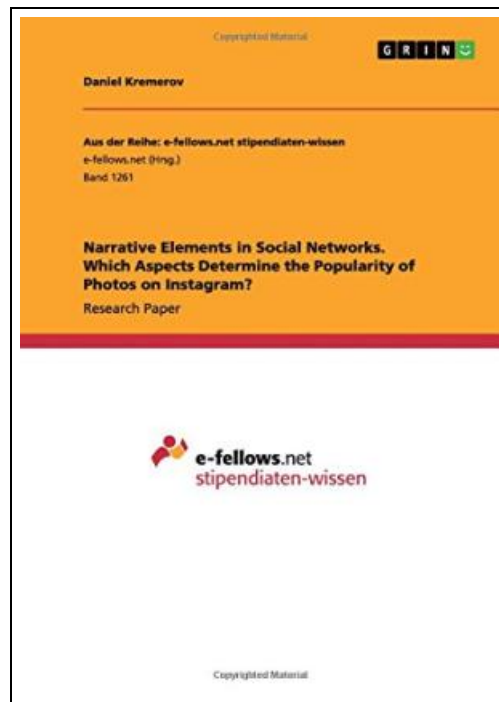


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Reviews

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(Deshawn Roob)

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GRIN Verlag GmbH Jun 2015, 2015. Taschenbuch. Book Condition: Neu. 109x146x5 mm. Neuware - Research Paper from the year 2014 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 7,5/10, Maastricht University, language: English, abstract: The rapidly growing social network Instagram was founded in 2010 and offers users the possibility to share photos with their friends and the whole Instagram community. The community can rate these photos in their popularity by using the tools Likes and Comments. These measures of popularity reflect how the Instagram community perceives the uploaded photos. Besides private persons also businesses can upload photos of their products and use Instagram as a marketing channel. Therefore, for marketers it might be interesting to find out which factors influence the popularity of photos. This is exactly the purpose of the paper at hand. The main dependent variables of the research are the number of Likes and the number of Comments of each photo. The data was gathered by using the tool Statigr.am, which contains all photos that are uploaded on Instagram. The final dataset contained 209 observations that belonged to the two product categories Frozen Yoghurt and Cigarette. After the collection period, statistical tests were executed using descriptive statistics. The main independent variables belonged to the narrative elements that are described by Kress & van Leeuwen, 2006. The research showed that the type of narrative elements used has an influence on the popularity of photos and therefore this finding agrees with the expectations that were based on the literature. Furthermore, the research showed that the content of photos has an influence on the popularity. This was analyzed by the two product categories, of which the photos that contained the product Frozen Yoghurt had higher popularity scores. Additionally, the research showed that the...



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