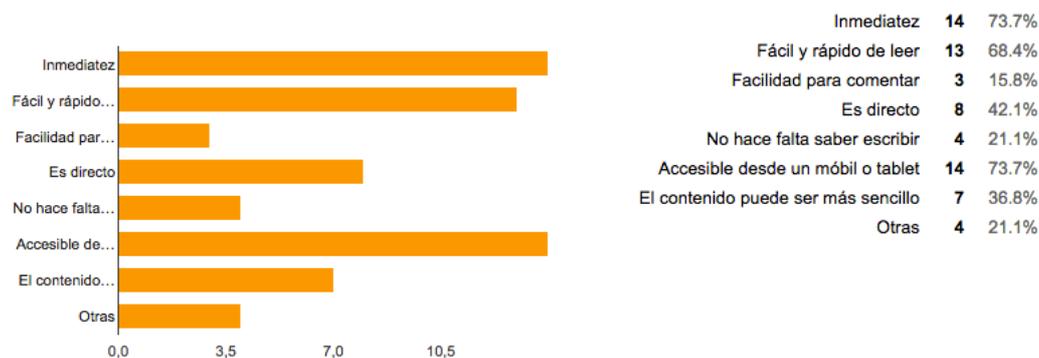
Inspiración en sus fotos, ideas para proyectos
Buen gusto, buen humor, ideas bonitas
Procastination

Además de instagrammers, sigues bloggers o youtubers?



Sólo instagrammers	5	26.3%
Instagrammers y bloggers	9	47.4%
Instagrammers, bloggers y youtubers	5	26.3%

Qué ventajas crees que ofrece Instagram en comparación a un blog?

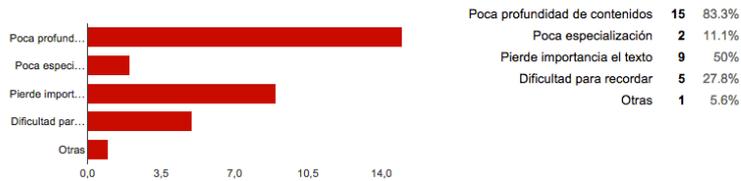


Si has marcado otras, cuáles?

te dicen las tiendas y eventos que hay
no tengo tiempo de leer blogs

Puedes seguir a usuarios muy distintos desde una sola app, ver todas sus entradas seguidas y mezcladas. O también por separado si quieres. Ves qué cosas siguen ellos y hay la opción de búsqueda por hashtags. Tiene un componente más de red social: puedes etiquetar y nombrar a amigos, así como los lugares en que has estado.

Qué desventajas crees que ofrece Instagram en comparación a un blog?

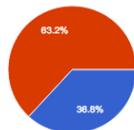


Si has marcado otras, cuáles?

ninguna desventaja

Mejor: Ventajas de un blog sobre Instagram: Opciones de diseño y personalización del blog, clasificación de las entradas por meses, años o temáticas. Opción de ganar dinero con publicidad o según tu número de visitantes.

Creas que Instagram conseguirá sustituir los blogs?



Sí 7 36.8%

No 12 63.2%

Por qué?

Personalmente sigo varias cuentas de Instagram, pero ningún blog.

Depende del tema a tratar, pero en el caso de la moda, creo que no. Se ha fundado un género periodístico que gira entorno a ella, donde la palabra siempre va acompañada de la imagen, de la explicación de experiencias. Se pueden combinar entradas con otros apartados, recomendaciones, está más organizado, por así decirlo. Instagram es una genial herramienta para resumir, se puede recoger todo el contenido de un blog en una sola imagen y un breve texto que redirige a la entrada. Sin embargo, a pesar de que no creo que vayan a desaparecer los blogs, sí que creo que sufrirán una disminución de audiencia a largo plazo, pero siempre habrá gente a quien le interese leer el contenido antes que contentarse con una sola imagen. La gente ahora va a lo rápido, es cierto, y por eso Instagram tiene tanto éxito, nos gusta lo visual y lo bonito y a veces con esto ya basta para algunos. Puede que inventen otra aplicación que fusione la funcionalidad y la comodidad de cada una, si es que no existe ya.

La cantidad de contenido que se puede publicar es muy simple

Por qué?

Por la rapidez e inmediatez del contenido

Porque el público siempre quiere más información. Mis followers a veces me escriben diciéndome que echan de menos que escriba más en mi blog cuando no tengo tiempo de hacerlo. Les gusta saber en qué te inspiras, conocerte a ti como persona.

Se pueden combinar.

Cada vez más los usuarios de estas plataformas buscan inmediatez y brevedad en el contenido

Hay gente que prefiere leer blogs y no Instagram, además Instagram te informa de eventos pero no te detalla, en cambio en los blogs puedes encontrar toda la info si realmente estás interesado en algún sitio, evento o prenda de vestir

Por qué?

Hay gente que prefiere leer blogs y no Instagram, además Instagram te informa de eventos pero no te detalla, en cambio en los blogs puedes encontrar toda la info si realmente estás interesado en algún sitio, evento o prenda de vestir

Porque no deja de ser una red social independiente, no vinculada a Internet y a los buscadores de contenidos

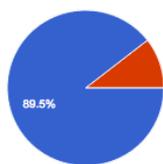
porque es más rápido ya que existe una app instantánea

Porque desde mi punto de vista no ofrecen exactamente lo mismo y de la misma manera. Seguirá habiendo gente interesada en los blogs.

Porque Instagram es más popular que los blogs

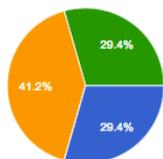
Por qué es más accesible, al poder utilizarse a través de móviles y tabletas. Y además puedes consultarlo con mucha más rapidez que un blog.

Sabías que muchos instagrammers reciben regalos o pagos por mostrar lo que llevan?



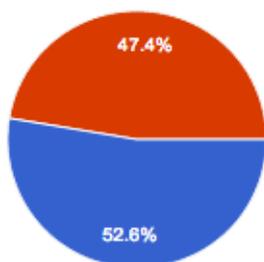
Sí	17	89.5%
No	2	10.5%

Saber esto hace que desconfíes más de su imparcialidad?



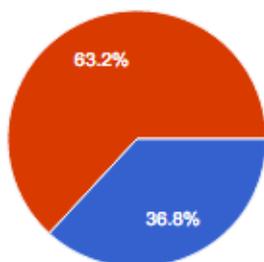
Sí, no me fio de sus opiniones.	5	27.8%
No, confío igual en que sean imparciales.	0	0%
En general sí desconfío, pero algunos me despiertan confianza.	7	38.9%
En general no desconfío, pero creo que no te puedes fiar de todos.	5	27.8%

Usas Snapchat?



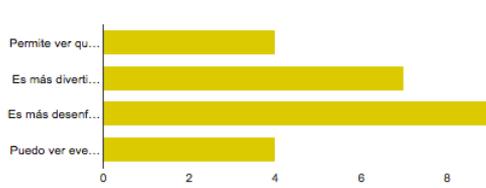
Sí	10	52.6%
No	9	47.4%

Sigues a instagrammers/bloggers/youtubers en Snapchat?



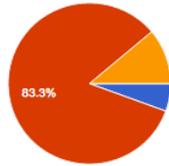
Sí	7	36.8%
No	12	63.2%

Qué valores añadidos ofrece Snapchat?



Permite ver que son personas reales, como yo.	4	28.6%
Es más divertido y cercano.	7	50%
Es más desenfadado y natural.	9	64.3%
Puedo ver eventos de cerca que de otra forma no vería.	4	28.6%

Crees que Snapchat se convertirá en el nuevo Instagram?



Sí, porque es la nueva red social de moda.	1	5.6%
No, porque el contenido es muy distinto.	15	83.3%
No estoy seguro/a.	2	11.1%

Tienes algún comentario extra sobre Instagram, blogs o Snapchat que no se haya cubierto en las preguntas?

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Snapchat es mucho mas personal que instagram