INFLUENCE OF SOCIAL MEDIA IN FORMATION OF POSITIVE
BRAND ATTITUDE AMONG DIFFERENT USER GROUPS IN
SPORTS VIDEO ANALYSIS-A CASE EXAMPLE "SPRONGO"

CİM BUSE GUNAY GAZİOGLU

IŞIK ÜNİVERSİTESİ

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CİM BUSE GUNAY GAZİOGLU

International Relations, IşıkUniversity, 2009

M.A in Project Management, Keller Business College, 2011

Submitted to the Ph.D. Program in Contemporary Management Studies

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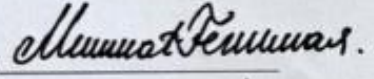Management Studies.

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EXAMPLE "SPRONGO"

Çim Buse Gazioğlu

APPROVED BY:

Prof. Dr. Ali Murat Ferman (Thesis Supervisor)	Beykent University	_(signature)_
Prof. Dr. Suat Teker	FMV Isik University	_(signature)_
Prof. Dr. Erdoğan Taşkın	Beykent University	_(signature)_
Dr. Öğr. Üyesi Pınar Akseki	FMV Isik University	_(signature)_
Dr. Öğr. Hakan YÜKSEL	FMV Isik University	_(signature)_
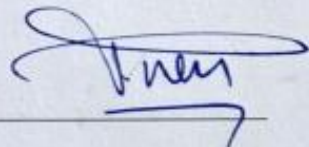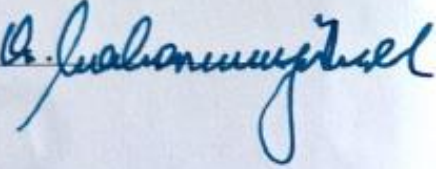
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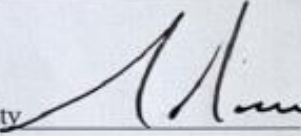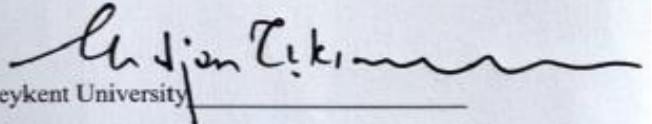# ABSTRACT

In todays' world, social media enjoys a phenomenal success in terms of adoption and current usage levels. We can say that they cause paradigm shifts on how people interact and communicate with each other as well as, on how they like to express and share ideas, and even on how they engage with different products, brands, and organizations. Further than that, we see how social media became significant networks of consumer knowledge.

The phenomenon that is going to be discuss later on in this study is mainly social media and its effect on the formation of positive attitude on the consumers.

We can see the examples in many are in our daily lives even such as video analysis and sports, the impacts of social media have already been described as unique, primarily due to the experiential nature of sports products, and especially of video analysis: purchases are considered to be risky and that is why decision making processes are information intensive.

Many studies attempt to point out the role and impact of social media on aspects of brand attitude during the sport video analysis process that is before, during, and after the analysis. However, almost all of them tend to employ a micro approach, focusing either on a specific type of social medium (e.g. consumer review and rating websites), or on a specific application (e.g. SPRONGO), or on a specific stage of the decision making process (e.g. information search), or on a specific stage of the analysis process (e.g. Dartfish)

In order to get clear results, I've selected a specific social media – Instagram and a personalbrand which is the common brand that is popular on social media sport platforms, which is called "Sprongo". Due to relevance with the topic, It is correct to use seven independent factors that were selected for their influence which was also later tested onto two different groups. The first group were representing the fans of the Sprongo Brand that are also subscribed as such on Instagram, while the second

group was chosen due to their content of random people who were also both familiar and aware as well as in a position of recognizing the brand.

Two questionnaires were prepared to hand out – the first one was for the Sprongo Fan Group and second one was for the SprongoNon-Fan Group.After the data was collected, SPSS program Version 19.0 was used in order do the certain correlation analyses in order to identify the relationship both between the different independent variables and the dependent variables and Brand Attitude was the key dependent variable in this study.

Moreover, to test these selected seven hypotheses, the two- way of variance ANOVA was used for checking which one of the two groups is eliciting a better brand attitude under the social media influence. It was shown out that SprongoFans who are using social media for a long period of time, have experience with the brand on a certain base, have positive opinions and they think that It is necessary to use and be surrounded by social media is eliciting more positive brand attitude than NonSprongofans with the similar characteristics. In addition to this finding, NonSprongoFans who are longer using a certain brand and mostly are engaged in socialmedia activities, compareto other brands that show more positive attitude than Fans group.

There is a possible scenario for both a limitation and another are to work on for future studies from the variable "Social Media Engagement" where no significant correlations were found.

SOSYAL MEDYANIN VIDEO ANALIZI KULLANAN FARKLI GRUPLAR UZERINDEKI POZITIF MARKA TUTUMU ETKISI VE BIR 'SPRONGO' KONU CALISMASI

ÖZET

Teknoloji cagini yasadigimiz bu gunlerde, Sosyal Medya'nin, gerek sosyal, gerek profesyonel hayatimizdaki yeri git gide buyumeye ve ivme kazanmaya devam ediyor. Sosyal Medya'nin her alana uyarlanabilir olmasi ve ticari adaptasyonunun cabuklugundan dolayi, bir suru anlik iletisim ve bilgi yayma avantajlari oldugu da bir gercek haline geldi. Bu durum; Spor Federasyonlari ve bir suru profesyonel atlet ve acemi sporcular icin de gecerli durumda.

SPRONGO profesyonel anlamda, spor federasyonlarina, spor koclarina ve tum spor alanlarindaki, hem profesyonel hem acemi sporculara, destek verme amacli hazirlanan bir web sitesi olarak islev veriyor. Ayni zamanda mobil aplikasyonu ile de; anlik video cekerek, yukleme ve vidyo analiz yapma ozelligine sahip. Dunyanin her ulkesinde, cogunlukla; Olimpik Federasyonlar tarafindan tercih edilen SPRONGO, kendi kendine pazarlamasini yapmasinin yani sira, Sosyal Medya agindaki tum kanallardan ve ozellikle Istagramdan, fanlarina ulasiyor. Anlik yarismalar, bilgi akisi, spor alanindaki yenilikler, yeni urunler, gelistirmekte olduklari gelecek projeler ve akilli yapay zeka ozelligindeki yenilikleri; fanlariyla Sosyal Medya uzerinden paylasarak; hem kendi aralarinda bir iletisime hem de marka ile olan fikirlerini direk olarak SPRONGO ile paylamalarina olanak sunuyor. Bizim bu calismadaki amacimiz once Sosyal Medya'nin pozitif bir marka tutumu yarattigini gostererek, SPRONGO'ya olan katkisini incelemek.

Anahtar Kelimeler: Marka tutumu, İnternet, Sosyal Medya, SPRONGO, Video Analizi, Instagram.

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LIST OF ABBREVIATIONS

CRW   Consumer Review Websites

ICT   Information Communication Technologies

OECD   The Organization for Economic and Cooperative Development

UCC   User Created Content

UGC   User Generated Content

WOM   Word of Mouth Marketing

WEB 2.0 The internet and online technology as we know it today.

CHAPTER 1

1.INTRODUCTION

1.1. Rationale

Looking closely to the history of social media today, it is possible to see how fast growing and evolving its structure is. It is not very possible to predict how it is going to be shaped in the future because of its self-evolving technological nature. The real social media platforms start at the beginning of 2003 by the appearance of Linkedin and it follows wit Myspace, Facebook, Flickr, Digg.At the beginning of 2005, Reddit, Youtube appears into the market. In 2007, Tumblr joins them. In 2009, this time Foursquare shows up and takes a lot of people's attention because of its linked nature to the Facebook. 2010 is the yar of the booming in technology and the social platforms. One of today's most popular program, Instagram brings a lot of voice since it was first created to share photos to identify a person's self-interests. Then, another major player comes into the game such as Pinterest and Google Buzz follows them through the end of the year. 2011 is the year of Google Plus and another important instant caption sharing program, Snapchat. Vine, Pheed, Sulia, Thumb and Tinders are the key players of 2012. Medium, Kleek, Viddyappears in 2013 however they are not as attention grabbers like the others.Atmospheir, Learnist appears in 2014 and 2015 gave millions the Periscope and the Scorp.

Now, analyzing all these social platforms and understanding what they have accomplished in our daily lives, may give us a small idea of social media influence over our lives.

1.2. Aim and objective

Sports and video analyses are nowadays integrating with each other in many different aspects, It becomes a huge melting pot for all the athletes and the coaches who want to seek professional help to improve their technique. Many new

applications and software programs are being discovered each day but, not many of them can provide the necessary detailed angles and feedback channels. That is why, there is a growing demand in this area and combining it with the advantages of instant uploading and video sharing thanks to the internet, only three sites can provide the demanded requests from these sport analyses fields: Hudle, Dart Fish and Sprongo.All these three firms are using social media as a way to get more customers and also as a way to spread their new tools.

According to Pan (2007), combination of the Internet and Web 2.0 provides a different kind of new communication platform such as word of mouth communication and marketing that also encourages and influences consumers.Web and Internet are actually differentphenomenon's than each other. When ftp (File Transfer Protocol) appeared in 1972, Internet was possible with a cable through one computer to the other one. In 1980's, Internet was not very common since there were not more than 1000 hosts due the closed nature of the network. In 1991, World Wide Web has been developed with the arrival of "www" and it becomes more usable with "http" (Hypertext Transfer Protocol). It can be described in many ways, however, how it appeared in our daily lives and how it created such a big impact on todays' social network shows us that consumers are quite open for more technology for their fast growing daily needs.

Web 2.0 enables us to perform many tasks online by offering us a broad spectrum. The examples can be summarized as below:

- Research: Web is the biggest and deepest resource of information knowledge. For who seek, any kind of information is available on the internet.
- Advertisement: Web is a resourceful advertisement tool. You can market any product or service with a minimum budget.
- Trade: It allows to reach consumers with no time restriction.
- Discussion: Web allows people to discover new topics and new discussion areas to share and enrich their cultural activities.
- Shopping: In today's world, it is possible to say the physical stores are now closing down due to the Internet shopping (e-shopping).

When consumers are quickly adopting to this fast technology growth, another important area of our daily lives, sports and performance is also adopting to this

technology network. Enabling athletes and all kind of sportive consumers to find the newest equipments, sport areas, athlete videos and global sport games; self-analyzers are looking ways to upload their own videos online in order to compare their technique with others and learn how they can become a better version of themselves.

Our study's case example "Sprongo" enables these consumers who want to see and better their techniques by uploading their videos and sharing them with others as well as enabling them to add different marks and comments into the videos.

1.3. Structure of the featured thesis

We designed Chapter 2 to provide a better understanding of social media and digital platforms. It starts with a brief introduction of Web 2.0 and its implications and develops with a terminological, definitional, and taxonomical index that proposes a possible definition of social media as well as social media dictionary or taxonomy. It is possible to see the development of social media through the beginning of internet.

The design of Chapter 3 seeks a deeper perspective through the formation of a positive brand attitude which should be studied for the aim of this study. The development of branding with its approaches and perspectives are also the nest areas for researchers to understand the brand attitude. Finally, a description and a review of brand attitude is given.

Chapter 4 is designed to put an argument about the methodology of social media by giving different reasons to all the steps taken and to also describe why and how we chose our case example "Sprongo". The results are discussed with a methodological limitation because of the generalizability and transferability of the topics' nature.

Chapter 5demonstrates how important sport videos are in the social platforms and how they are uploaded and/or shared through the platforms and what are the possible scenarios that can be created by using our case example "Sprongo" as a pilot demonstrator. In this chapter, the thesis focuses Instagram as main social platform discussed for our case example.

CHAPTER 2

2. SOCIALMEDIA:CONCEPTS,ISSUESANDIMPLICATIONS

2.1. Introduction

This chapter starts with the development of Web 1.0 between the area of 1991-2004. During these years Tim Berners-Lee prepares the base for Web 2.0 and he realized he accomplished a new era in 2004 by shifting Web 1.0 to Web 2.0 by making it more active than its previous passive structure. It results with the establishment of social platforms such as Facebook, Twitter, Youtube as the most important fruits of Web 2.0.

By the new establishment of this active version of Web, consumers evolved in the direction of being connected 7/24 to the Internet in order to discover new information, to respond the latest new topics, to discover the global developments and political topics and join into self-interest groups.

Before Web 2.0, the index of Web 1.0 was only determined and edited by the owner of the site and the users were in the passive seat of reading the content. With the Web 2.0, the information sharing has significantly increased and became active.

2.2. From World Wide Web to Web 2.0

Domain name speculation was very common during Web 1.0. The purpose was to pick a name and then by buying the name and selling it for a higher price to another user. In order to facilitate the user's usage, simple names were picked in order for them to easily type and enter "url". The entrance to the site was done through Type in Traffic which by typing the name in the space.

When Web 2.0 was born, Name Speculation was replaced by search engines. Search Engine Optimization, briefly SEO is a tool that make the site appear I the first lines of search engines.

At Web 1.0 there was a client-server structure. All information are stored in the servers and in the main computers where the client is stored in the computers of internet consumers. In Web 2.0, this structure was replaced by a more interactive structure that is called P2P (peer to peer). This allowed transferring a folder directly to another computer by using a software like BitTorrent and uTorrent instead of using the servers.

Taxonomy was very common in 1.0. It was used to classify different types of folders and Internet sites under a certain folder. It is limited with only the classification process as sport topics are being stored under "Sport" Folder.

In Web 2.0, there are well-developed interfaces and softwares as well as motion banners, images, music and the videos and this news are known as the Rich Media.

2.3 The Web 2.0

As a breakthrough, Web 2.0 included tagging which is the folksonomy. The most significant characteristic of tagging is coming direct by the user being able to use and enter it by him/herself to the engine.

Another interactive breakthrough comes from the e-trade which allowed organizations to carry their business to a step further and they can advertise them through other websites, blogs and over many social platforms. This created "Affiliate Marketing". With this new marketing method, all the brands are more exposed to larger consumers and they are not restricted to sell their products only over their websites but able to sell them wherever their product is exposed to the consumers. Web 2.0's biggest advantage comes from its ability to connect all these mentioned social platforms to each other with simple link that consumers can easily surf from one platform to other in order to accomplish their need.

To summary the new tools of Web 2.0, we can classify them as:

- By typing more
- More collective
- Bilingual Advertisement
- More uploaded videos
- PTP version

- XHTML base
- Active Pages
- User Friendly
- Open to discussion
- More websites
- More social platforms
- Multi interfaces
- Mozilla Firefox
- More social networks and blogs
- E-shopping
- E-Trade

The problems also existed in Web 2.0 and that is why it was also replaced Web 3.0 ad Semantic Web. The main problems were about coming from users not being able to find what they needed from the search engines such as Google and Yahoo. However, this problem was not only because of the Web 2.0 and it was also because of the information pollution. As another example, Wikipedia is for example is only edited by users and not by academic based content. This limited the machines to understand and transfer the information to the search engines in a proper way. This could be managed however, the inventor of the Web 2.0, Tim Berners-Lee found the solution to replace Web 2.0 with the Semantic Web.

2.4 Terms that can be used to describeSocial media and its definitional issues

As the newest version of technology social media is a direct communication traffic. Most important than all, the same structure of Web 2.0 is presented to the users and it turned into a both ended communication and information sharing.

What makes social media so important is there are no limits or location restrictions between the users and the platforms. It allows people to communicate non-stop thanks to its mobile based structure. It is also possible to describe the social media as the content that users are creating or the user-based media.

If we look at the components of Social Media we see two different words as "social" and "media". Analying these two words meaning already gives us an idea about how social media works. Media is a communication ground and Social represents all the

users in this subject. "Wikipedia" is a great example of this combination. It is mainly written by users and classified under certain topics. Anyone who has a certain knowledge about the mentioned topic can edit and enter the information. Twitter is another good example here since it allows all kind of political revolutions and news to be shared right on instant to many different users. There is no need to mention Facebook's importance in this sense. In today's world, it is almost impossible to exist with a digital ID without using or having a Facebook account or page.

What makes social media different is the transparency of the information and the freedom of information sharing as well as free will and free opinion. There are no filters on social media about what another posts or thinks. Every kind of information is directly transferred to the screen and then to another user. If we want to classify the main characteristics of social media, we can classify them as Mayfield did in his study in 2010:

- Users: Social media encourages everybody who is interested under a certain topic.
- Transparency: Every kind of platform is open to all users who wants to use the platform and there are no restrictions about the information.
- Communication: It is different than the traditional media in the sense of its instant feedbacks and communication enabling.
- Public: It is open to anyone from any country, any race, any sex and any age.
- Being linked: Most of social platforms are linked to each other in order to transfer the information that belongs to the user to facilitate their business.
- Accessibility: There no time or zone restrictions and everything is online 7/24 hours.
- Usability: Anyone can be anywhere and even they are not public figures or known face, anyone can be famous in these platforms
- Sustainability: Traditional media can not be changed once it is created or published however, social media can be edited and altered anytime with more news.
- Freedom: Traditional Media can not be freely press the truth due to many different reasons where social media is all about freedom and free information.

*Table 1 -Terms Used To Describe Social Media

Term	Authors (Indicative)	No. of academic papers using the term [1]	Year of oldest paper [1]
Consumer-generated media	Blackshaw and Nazzaro (2004); Gretzel et al. (2008); Jeong and Jeon (2008); Yoo et al. (2009); Onishi and Manchanda (2010); Yoo and Gretzel (2011)	40	2006
New social media	Fischer and Reuber (2011)	19	2005
Social communication platforms	Jansen et al. (2009)	0	
Social communication services	Jansen et al. (2009)	1	2010
Social networks	Miguens et al. (2008)	17,214 [2]	1955
Social networking	Cox et al. 2008	3,692 [2]	1988
Social networking sites	De Valck et al (2009); Cox et al. (2009)	635	2005
Social media	Thevenot (2007); Smith (2009); Mangold and Faulds (2009); Jin et al. (2010); Kaplan and Haenlein 2010, 2011; Safko 2010; Cha et al. (2010); Asur and Huberman (2010); Xiang and Gretzel (2010); Parra-Lopez et al. (2011); Hanna et al. (2011), Leung et al. (2013), Liu et al. (2013)	1,115	2004
Social software	Coates (2005); Richter & Koch (2007)	455	1997
Social web sites	Kim et al.(2010); Akehurst (2009)	25	2006
User-generated content	Dhar and Chang (2009)	549	2001
User-generated content websites	Burgess et al. (2009); Dotan and Zaphiris (2010); O'Connor (2010)	3	2007
User-generated media	McConnel and Huba (2007); Shao (2009)	12	2006
Web 2.0 websites	Cox et al. (2008)	20	2006
Web 2.0	Constantinides (2008, 2009), Constantinides & Fountain (2008)	3,492 [2]	2006

(1)This figure includes numbers, articles, articles in the media, conference papers, and editorials, also as seen; the term appears in title, or in abstract, or as a keyword, and it is based on the Scopus Database which was conducted 14 April 2011. In 18 October 2019, the list was updated with the latest articles. (2)

According to Constantinides (2008, 2009)&Constantinides and Fountain (2008), social media can be described as a synonym to "Web 2.0" by claiming that both Web 2.0 and social media are similar terms that can be used without being replaced. In the other hand, according to Cox et al. (2008), "Web 2.0 websites" are in parallel with the term of user-generated content websites in order to describe blogs, wikis, social networks and platforms such as "key types of Web 2.0 user-generated content sites"

In the opposite view, Kaplan and Haenlein (2010) tells that these two terms are quite different than each other in the way that they consider Web 2.0 as atechnological basis in the form of a platform or network which made the evolution of social media appear and since then it keeps enabling their operation. Moreover, it was pointed out earlier in this social media chapter that Web 2.0 is a more complex concept which is also associated not only with taxonomical, economical, societal and technological trendsbut, also with a broader spectrum of applications according to McKinsey 2009; O'Reilly 2007. (O'Reilly and Battelle 2009).

As a contrary opinion of the subjects discussed above, the number of scholars who use the term "social media" are increasing everyday according to Thevenot(2007).

It can be also seen, that the term "social media" is found in the title, or in the abstract, or as a keyword in 1,114 articles, conference papers, and editorials, as opposed to smaller numbers for the other terms under consideration. It shows that terms such as "Web 2.0", "social networks" and "social networking" can be evidence for higher numbers, but, as explained in this section, this is because of the fact that these terms are also being used in other contexts.

2.5 Taxonomies of social media

The problems also existed in Web 2.0 and that is why it was also replaced Web 3.0 ad Semantic Web. The main problems were about coming from users not being able to find what they needed from the search engines such as Google and Yahoo. However, this problem was not only because of the Web 2.0 and it was also because of the information pollution. As another example, Wikipedia is for example is only edited by users and not by academic based content. This limited the machines to understand and transfer the information to the search engines in a proper way. This could be managed however, the inventor of the Web 2.0, Tim Berners-Lee found the solution to replace Web 2.0 with the Semantic Web.

2004

- Even there was some social platforms, Facebook was revealed to the Harvard student twice.
- MySpace was also established within the same year and it was a success
- Digg was firstly published to enable people to read more news and sharing them.
- Flickr was a new site that contained many images, it allows people to upload photos and share them.
- LinkedIn was built for professional who wants to stay in touch with other professional and share professional related news.

2005

- Facebook became the current version of Facebook and lster on by openin their limits, it gave memberships to all big company workers.
- In February, Youtube.com was activated and "Me at the Zoo" was first time uploaded to the site.
- Reddit was established as social media and news site

2006

- Twitter was established and entered to our lives with a limitation of 140 words.

2007

- Tumblr was established as a microblogging site and reached to 750.000 users.

2008

- Facebook became bigger than MySpace and became the most clicked site.

2009

- Pinterest was established however, it was not formally recognized until 2010.
- Facebook created the Like button
- Foursquare was established as a location tagger.

2010

- Instagram joined the game and collobrated with Pinterest
- Google announced the social networking site that is integrated with Gmail, "Buzz"
- Foursquare did many changes as well as the tool of "check-in"

2011

- Since everyone was more focused on Google+, Buzz was tossed
- Pinterest showed an increase of %429
- Google+ was open to everyone
- Snapchat was established as a social network that lets people to share photos and videos on instant.

2012

- Vine was established
- Thumb was also established for different kind of opinion sharing network
- Tinder was build for people to flirt and meet with each other

2013

- Medium was announced as a blogging platform
- Kleek was established to make your best friends to create a private social network
- Viddy was another platform that shared videos.

2014

- Atmospheir gives you a different ID and separates you from the other professionals.
- Learnist was another version of Pinterest.
- Sprongo was established and used by US Ski Team for the first time.

2015

- Periscope was first created with IOS and then collobrated with Android as a live media platform.

- Scorp was created as a dictionary trial and then evolved into a different dimension with video uploading.

Table 2- Solis' approach on social media taxonomy: The conversation prism
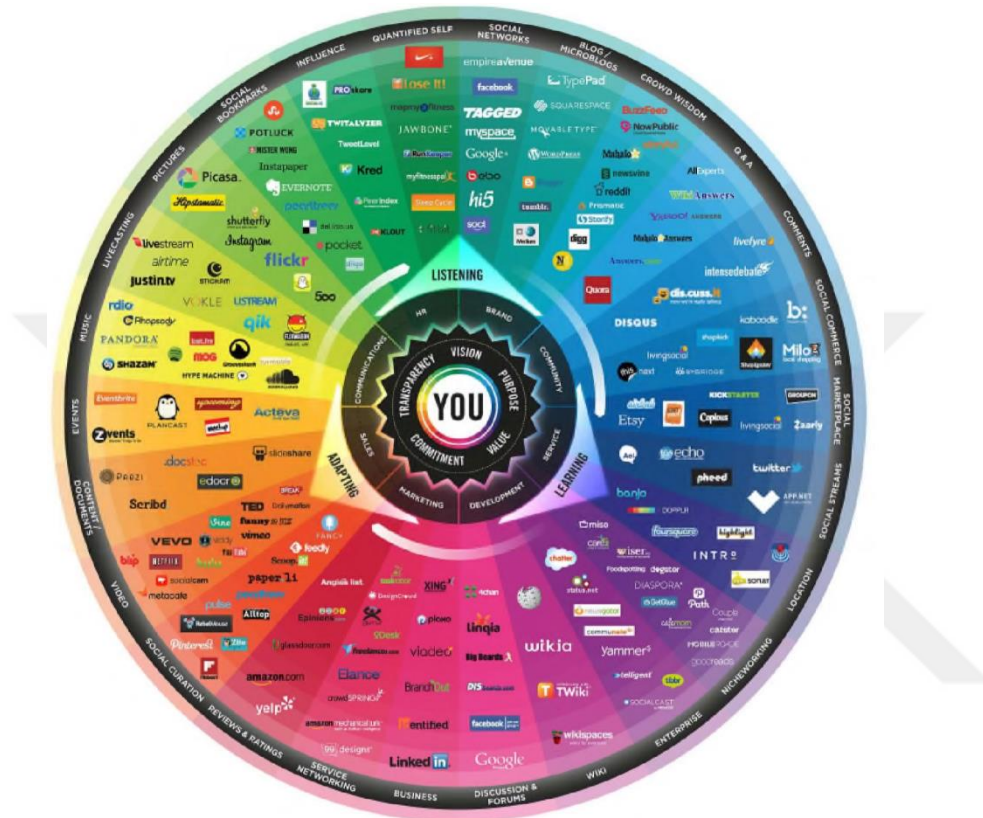
* Source: Solis (2013)

Table 3: Social media: Concepts, issues and implications

Constantinides (2009)	Fischer and Reuber (2011)	Kaplan and Haenlein (2010)	Cavazza (2010)	Kim et al. (2010)	Mangold and Faulds (2009)	Solis (2010)
Social Networks	Social Networking	Social Networking	Network	Social Networking sites	Social Networking sites	Social Networks
					Invitation only	Blog/Microblogs
	Professional networking				Business networking sites	Crowd Wisdom
						Q&A
						Comments
						Social Commerce
						Social Marketplace
Blogs	Blogs	Blogs	Publish		User-sponsored blogs	Social streams
					Company sponsored blogs	Location
	Microblogging					Nicheworking
						Enterprise
Content Communities	Picture sharing	Content Communities		Social media sites	Creativity works sharing sites	Wiki
(Video sharing	Video sharing		Share	(What further divides	Collaborative websites	Discussion & Forums
Photo sharing		Collaborative projects		social media sites are		Business
Social bookmarking	Social Bookmarking			media types)		Service Networking
Wikis)					Social Bookmarking	Reviews & Ratings
						Social Curation
Forums / Bulletin Boards	User forums		Discuss			Video
Content aggregators						Content / Documents
						Events
	Virtual social worlds				Virtual worlds	Music
	Virtual game worlds		Games			Livecasting
			Location			Pictures
						Social Bookmarks
			Commerce		Other(*)	Influence
						Quantified Self

* Mangold and Faulds (2009) include under "Other": Company sponsored cause / help sites; Commerce communities; Podcasts; News delivery sites; Educational material sharing; Open Source Software communities.

2.6 Social Media Channels and Instagram

Instagram is the fastest growing social network. It currently has 800 million monthly active users and over 40 billion shared photos. The large number of active users on Instagram are uploading 95 million photos every day. The uploaded photos on this platform are getting 4.2 billion likes per day.

Instagram can also give a high engagement rate to your contents due to its large number of active users. In fact, Instagram has the most engaged users compared to other social media platforms.(https://instagram-press.com/)

The engagement rate on Instagram is 70% higher than Facebook. Aside from that, its follower growth is 9% higher than the follower growth on Twitter at 0.11%. (https://instagram-press.com/)

How Instagram function

Similar to Facebook and Twitter, everyone who creates an Instagram account can have an online profile and a news feed screen. When you post a photo or video on your Instagram account, It will be instantly displayed on your profile. Other users who are currently following you will be then able to see your posts in their own feed. Likewise, you'll see other accounts' posts from other users whom you choose to follow. It functions like a simplified version of Facebook, with an emphasis on mobile use and visual sharing. Just like other social networks, on Instagram you can also interact with other users by following them, being followed by them, commenting, liking, tagging and direct messaging them in a private environment. As in the other social media channels, it is allowed to save the photos you see and you like to save. Instagram is a great social media tool that companies need to at least consider for their online marketing needs. This platform can help in increasing engagement rate, connecting with the target audience, and communicating with their niche.

With millions of users, Instagram has become the perfect opportunity for brands to get quick messages and photos to their target audiences. As previously mentioned, Instagram is all about visual sharing, It shows that everybody's main intention is to share and find only the best photos and videos. Every user profile has a "Followers" and "Following" count, which represents how many people they follow and how many other users are following them. (However, before this research was completed, Instagram recently changed this feature and chose to hide the number of likes because of many influencers or commercial accounts are based on them. By doing that, Instagram somehow limited the possibility of increasing the commercial benefit of most sale accounts)

CHAPTER 3

3.SPRONGO

3.1. Introduction

SPRONGO.com is a completely web based, integrated training solution for serious athletes. It has all the essentials to manage every aspect of training for a sports organization, without making the site difficult to use with unnecessary extras. SPRONGO.com is creating a new market segment and video training business model. Hence has coined the term integrated training solution. This website is bringing together real-time video analysis tools, like slow motion and split screen and training management features, like scheduling and training logs. A byproduct of SPRONGO' properties is that they serve as local community portals and global networks that facilitate communication and collaboration between coaches, athletes, fans, parents and other industry insiders.

Overall, these niche networks are full-fledged platforms that support the exchange of goods and also services.

SPRONGO provides integrated training solutions for serious athletes. SPRONGO concentrates on "aspiring competitive athletes" who are not the top of their sport yet, somehow are dedicated to getting there. They usually belong to some sort of an organization and share training resources with others like them.

SPRONGO properties are useful to, however aren't specifically built for the best of the best who have private coaches, trainers, nutritionist and other resources or recreational participants.

SPRONGO identifies offering unparalleled convenience as the key to having great stickiness, high user retention rates and stimulating fast, cost effective viral

expansion which will allow its properties to evolve into platforms. SPRONGO believes it can offer unparalleled convenience by:

Mimicking & Enhancing Real Life Processes: Rather than attempting to change real-life habits of coaches and athletes, SPRONGO properties should concentrate on enhancing these experiences.

Eliminating Anything Extra: SPRONGO will concentrate on offering only the necessary and eliminating any feature that does not provide direct value to its users.

Integrating Different Features: Features of a SPRONGO site should end-up being larger than the sum of their parts. Using one feature should provide more value to using another feature.

3.2 Organization & Terminology of SPRONGO

Teams (Root Groups): Aspiring athletes are usually members of organizations. These organizations can have anywhere from 10 to 1000 athletes. These organizations could be private clubs or high school and college teams.

Groups: In larger clubs athletes are usually divided into groups according to their age, gender and sport (swimming, rowing, skiing...etc).

 Users: Users can join groups as athletes or admins (coaches). Users managing groups have administrative control over all aspects of their groups.

3.3 Video Related

Custom Video Capture & Upload/Custom Drag & Drop Uploader: All a coach has to is to drag and drop videos files on the correct athletes' folders and click upload. Like the previous applet, this one also makes uploading videos a lot easier. SPRONGO.com is researching ways to include simple video editing functionality in this applet.

Real Time Slow Motion & Frame Advance: Two of the most popular tools coaches and athletes use to identify mistakes are watching videos in slow motion, pausing them and advancing the frames manually. On SPRONGO.com users can do these with single clicks. To the best of our knowledge, SPRONGO.com is one of the very few website in the world to offer these features in an online environment.

Real Time Split Screen: Another favorite tool of ski coaching is watching two videos side by side. This allows athletes to compare their performances from one run to the other or compare themselves to their peers. To the best of our knowledge, SPRONGO.com is the only website in the world to offer this feature in an online environment.

Enhanced Commenting: Currently users can leave text comments on videos. SPRONGO.com will offer advanced tools to for commenting on videos:

(i)Users will be able to leave video/ audio comments;

(ii) Users will be able to capture images from the videos and attach the images to text or multimedia comments;

(iii) and users will be able to leave annotations, text that appears on the video player for a preset amount of time, on videos.

Social Networking Related Facebook Integration:

FacebookConnect (which allows users to register/login using their facebook accounts, interact with their facebook friends who also are using the same site, publish, share content, receive notifications through their facebook accounts…etc).

Instagram: SPRONGO Instagram accounts is avainle to make the inviible to visible for every user groups. It regularly creates forums and discussions and posts important sports' competition schedules for the followers to participate and follow up.

It engages with many users at the same time for new product alerts and give them information about their areas. New or ongoing projects can be also followed from the story lines of SPRONGO on a daily basis. We believe that integrating Instagram to SPRONGO's daily functioning routine is very important in the sense of creating a more positive brand attitude among our users.

CHAPTER 4

4.SOCIAL MEDIA AND BRAND ATTITUDE

4.1 Social Media Concept and Its Dimensions

Nowadays, Social Media consists different digital platforms that are based on the traditional Web 2.0. With these new developing media platforms, many businesses and brand relations can be managed and directed through these digital platforms. Social MediaMarketing is totally a new dimension for all kind of users. Beside the current shift from traditional marketing to social platforms,it all started with the second Internet Revolution through the ends of 2004, first time by O'Reilly Media. It is a platform that needs to be consistently be updated and enriched with new information and technologies.The key identified main players of this phenomenon are mostly the marketers and the consumers.

Social Media can be mainly explained under the following topics: (Mayfield,2008)

1.Participation: Whoever wants to be a part of the social media are welcomed and encouraged to use it

2.Transparency: On these platforms, many services are open to get feedbacks and also allows their users to read other comments on the same platform. Comments, feedbacks, ratings and information sharing are highly encouraged for users to participate.

3. Bilingual Dialog: The communication that is used is a two way communication.

4.Being connected: Most of these social platforms and websites are generally linked to each other and lubricate to pass the information from one to other.

5.Groups: These mentioned groups are a result of their common interests and hobbies.

4.2 Social Media Marketing

Social Media Platform, as in the marketing environment is mostly identified in today's world as Social Media Marketing. This is an evolutionary process to observe howonline userscan discover, reading and precepting a certain content.

Marketers mostly care about positioning and spreading their brand both to theirpotential and existing customers through these social communication platforms without any restrictions. Social media enables people to share any kind of video, picture, text, content, comic, gossip, opinion and news.

Most preferred social media platform examples are Instagram, Flickr (online photo sharing platforms), Wikipedia (information ad reference), Facebook and Myspace (social network), Twitter (micro blog) del.icio.us (pointing and tagging) and World of WarCraft (online game platform). (Drury, 2008)

Social Media is mainly connected with the Web 2.0 and "User based Content" terms.

Woodall and Colby (2011) identified the reason of this quick spread and the popularity of social media under four topics:

Firstof all, this social media platform enables all users to be linked and in communication without any time restrictions or difference. Secondly, users can use the platform in order togrow their network and find other people to share their own personal experiences. Thirdly, these mentioned platforms connect people in a way that they can argue and share many different topics and experiences and stay in touch with other family members, friends, co-workers, fans and new friends that they keep making via these social channels. Last topic is about how social media platforms are everyday updated with the latest information about certain people, product, brand, event and price and due to its transparency, it is highly preferred by users to read these comments and feedbacks rather than listening to salespeople, marketers or the brands themselves.

Nowadays, even many newspaper ad magazines are choosing to share the news and their daily contents via these social platform channels in order to receive and give the

latest topics. (Drury 2008: 275) In social Media, messages and information spreads through multi-direction to the end consumers and the marketers.

It is all about enabling the conversation and the information to both ends in a minimal time frame with no restrictions nor limitations.

Social Media has evolved in a certain the way where both brands and organizations communicate as well as how they daily operate. It is observed that most of businesses choose to use social media marketing for keeping their existing customers and gaining new prospect customers as well as keeping their positive image and creating trust for them. (Mills, 2012: 162-163)

4.3 Social Media and Branding

A brand perception is quite important in the sense of identifying the product and its quality as well as its difference and advantages from its competitors. Branding can be described as the positioning of a certain brand in the minds of consumers. (Zenker and Rutter, 2014)

Social Media and its broad platforms lubricate of spreading many advertisement and different kind of marketing to all kind of customers. Branding can be easily monitored over social media by two-end communication, unlimited feedback options and customer reviews as well as old school WOM (word of mouth marketing). Branding on social media is a combination of certain given the legal rights and positioning of a identity on both marketers and customers minds by different symbols and identifications. (Ozdemir, 2009)

Nowadays, many brands are focusing on social media marketing and growing their social media influence over their fans and non-fans. Consumers are so open to any kind of information which is spread by other users and profiles. Instagram is the best example of how todays influencers are effective on the many brands' sale numbers. Instagram allows sharing instant photos and videos as well as their new live video feature. Many known and public faces are using Instagram as a tool of showing their styles and what kind of brands they choose to use in their current lives. Almost all brands are now collaborating with these known profiles with a certain number of

followers in order to make people buy the staff they choose to use. It is recorded that the sales are booming when there is collaboration and now Instagram is also taking a part for itself in this share by adding paid advertisements and sponsored options. Social Media is a big market with many opportunities for those brands who wants to position and spread their identity.

As a summary we can give the advantages of Social Media as followed:

- Compare the other marketing channels, it is easier to reach many more people by using social media channels,

- Being on Social Media has less cost compare to being on other media channels,

- Brands can create their marketing plan by listening and observing the consumer needs via their feedbacks,

- All kind of positive and negative comments are open on Social Media for brands to take an action,

- It allows to monitor the other brands and competitors by observing their social media activities and latest products and doing a more detailed benchmark.

- Brands are 24 hours connected to their targeted profiles and they can give and get instant returns.

4.4 Attitude formation

Today's organizations are spending a big amount on their marketing. With the new Social Media wave, they discovered that by spending much less they can still position their products by using different kind of tools on Social Media.

Creating a positive image on consumer's brain is more effective by using these social platforms and in the return, they can get the instant returns.

Attitude can be described as a person's personal idea of how they feel towards a certain brand. (Kaya veMarangoz, 2014) Social Media has many benefits for brand attitude in the way how quick a negative opinion can be changed with a more positive one by another influence. It allows brands to reach their complaints on instant and reach to the end costumer in order to fix their problems. For example, if a

consumer is not happy with the product they just received through online ways, Instagram and many other social media platforms are offering direct messaging for instant returns or exchanges. In this way, many consumers hesitate less to try out new brands without being scared.

Attitude is an important topic for all marketers and there are many different studies over social media and attitude formation. Consumer attitudes can be described as a reaction or feeling of how they react to certain brand image or product. (Aydin, 2003:130) According to Kotler, opinion is the beginning of attitude and it is long developed before the attitude.

The aim of this study is to reveal how social media platforms can shape a positive attitude in the consumers brain and how a new product can change a negative opinion to a more positive one by using a certain platform: Instagram.

4.5 Brand knowledge

If we look at the post studies over brand literature, there is one main model that explains the branding with a good summary by Hatch and Schultz:

1.Vision: The needs and demands for the organizations and for their products

2. Culture: Organization behaviors and values

3.Image: The effect and the image of the organization in the market.

The upper strategic points essential in the creation of a brand knowledge and it is necessary to form a certain strong brand formation. This situation will increase the reasons why a targeted crowd choose to prefer that certain brand and strengthen their value.

In fact, compare to a successful brand profile, it is possible to see on what values top managers are aiming to reach (strategic vision); or how they are shaping the cooperate values and employees (culture) and what they expect from the marketers to accomplish (image and opinions).

According to Hatch and Schultz, there are two main questions to focus on for an effective brand knowledge. First of all, "Who are we and what is our image in the others' opinion?" and then secondly "Who we want to become and how can we get

known better?" However, Hatch and Schultz's this future based open-ended question's answer is simple and hidden under the organization or corporate strategic vision and is shaped through the combination of the corporate identity perception and strategic identity.

Top management plays a key role in this process of brand formation. It is the marketer's job to position a certain brand image and it is the top managers job to analyze all the customer changing needs and demands through the product feedbacks. Strategic vision is the demand analyzes in this step. With the quick demand curve of social media, brands are obligated to evolve every second. It is very important how they respond to this fast-changing chain of demands as well as how they market their identity. If the brand is already know, it is easier to create a positive knowledge over different platforms, however, if the corporate organization is ew and trying to enter to the market then social platforms are the fastest way to publish the image and boost their sales.

Looking from the corporate view, it is now almost necessary to publish and have one corporate page on each Facebook and Instagram platforms. If a certain brand is not established on neither of these mentioned platforms, they don't have a social identification on social media.

4.6 Brand Awareness

There are many different brands on the social media platforms today. Positioning a positive brand awareness can be quite challenging in this kind of competitive online market. According to Keller (2003), brand awareness is the skill of identifying the brand image under different circumstances. According to Valenburg and Buijen (2005:461), brand awareness is the sum of the opinion a person obtained through good or bad opinions. It is also possible to describe the brand awareness as the first opinion a person recalls when they see a certain brand name or symbol.

Every company are monitoring many different researches over their brand image returns and collect data about the consumers' experiences to filter their brand awareness. With a competitive market, certain known brands have the advantage of the social media campaign and sales. The rest keep monitoring and alternating their

image and product sales and work on creating a better awareness with different channels. In this case, social media plays a very important role in the sense of creating a faster digital identity. Our focus on Instagram comes from the same reason. Instagram enables brand to collaborate with all the famous Instagram figures and directly put the link in their posted picture. When users like something they see on the profile, they can click on the item they like and instantly see the price and details of a certain item. Even further, Instagram allows them to click on the link in the profile and directly go the brad's webpage to buy it.

If there is already a certain brand awareness in the customer's brain, it is also to shift the perception to another dimension. Both positive and negative perceptions can be changes by posting to certain brands' social account and by other consumers or customers reading those positive or negative comments, the awareness can be shaped differently than before.

4.7 Brand Image

According to Randall, a brand image is the alternated perception of a consumer by using their personal experiences, what they have seen from the advertisements and how they operate with the selected services. With another perspective, if a certain brand image can match a customer's style and needs, this create a chain of buying more items from that certain brand. (Yilmaz, 2011:13-14)

Brand image is something that also contributes to the brand identity and in this sense it is very important for the marketing strategy.

During the marketing communications and strategy, brand image can change the product variety as well as the repositioning decisions.

Instagram steps in in this case as well as a certain brand needs to post a profile pictures and different live stories with certain time frames. Whatever is being posted online, can recall different ideas than what consumers think for that brand image. It shows that a brand image can be easily monitored and restored by certain social platforms with a correct digital strategy.

4.8. Brand Equity

According to Simon and Sullivan (30) brand equity model, brand equity is based on the performance effects and brand image boosting market-based results. However, since this model is not applicable to corporate profiles and personal measures, it can be also seen as a macro model and not be applied to individual channels. The new success ability is not producing but it is the ability of branding for many big corporations nowadays.

Technology, information, and globalization create a high impact on the brand equity. Consumers are acting with their instincts to the service, product, quality, functionality of a certain brand. If they like luxury styles or quality items, they tend to choose more expensive products even they have a higher price compare to the others. Whoever can represent the fast-changing demand curve and psychology can also hold the pulse in the market in the sense of selling their products with a higher price. Real performance and brand equity is the alternative value of the brand itself.

Many known and well-established brands have the advantage of creating a trust feeling in the consumers' perception and boost their sales whatever their prices are.

Social Media in this sense is a trust-worthy platform for consumers to rely on since they can read all the product reviews and customer feedbacks online without any filter. They can see how the brands are creating their customer in a case of problem in their satisfaction and build a trust towards that certain brand. That is why transparency of social media is big impact on this matter. Every brand equity is noticed through the eyes of social media consumers. If taken and monitored correctly, this case can turn in the advantage of the brand and they can boost their sales with taking the correct strategic actions.

4.9. Brands on social media

According to Carlson, (2010) as many companies already established a social media profile and get their returns both for spreading their brand and communication with their customers.

According to Weber, Social Media become the most centric component of consumers' life and all the sales and values are created by using it effectively.

According to the research company IPSOS, effective communication and fast feedback returns are the most appreciated specifications of a certain brand and it really add up to their brand image. Building a social or digital identity on social media is now a must for each brand in other to be accredited and recognized by a certain population. With the unlimited technology network and linked social media accounts, consumers can reach any kind of information or history of a certain brand. That is why many big brands are now working on their digital ID rather than entering to previous physical markets.

After many different failures or sales' declines many brands are taking effective precautions to rebuild and reposition their brand by using the social media platforms rather than traditional marketing channels. Social Media Platforms like Facebook, Youtube, Instagram, Snapchat, Tweeter and TikToc now enables people to talk and shares their brand experiences on instant and whoever reads those comments are clicking on the brands' page after they visit page.

SPRONGO is on of those commercial platforms that allows you to make your video analysis through their newly published Artificial Intelligence software. They also have a profile on many social networking sites in order to keep in touch with their present or potential customers and facilitate their experience about Sprongo.

SPRONGO is using social media as a way of analyzing and reaching all of the consumers by letting them upload their sport videos online and analyzing them with its many high technological tools.

-   Communicates and reaches with 2+ thousand fans making it a large Sprongo fan page

-   Offers sport discussions on different topics that SPRONGO wants to encourage others.

-   Allows customers to learn about SPRONGO membership packages.

-   SPRONGO is using Instagram in order to announce their new features and tools with the users and enables other interested people to learn how they can create a profile and upload their videos to start.

- As the latest tool of the brand's new published software, where content can be managed through AI (Artificial Intelligence)

- Attracts more than 2000 fans

- Enables customers' comments on SPRONGO comments in user news feeds

- Shows new product information and flyers about the new features that SPRONGO has.

CHAPTER 5

5.RESEARCH METHODOLOGY

5.1 Method and Approach

In a world of technology, it is already well understood that brands who doesn't have any kind of digital or social ID won't last long within this kind of market. With the evolving needs and demands, companies are urged to take fast actions and it is well noticed that whoever monitors the social media platforms better, will gain the power of leading the market trends and sales.

Instagram is very famous for brands as previously mentioned in the previous chapters and for measuting the brand equity and brand image, it is an important analyzing tool for our study.

The previously mentioned questionnaire was prepared and shared via both the Sprongo Instagram and Facebook profiles for the fan groups' answers and for the non-fans of Sprongo to answer the same questionnaire, It was posted on another Sport Video Analyses Profile Page with a collaboration of the brand.

5.2. Research Aim, Objectives, And Research Questions

Freemium is the new lead of this social media colorations as a premium model of sponsored advertisements. Using a Freemium package gives the advantages to a certain brand to be recognized and known quicker and spread their brands to a bigger crowd.

The main question is how to measure the brand awareness and image returns. There are several ways to monitor and analyze the social media returns through certain channels. They can all be summarized as the following topics:

- Direct Traffic: Direct traffic is a result of writing your URL and entering to your website on purpose. Direct traffic numbers will give the numbers about

how effective your marketing strategy is and how much encouring it is to make people visit your site.

- Site Traffic numbers: This number give you the direct Internet site traffic numbers and this explains how often people are checking your web site and how much they know about your direct web site.

- Social Interaction: Interaction, followers, likes, retweets and comments are targetted in this section. It shows how effective your content is and how much brand awareness you create. In this step, there are certain websites that even gives you a point for your Twitter interaction such as Sparktoro.

- Google Alerts and Searching o Google: By looking at your Google numbers you can notice every action that includes your brand name.

- Conducting brand awareness researches: This step allows you to get direct feedbacks from your customers and find out about wht they think about your brand. SurveyMonkey and TYPEFORM are two different websites that allow brands to publish their questions and spread them to as many people as they want.

The main research question is:

How effective and creative is Social Media Platforms and Digital IDs for consumers in establishing a positive attitude towards a certain brand?

Other questions that can be also analyzed from here are:

1. How can we measure and monitor the effectiveness of social media in creating positive brand attitude?

2. What are the best ways to see the results of this effectiveness of social media?

3. How can we understand brand attitude?

4. What are the indicators that links social media and brand attitude?

5. Which group of social media users develops a more positive brand attitude?

6. What are the factors that helps Social Media to create a positive brand awareness and what are the reasons behind that?

7. Why the effectiveness of social media depend on brand attitude?

5.3. The Choice Of The Qualitative Approach

Sprongo is a digital company and all its intellectual property is on the online platform that is why, it makes more sense to use a qualitative approach and analyze the brand equity of the Sprongo Brand. In order to do so; a model that is used allows the positive brand awareness to be monitored and the certain questions to be answered.

The most credible model for this section would be the one that Keller developed in 1993 about the hidden reasons of brand knowledge and where the real attitude formation rises from.According to him, by building a good image has many financial rewards to the brands as it is the top priority of certain organizations. Keller developed this model in order to analyze their brand building efforts.

According to this model, it takes 4 steps to build a strong brand

- A deep monitored brand awareness through a well build proper brand identity
- By using brand associations, creating a meaningful brand
- Aiming positive brand responses
- Trying to establish a strong relationship with the existing customers

To clearly explain the brand identity, brand meaning and the brans awareness, it is necessary to build a model by using brand building blocks. To underline the involved sequence, brand attitude and how it is formed in the consumers' perception is shown by the figures below.

- Brand Identity: It means achieving the correct target of brand identity which involved in creating the identity formation. Such as purchase motivation, purchase ability and purchase advantages
- Brand Meaning: Brand identity is the first step of establishing the brand equity however it is mostly not enough by itself. Brand Image is another key factor that is involved in the process.
- Brand Performance: Brand equity depends on the product quality or service performance. If the customer is satisfied by the service or the product then the marketing is successful,and it creates a brand royalty on instant.

Figure 1-Attitude Formation& Positive Brand Attitude
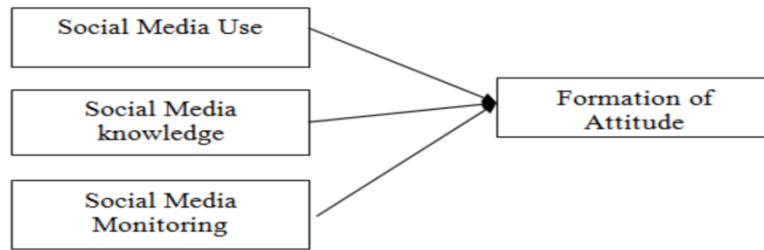
As a conclusion we can summarize the theories above and create the final conceptual model:
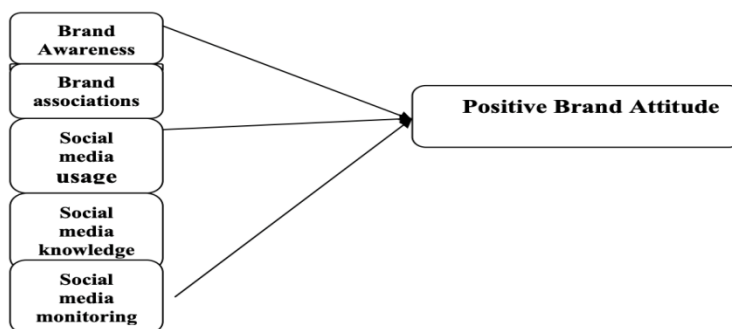
10

Figure 2-Attitudes
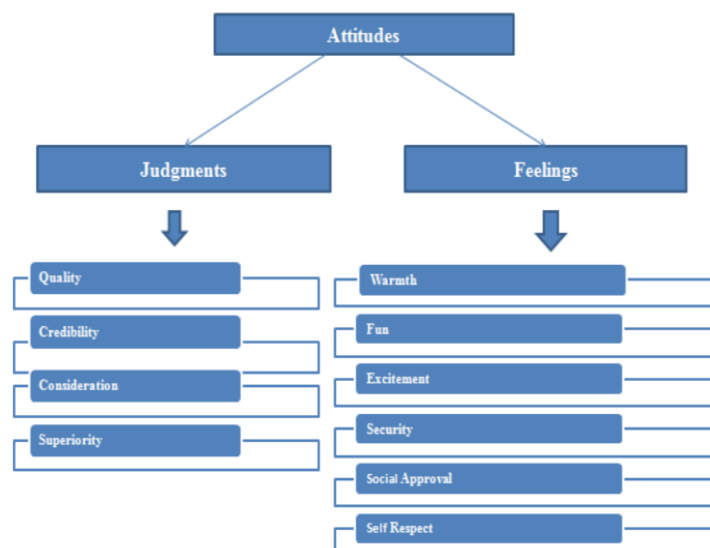
5.4 Thesis Structure and Research Method

The current study includes a theoretical part and a detailed empirical research.

The theoretical part of the research is about the review of the different steps of brand attitude formation as it includes the brand knowledge and brand awareness as well as the brand image. It finishes with brand equity which is shown with the formation brand image and brand knowledge. It also reveals how the brands appear on social media platforms. Brand personality and brand attitude is the component driver for the brand attitude formation, and it is also revealed by using and filtering the data collection, sampling and data analysis.

According to Saunders, strength, favorability and uniqueness of a product are important dimensions in the formation of the digital brand image. To have a strong brand image, the formation order needs to be strong, favorable and unique which is very challenging for most of the marketers.

That is why the research we used is deductive and the literature review is more general and then goes to specific by examing the different theories of different marketers.

5.5 Research Strategy

The research strategy in the following thesis is survey. It's the most popular research strategy among social and business researchers. This strategy most often answers research questions like What, Who, Where and How. As the research question in the following thesis is how effective are social medias for the creation of positive brand attitude, the survey strategy is the most logical way for collecting a large number of data at relatively low price (Saunders et.al, 2009). As we are interested in the collection of original data, but not all respondents can be reached personally, survey gives us the possibility of gathering primary and enough reliable data.

5.6 Instruments and Hypothesis formation

The structured questionnaire was very fit for this kind of research in the sense of its popularity and how it allows us to monitor two different groups answers. Sommer

and Sommer (1997:128) explains how helpful the questionnaire can be in the sense of measuring a particular topic with people's opinions.

The purpose of using the structured questionnaire in this case is:

- Understanding the needs of the customers and the analysis of the customers' satisfaction.
- Understanding the pros and cons of the organization and its image
- Pointing out the areas that needs to be strengthen

In order to eliminate the unnecessary data, we tried to choose more open ended questions as well as using a Likert Scale to keep the results simple and as understandable as possible.

As the social media monitoring agent, we chose SPRONGO Video Analysis Program and the social platform Instagram. The questionnaire was published on another social platform which was Facebook in this case. After the results were recalled and the numbers was not enough nor clear, a second questionnaire was posted through Instagram account by using both Sprongo's profile page and another profile page which was al about video analysis programs. According to Mckendrick (2018) if a brand wants to survive it needs to have both fans and non-fans. On the other hand, Rossiter and Percy defenses that brand awareness is essential for a strong communication process as the first step is the initiation. If there is no brand awareness, it means brand equity can not exist.

5.7 Hypothesizes

By using all the above information, the following hypothesizes have been developed:

1:SPRONGO Fans who are aware with the brand for a longer period of time have more positive attitude toward the brand than non – fans since it is observed that using social media platforms have a tendency of creating more awareness over a brand

2:SPRONGO Fans that use the Internet for longer time have more positive brand attitude than non-followers.

3:SPRONGO Fans that often engage in social media activities are more positive toward brands than non-followers that engage in the same kind of activities. In his

study, Zajonc (1968) states that the more people are awareof a certain activator, the more positive their attitude becomes toward it.

4:Both the Fan and non-fans groups who visits SPRONGO Website on a regular time frame, holds a more positive brand attitude compare the ones who don't visit the page as often.

5:SPRONGO Fans who have more personal experience with a brand also have more positive attitude than non-fans.

6:SPRONGO Fans who find social media very important in their daily life have more positive brand attitude than non-followers who think it is equally important.

7:SPRONGO Fans that have more positive experiences to the brand also have more positive attitude towards it than non-followers

The Sampling and the Data Collection

Quota sampling was chosen to be used in sense of finding correct respondents for this study. The respondents was brought together under two main group: Fans of Sprongo who are following the page on Instagram and Non-Fans who are not following Sprongo.

The second chosen group can be anyone who is on the internet and it is not obligatory to be followers of the page butwould be better to understand what social media is all about and how the meaning "brand" is formed. The questionnaire language was in English and the correspondents were mainly from United States and Canada.

First survey's data was collected from Instagram and direct messaging. Our questionnaire was sent out to all followers and the SPRONGO page on Instagram

The second data for our survey of non-followersalso found and chosen by through Instagram and direct messages.

Design and Measures

There were 10 identical questions for both parties at the first part. They were designed to understand their social media behavior, brand knowledge and their involvement. This questionnaire was structuredin regard to the fact of Keller's brand attitude formation which is namely the brand knowledge the consumer holds.

From the questions from 1-6, we used another sample by Shao (2008) and it wasnoticed by Nielsen that they were used for measuring reasons, types and frequency of social media usage.

Between questions 7-10, the purpose was to understand the consumer and the brand concept itself withtheir dedication to the brand usage and consumption. Because of this point the correspondents are divided into two main groups as SprongoFans and Non-Fans. It was asked to the first group how their behavior was formed in relation to the SPRONGO and Instagram motivation for a certain behavior, while the non-fans group was also asked about their awareness of the SPRONGO brand, their social media attitude as well as about the frequency of discussion.

5.8Independent Variables

Longer awareness is the key factor that positively influences the attitude of the social media users on Instagram. This variable was presented in the survey by: "When did you hear first about the SPRONGO brand for the first time? The answers were coded into the SPSS program and we wrote them as followed:

1 holds 3-5 years ago,

2 holds more than 5 years ago,

3 holds I don't know for sure.

Question 2 was about how much they spend on social media and it was coded to the program through a Likert's scale as followed:

1 holds everyday
2 holds every few days
3 holds every week
4 holds every few weeks

5 holds less often

6 holds never

Question 3 was formed to understand which social platform the users were offently using. The answers were coded as followed:

1. Facebook
2. Linkedin
3. Instagram
4. Twitter
5. Snapchat
6. Youtube

Question 4 was again a part of the longer awareness component dependent variable.

Question 5 was designed to understand the importance of the social media's role in their life and was coded as followed:

1. Not important at all
2. Not important
3. Neutral
4. Important
5. Very important

Question 6 was all about understanding how respondents associate Sprongo with and what do they first recall when they hear Sprongo. They were coded as followed:

1. Sports Analysis
2. Great Technology
3. Artificial Intelligence
4. Better Performance
5. Video Analysis

Question 7 was about the gender of respondents. The options were coded as:

- FEMALE
- MALE

Question 8 was designed to understand the main habitats of the respondents and it was a open-ended question. They were coded according to their US States.

Question 9 was also about the independent variable of longer usage. They were coded in an order to understand the frequency of Internet Usage per years.

5.9 Dependent Variables

The brand attitude was the dependent variable of this present research. It was monitoredwith the mean of scores on 10 statements which were rated on Likert scale, where the answers of the correspondents mostly vary from strongly agree to strongly disagree. Their statements brought together in line with how Keller described in his study 200, the brand attitude and discrimination of this attitude on judgments and feelings and respectively on their derivatives. The Cronbach's Alpha coefficient was .88, which indicated high reliability of the scale.

CHAPTER 6

6.Research Results&Conclusion&Limitations

6.1Descriptive Statistics

The correspondent number that takes place in the survey was 60 and they all fully answered to all of the questions and succeed to give answers even to the most complicated ones. This table gives us the ANOVA results based on both dependent and independent variables.

Table 1- Descriptive Statistics

Gender	Frequency	Percent
Female	14	23,3
Male	46	76,7
Total	60	100,0

In Table 1& Table 2; Correspondents were Instagram users, from which we had female (n=14) and male (n=46). The oldest respondent was at the age of 56 and the youngest at the age of 14. The female correspondent ratio was %23,3 and the male correspondent ratio was 76,7

Table 2-The Age Statistics (N=60)

Age	N	Minimum	Maximum	Mean	Std. Deviation
Famale	14	15,0	46,0	26,78	10,22
Male	46	16,0	56,0	31,36	10,09
General	60	15,0	56,0	30,30	10,22

As we see in Table 2, the average of the correspondents age is 30,00 (SD=10,22).

Table 3- Awareness of the SPRONGO brand

When did you hear first about SPRONGO?	Frequency	Percent
1-2 years ago	12	20,0
More than 2 years ago	23	38,3
I don't know for sure	25	41,7
Total	60	100,0

In a proper order, the social media frequencies usage, experience and associations were collected with the help of SPSS Statistics program. In Table 3; We see the information about SPRONGO Brand Awareness.%20 of the correspondents (n=12) heard about SPRONGO 1-2 years ago, %38,3'ünün (n=23) of them heard it 2 years ago and %41,7'sinin (n=25) of them can't surely tell when they first hear about SPRONGO.

Table 4-Days spent on social media on a weekly base

How often do you use social media?	Frequency	Percent
Everyday	20	33,3
Every few days	7	11,7
Every week	3	5,0
Every Few weeks	19	31,7
Less often	7	11,7
Never	4	6,7
Total	60	100,0

In Table 4, we see the information about frequency of Social Media Usage. %33,3 (n=20) of the correspondents shows that they use it everday; %11,7(n=7) of them uses it only a few times a day, %5 (n=3) of them using it every week, %31,7 (n=19) of them using Social Media only once a week, %11,7'sinin (n=7)of them using ver little and the rest %6,7 (n=4) proves that they don't tend to use it at all.

Table 5- Preferred Social Media Channel

Which Social Media Channel do you offently use?	Frequency	Percent
Facebook	22	36,7
Linkedin	11	18,3
Instagram	23	38,3
Twitter	4	6,7
Total	60	100,0

Table 5 shows the most used Social Media Channels with their ratio. %36,7 (n=22) of the correspondents expresses that they prefer to use Facebook, %18,3 (n=11) of

them prefers to spend their time in Linkedin,the majority of the correspondents which is %38,3 (n=23) of the group prefers to use Instagram and the rest %6,7 (n=4) uses Twitter.

Table 6-The Frequency of Instagram Usage

How Long have you been using Instagram?	Frequency	Percent
Everyday	36	60,0
Every few days	8	13,3
Every week	2	3,3
Every Few weeks	8	13,3
Less often	2	3,3
Never	4	6,7
Total	60	100,0

The Table 6 gives us information of how often the correspondents tends to use Instagram in their daily life basis.%60'ının (n=36) of the correspondents uses Instagram everyday, %13,3 (n=8) of them using it only few days, %3,3 (n=2) of them using it every week, %13,3 (n=8) of them using it once every other week, %3,3(n=2) of them using it less often and the rest of the correspondents which is %6,7(n=4) shows that they don't use Instagram.

Table 7-The Importance of Social Media

How important is social media in your life	Frequency	Percent
not important at all	2	3,3
not important	8	13,3
neutral	10	16,7
important	30	50,0
very important	10	16,7
Total	60	100,0

Table 7 gives us information about how important Social Media in our subject's daily life is. %3,3 (n=2) of the correspondents expresses they don't care as much for Social Media enough to use it on a daily basis; %13,3 (n=8) of them says it is not important for them, %16,7 (n=10) of them expresses that they are neutral about Social Media and the majority %50 (n=30) shows that Social Media is important for their daily life as well as the rest %16,7 (n=10) agrees with them and expresses that they respond that using Social Media is very important for them on a daily life basis.

Table 8-SPRONGO Associations

What do you associate SPRONGO with?	Frequency	Percent
Sports Analysis	34	54,8
Great Technology	3	4,8
Artificial Intelligence	5	8,1
Better Performance	3	4,8
Video Analysis	15	24,2
Total	60	100,0

Correspondents were asked to only give one association that they make with SPRONGO. This question was designed as the onlyopen-ended question in the

survey. The SPSS program was coded under certain numbers from 1 to 5, to make the readers understand each number that represents a different category of associations. We obtained 5 different themes. In the Kelelr's Theory, these codes were listed under the variable name of "Associations". The coded numbers were as follows:

1. "Sports Analysis"
2. "Great Technology"
3. "Artificial Intelligence"
4. "Better Performance"
5. "Video Analysis".

A great part of the subjects which is %54,8(n=34) expresses that they associate SPRONGO with Sport Analysis; %4,8(n=3) of them associate SPRONGO with Great Technology, %8,1(n=5) of them shows that they associate SPRONGO with Artificial Intelligence, %4,8(n=3) of them associating SPRONGO with A Better Performance and %24,2 (n=15) of the subjects says that they associate the brand with Video Analysis.

Table 9- The frequency of the Internet Usage

How often do you use internet?	Frequency	Percent
from 10 to 20 hrs	21	35,0
from 20 to 30 hrs	10	16,7
from 30 to 40 hrs	17	28,3
from 40 to 50 hrs	12	20,0
Total	60	100,0

In Table 9, We can find the results about the Internet usage of the subjects. %35(n=21) of the users are spending between10-20 hours on the Internet; %16,7 (n=10) of them using between 20-30 hours of Internet,%28,3(n=17) of the correspondents spend between 30-40 hours on the Internet and the remaining %20 (n=12) spends between 40-50 hours on the Internet.

Table 10: The Frequency of Daily SPRONGO Page Visits

How often do you visit SPRONGO?	Frequency	Percent
None	24	40,0
Less than 10	11	18,3
from 10 to 20 hours	8	13,3
from 30 to 40 hours	17	28,3
Total	60	100,0

In Table 10, we find the information about how much our subjects uses SPRONGO Page on a daily basis. %40 (n=24) of them don't prefer to visit SPRONGO as much, , %18,3(n=11) of them visits the page less than 10 hours, %13,3 (n=8) of them spends on SPRONGO Page between 10-20 hours and %28,3 (n=17) of them spends between 30-40 hours.

Table 11-Correlations

		1	2	3	4	5	6	7
1.Brand Awareness	Rho	1						
2.SprongoAwareness	Rho	-0,498**	1					
	p	**<0.001**						
3. Frequency of Social Media involvement	Rho	0,046	0,074	1				
	p	0.728	0.575					
4. Frequency of Internet usage	Rho	-0,020	0,236	0,047	1			
	p	0.882	0.070	0.722				
5. Importance of Social Media	Rho	0,004	0,114	0,070	-0,119	1		
	p	0.925	0.386	0.595	0.365			
6.Frequency of Internet involvement	Rho	0,356**	0,333**	0,030	-0,067	-0,109	1	
	P	**0.005**	**0.009**	0.820	0.612	0,405		
7.Frequency of Sprongo page clicks	Rho	0,854**	0,505**	0.002	-0.015	-0.002	0.338**	1
	P	**<0.001**	**<0.001**	0.990	0.911	0.990	**0.002**	

*. Correlation is significant at the 0.05 level (2-tailed).**. Correlation is significant at the 0.01 level (2-tailed). (Pearson Correlation Test)

The dependent variable of this research is Brand Attitude. The independent variables of this research mainly are brand awareness, social media usage, Internet usage frequency, importance of social media, frequency of Internet Usage and visit frequency of the SPRONGO Page.

The relationship between all these dependent and independent variables are given in Table 11. According to this analysis, there is a meaningful negative correlation between the Brand Attitude and Brand Awareness. ($p<0.001$, rho=-0,498). This negative correlation shows that the longer they know about SPRONGO Brand, It creates a negative outcome for their perception of SPRONGO Brand Attitude.

There is no significant meaningful relationship between the brand attitude and the social Media usage as predicted.

There is no significant relationship between the frequency of Instagram usage and the brand attitude ($p=0.882$, rho=-0,020).

We couldn't detect any kind of significant correlation between the importance of social media and brand attitude. ($p=0.925$, rho=0,004).

There is an important correlation between the frequency of the Internet usage and the brand attitude. ($p=0.005$, rho=0,356). It is clearly stated that this positive relationship tends to strengthen the brand attitude.

Moreover, there is also another significant relationship between the frequency of SPRONGO page visits and the Brand attitude. ($p<0.001$, rho=0,854). This positive correlation proves that as much as they visit SPRONGO, people are developping a more lasting Brand Attitude for the brand.

There is a positive correlation between the frequency of Internet usage and the brand awareness ($p=0.009$, rho=0,333). This positive relation shows us that being exposed the Internet increases the awareness for theSPRONGO Brand.

Another significant correlation comes from the frequency of visiting SPRONGO Page and the brand awareness of SPRONGO Brand ($p<0.001$, rho=0,505). This positive correlation shows us that as much as they visit the brand page, they tend to like and use SPRONGO for more.

Moreover, there is another positive correlation between the frequency of Internet usage and the frequency of SPRONGO Page visits. (p=0.002, rho=0,338). This positive relation states that as long as people increases their frequency of using the Internet, It is more likely going to increase their SPRONGO Page clicks.

Table 12-Brand Awareness and SPRONGO

Brand Attitude					
SPRONGO Awareness (Fans)	**N**	**Mean**	**Std. devation**	**F**	**p**
1-2 years ago	5	44,30	4,07		
More than 2 years ago	22	43,80	4,81	4.242	**0.025**
I don't know for sure	3	35,00	7,07		

ANOVA Test

As seen in table 12, there is a significant correlation between the brand attitude and SPRONGO Awareness. [F (2.27) = 4.242, p = 0.02]. In order to determine the source of this result, Turkey Test out of other Post-Hoc tests has been applied and It shows us that the Fan/Non-Fans group who can't recall when they first hear about SPRONGO have a highly different brand attitude compare the ones who have been using it for a while.(In an order, p=0.019;p=0,029) (Tukey test).

The most surprising result arises from this correlation and It shows that people who knows the SPRONGO Brand for the longest time period have a more negative brand attitude compare the ones who have been using it for the last years.

Table 13-Brand Attitude for SPRONGO Awareness

Brand Attitude					
SPRONGO Association (Fans)	**N**	**Mean**	**Std. deviation**	**F**	**P**
Sports Analysis	14	44,80	4,17		
Great Technology	3	46,50	4,94		
Artificial Intelligence	5	41,60	3,84	3.310	**0.045**
Better Performance	3	35,50	7,77		
Video Analysis	5	44,00	19		

ANOVA test

As seen in Table 13, there is a significant importance between brand attitude and SPRONGO Awareness. [$F_{(4.25)}$ = 3.310, p = 0.045].In order to determine the source of this result, Turkey Test out of other Post-Hoc tests has been applied. In the result, subject group who are defining SPRONGO as Better Performance are highly different from the one who associate SPRONGO with Sport Analysis, Great Technology and Video Analysis groups.(In an order:p=0.036;p=0,025;p=0,040) (Tukey test). Test results show that SPRONGO Associations are playing a big role in the brand attitude.

Table 14: Brand Attitude and the Frequency of SPRONGO page visits

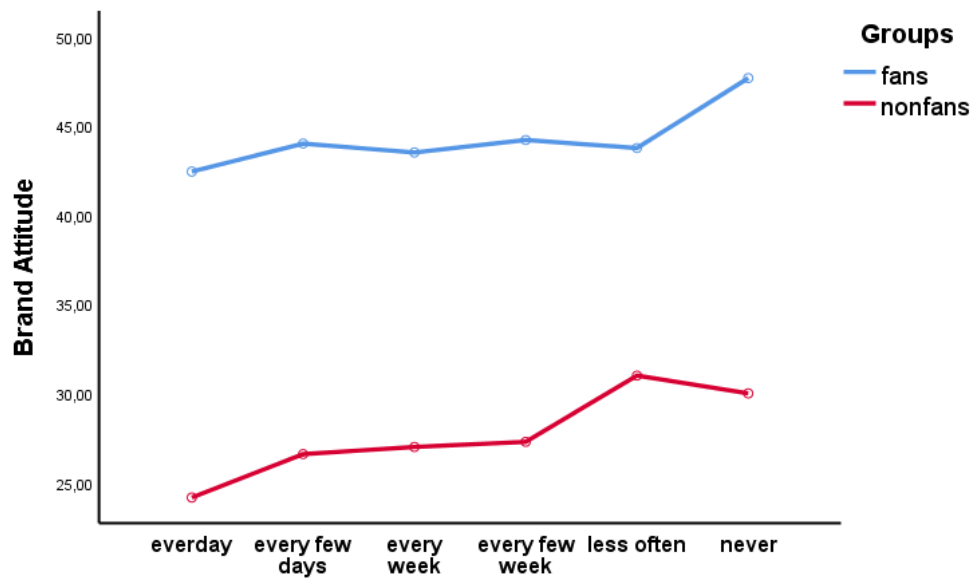| Brand Attitude					
Frequency of SPRONGO Clicks (Fans)	**N**	**Mean**	**Std. deviation**	**F**	**P**
Less than 10	4	40,00	2,82		
from 10 to 20 hrs	7	44,14	4,37	3.680	**0.042**
from 30 to 40 hrs	15	46,50	3,89		

ANOVA test

As seen in Table 14, there is a significant relation in Fans between the brand attitude and the frequency of SPRONGO Page visits[F (2.23) = 3.680, p = 0.042]. In order to determine the source of this result, Turkey Test out of other Post-Hoc tests has been applied. As a result, we see that subjects who are using SPRONGO between 30-40 hours has a much more valuable than the ones who are using the website less than 10 hours (p=0,034) (Tukey test). It proves that when people are visiting the SPRONGO webpage more, they develop a positive relation with the brand and increase their visits.

Table 15: Brand Attitude and the Usage of Social Media

Usage of Social Media	Fan/Nonfan	Mean	Std. deviation	N
Everyday	Fan	47,66	2,51	14
	Nonfan	30,00	2,45	6
	Total	43,25	9,06	20
Every few days	Fan	44,00	8,48	2
	Nonfan	26,60	2,19	5
	Total	31,57	9,34	7
Every week	Fan	43,50	4,94	2
	Nonfan	27,00	3,28	1
	Total	38,00	10,14	3
Every Few weeks	Fan	44,20	5,31	5
	Nonfan	27,28	3,96	14
	Total	31,73	8,72	19
Les often	Fan	43,75	3,86	4
	Nonfan	31,00	5,19	3
	Total	38,28	7,93	7
Never	Fan	42,42	5,03	3
	Nonfan	24,16	4,21	1
	Total	36,95	9,78	4

As seen Table 15 , there is a significant difference between Fan/Nonfans groups in the sence of Social Media Usage [F (1.23) = 106.650, p < 0.001]However, there is no significant correlation between the frequency of social media usage and the brand attitude [F (1.23) = 1.367, p =0.253] (Two-Way ANOVA test).

Figure 3-The correlation between the Fans/NonFans groups' brand attitude and their frequency of social media usage.


Table 16-Brand Attitude towards the Social Media Channels

Social Media Usage Channels	Fans/Nonfans	Mean	Std. devation	N
Facebook	Fan	42,87	5,07	16
	Nonfan	27,00	6,38	6
	Total	38,54	8,96	22
Linkedin	Fan	45,50	3,78	4
	Nonfan	26,28	2,98	7
	Total	33,27	10,17	11
İnstagram	Fan	43,75	4,80	8
	Nonfan	27,33	3,39	15
	Total	33,04	8,86	23
Twitter	Fan	45,00	7,07	2
	Nonfan	27,00	7,07	2
	Total	36,00	11,88	4

As seen in Table 16, there is significant correlation between brand attitude and the Fans/Non-Fans groups [$F_{(1.31)} = 124.896$, $p < 0.001$] However, there is no

significant relationship between the social media channels and the brand attitude [F $(1.31) = 0.124$, p =0.945] (Two-Way ANOVA test).

Figure 4- The relationship ofFan/Nonfansgroups' brand attitude and social media channels
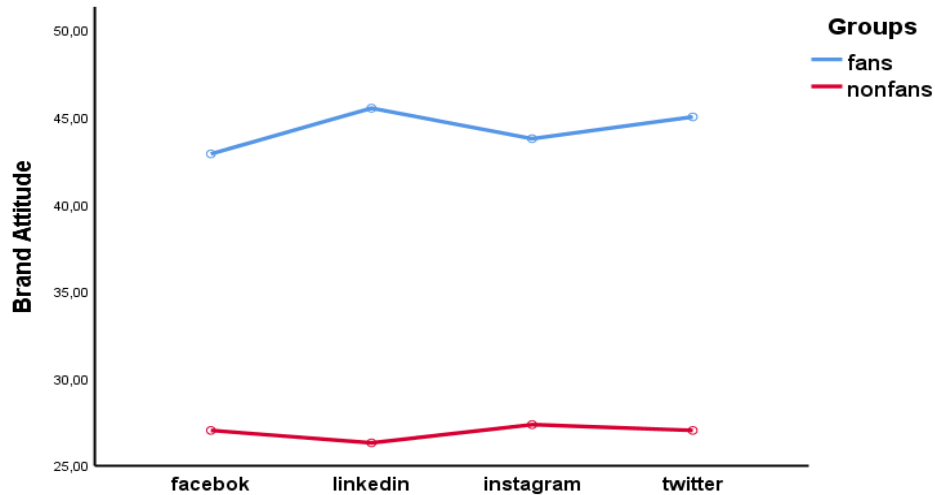
**Table 17-Correlation between Brand Attitude and the Frequency of Instagram**

Frequency of Instagram usage	Fan/Nonfan	Mean	Std. devation	N
Everyday	Fan	44,27	4,05	18
	Nonfan	26,88	4,08	18
	Total	35,58	9,68	36
Every few days	Fan	42,75	2,50	4
	Nonfan	26,50	6,40	4
	Total	34,62	9,78	8
Every week	Fan	38,00	.	1
	Nonfan	30,00	.	1
	Total	34,00	5,65	2
Every Few weeks	Fan	44,25	5,67	4
	Nonfan	27,25	3,77	4
	Total	35,75	10,12	8
Les often	Fan	30,00	.	1
	Nonfan	25,00	.	1

		Total	27,50	3,53	2
		Fan	47,50	3,53	2
Never		Nonfan	28,0000	2,82	2
		Total	37,7500	11,55	4

As seen in Table 17, there is an important correlation between the brand attitude and the Fans/NonFans groups [$F_{(1.31)}$ = 124.896, $p < 0.001$] However, there is no significant relationship between brand attitude and the frequency of social media usage [$F_{(1.31)}$ = 1.745, $p = 0.143$] (Two-Way ANOVA test).

Figure 5-The relation between the frequency of Instagram Usage and Brand Attitude
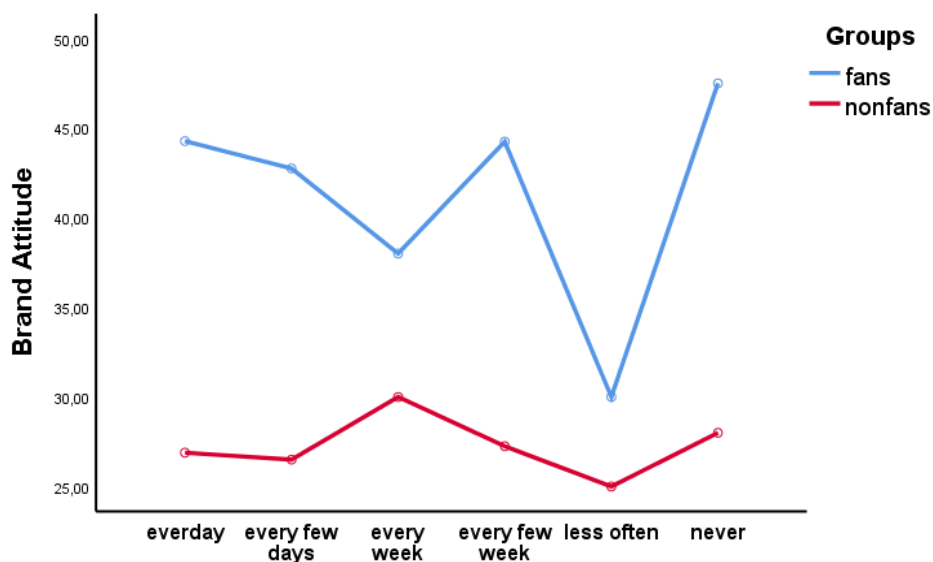
Table 18- Brand Attitude towards the importace of Social Media Usage

The Frequency of Instagram usage	Fan/Nonfan	Mean	Std. devation	N
Not important at all	Fan	46,00	.	1
	Nonfan	22,00	.	1
	Total	34,00	16,97	2
Not important	Fan	45,25	3,30	4
	Nonfan	28,50	4,43	4
	Total	36,87	9,65	8
Neutral	Fan	43,75	4,64	4
	Nonfan	25,83	1,94	6
	Total	33,00	9,74	10
Important	Fan	43,12	5,65	16
	Nonfan	27,57	4,51	14
	Total	35,86	9,37	30
Very	Fan	43,20	4,14	5
	Nonfan	26,60	4,56	5
	Total	34,90	9,66	10

As seeen in Table 18, there is a significant correlation between the brand attitude and Fan/NonFans groups [F (1.41) = 111.439, p < 0.001].However, there isn't any significant relationship between the importance of social media and the brand attitude [F (1.41) = 0.463, p =0.762] (Two-Way ANOVA test).

**Figure 6-The relationship of the Fan/NonFans between the brand attitude and the importance of Social Media**
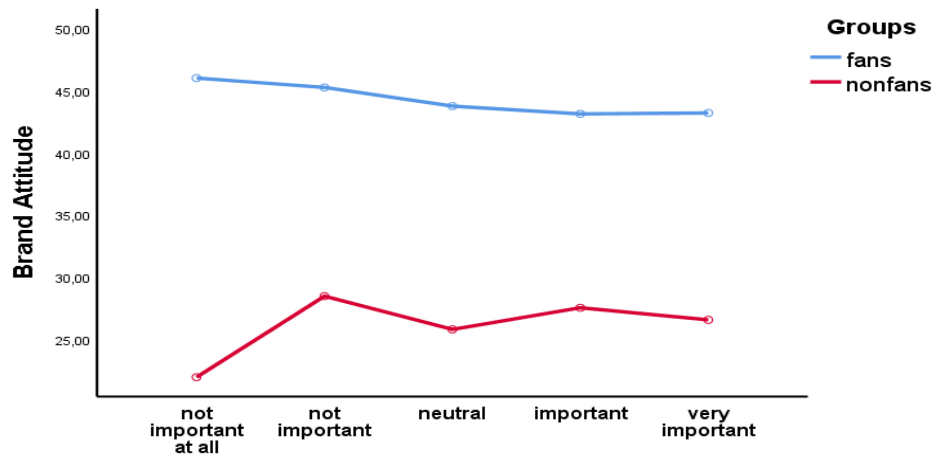
Table 19: Brand Attitude and the frequency of Internet Usage

Frequency of Instagram Usage	Fan/Nonfan	Mean	Std. devation	N
from 10 to 20 hrs	Fan	42,40	4,15	5
	Nonfan	27,56	3,07	16
	Total	31,09	7,24	21
from 20 to 30 hrs	Fan	44,20	3,56	5
	Nonfan	24,40	4,77	5
	Total	34,30	11,16	10
from 30 to 40 hrs	Fan	42,08	5,55	12
	Nonfan	27,80	6,37	5
	Total	37,88	8,73	17
from 40 to 50 hrs	Fan	46,25	4,06	8
	Nonfan	27,00	3,46	4
	Total	39,83	10,17	12

Table 19, It is shown that there is a significant correlation between the Fans/NonFans groups and the brand Attitude [F (1.31) = 181.803, $p < 0.001$]However, there is no significant correlation between the frequency of Internet Usage and the Brand Attitude [F (1.31) = 0.541, p =0.656] (Two-Way ANOVA test).

Figure 7-The relationship between the Fans/NonFans groups and the Internet Usage on a hour basis.
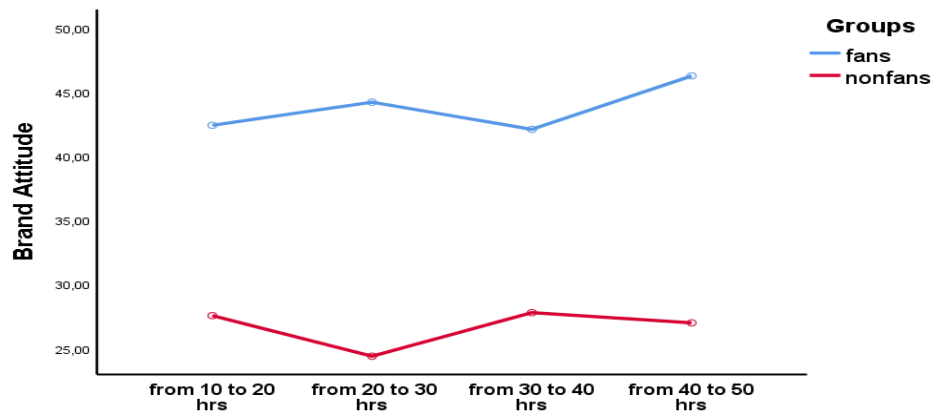
CONCLUSIONS AND CONTRIBUTION

The aim of the research was to understand how effective social media platforms is are on the formation of brand attitudes and brand awareness. Instagram was our main focus in this research due to its broad spectrum of public and the famous Instagram influencers in the sense of analyzing the motivation of certain associations on the formation of brand attitude.

The dependent variable is the brand attitude and the independent variables are mainly the awareness of Sprongo, the frequency of social media usage, Internet usage, the importance of social media and the visiting rate of Sprongo. All the relations between these independent and dependent variables are explained in table 11.

According to this research, the most significant finding was about how surprisingly new followers were more impressed with Sprongo, compare to the existing ones. We assume it was only special for this case example due to Sprongo's latest new artificial intelligence and the satisfaction that comes by using this new tool.

The increase and the requency of using the internet and visiting the social media platforms increases the brand attitude with the positive relationship.

As expected, whoever uses internet as often has a more tendency to use Sprongo more often as well.

Using Instagram is also linked with longer usage of internet in this case.

However, we were once again surprised that we could not obtain any findings in the sense of a positive relationship between the bran awareness and Instagram usafe frequency.

Limitations and recommendations

Instagram was chosen to alter the prepared questionnaire and choosing the respondents in the beginning of the study. However, later on, Facebook was also involved due to the different nature of the group design. Non-followers of the study were carefully chosen by the Facebook respondents and the answers were equally complete after than.

For future studies, using only one social media platform can give more clear and proper ideas about the brand attitude formation of a certain brand.

Using Instagram was a good choice in the sense of monitoring many profile clicks, understanding hot they found out the profile page, how many times do they ted to visit the page and with what kind of frequencies. The numbers were gathered through Instagram's sales account tools as they give these information's for brand pages.

There was another surprising finding about how the newest tool of Sprongo was effective and succeed to attract more consumers' attention compare to the existing ones. That is why, it will be better in the future studies to observe an existing marketing plan and the awareness towards that certain plan. The shift in the SPSS was take into action and another study may come from here.

As the action of other studies that may come from this paper, we are already working on a new study that reveals that these kind of video sharing programs can be a good tool to advertise and attract more business collaborations in the sense of getting more attention with the new artificial intelligence tool.

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APPENDICES

Appendix 1: List of social media types distributed to focus group participants

Types of web applications that are generally considered as social media:

1. Social networking sites (such as Facebook, MySpace, Hi5, Linkedin, Xing, academia.edu, Wayn, or similar other).

2. Blogs (personal websites sometimes in the form of online diaries where users share own thoughts, experiences, photos and other information)

3. Microblogging applications (such as Twitter, Jaiku, Plurk, Tumblr, or similar other).

4. Wikis (such as Wikipedia, Wikisports, or similar other).

5. Content community websites (These are websites where users can post their own photos or their own videos such as YouTube, Vimeo, Flickr, Picasa, Panoramio, or similar other).

6. Consumer review & rating websites (such as TripAdvisor, Holidaycheck, Revoo, Yelp, Epinions, or similar other)

7. Internet forums

8. Location based applications (that people sometimes use through their mobile phones such as Foursquare, Gowalla, Facebook places or similar other)