

The Commercial Chameleons on Social Network Sites

- How native advertising affects ad and brand attitude among social network site users

Keywords | social network sites – ad-context congruency - native advertising - task orientation – consumer attitude

Abstract | *With the increased volume of commercial content online, most social network sites have adopted so-called "native" advertising on their websites to convey marketing messages more subtly. As an increased share of advertising budgets is spent on this form of advertising this essay aims to examine its effects on ad attitude and brand attitude among social network site users. The research was carried out through both a qualitative pre-study and a larger quantitative main study. The researched variables were level of congruity, task-orientation among users and the placement of the ad and their effect on ad and brand attitude. The results showed that native advertising is preferred to non-native advertising when placed in social feeds. However the evaluation was still negative or indifferent for ads that were tested in the feed. The difference was clear between information seekers who were more averse to the ads than the more explorative surfers. Among the whole population as well as when divided by task orientation the most favorable ad was a semi-native ad placed outside of the social feed. Thus this thesis concludes that to optimize the effects of native advertising the placement should be outside of social content making it a little less native and recognizable as a commercial message.*

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1. Introduction

The rise of online social networks is today less of a trend and more of a natural component in the everyday life. As users actively put themselves out there with valuable information about thoughts, interests and habits, the social network sites have become a waterhole for companies thirsting for the perfect opportunity of targeting potential customers. Advertising on sites such as Facebook and Twitter has become more and more common, which in turn has spurred the social network sites to come up with the most effective and innovative marketing solutions (Kaplan & Haelein 2010). In this stream of great revenues and technological progress there is indeed a trade-off between targeting customers in the right place at the right time with the right message without intruding their personal space too much. With the rise of online advertising words like “ad-clutter” and “banner blindness” have emerged as reactions to the constant flow of commercial messages intervening the online environment (Ha & McCann 2008, Barreto 2013). To convey a more subtle form of advertising online platforms are adopting to more thematically congruent ads, in popular press known as “native ads”. In this essay a native ad is defined as an ad with similar form, function and design as the website in which it is placed, regardless of which product it advertises. The spending on native advertising is said to rise by 12,6 % per year between 2013 and 2017 (BIA/Kelsey 2013). However research shows that different task orientations, or motivations, among Internet users might affect their perception of commercial messages online (Novak, Hoffman & Duhachek 2003). Furthermore native advertising on social network sites is usually placed where it’s mixed with social content. As social network users face an abundance of messages competing for their attention placement ought to an important factor to consider when advertising on these sites. This leads to the question if native advertising really has the positive effects that it’s flourishing trend might suggest. Are thematically congruent ads on social network sites really a beneficial method for branding? This essay aims to examine the effects of native advertising on social network sites on ad attitude and brand attitude following the research questions:

(1) Does native advertising on social network sites enhance a more positive ad and brand attitude than non-native advertising? (2) How will the task orientation of users and placement of a native ad affect these attitudes?

1.1 Online Social Networks

Since their inception, social network sites such as Facebook, MySpace and LinkedIn have attracted millions of users worldwide (Boyd and Ellison, 2007). The term “social network site” refers to online sites that became popular with the rise of Web 2.0. A social network online allows individuals to interact with their friends in an online environment. There are several definitions of social network sites, but one of the most frequently cited one is the definition by Boyd and Ellison (2007). According to them social network sites are web-based services that allow individuals to:

1. *"Construct a public or semi-public profile within a bounded system"*
2. *"Articulate a list of other users with whom they share connection"*
3. *"View and traverse their list of connections and those made by others within the system"*

Stenger and Coutant (2009) further claimed that social network sites are not focused on certain activities thus separating social network sites from online communities. Stroud (2008) created a checklist for the functional features of a social network site where he besides mentioning the features stated by Boyd and Ellison also added functions such as messaging, content sharing and add-value content such as apps.

Definitions such as the ones made by Boyd and Ellison and Stroud focus mostly on the communication between members and might fail to acknowledge the rise of commercial communication between organizations and users. Barreto (2013) suggests that a more complete definition should be web-based services with the three main functions: personal, social and “infomercial”. The personal and social functions are similar to those stated by Boyd, Ellison and Stroud but the final function defined by Barreto is more recent and describes social network sites as a type of “infomercial” medium where companies can interact with potential consumers. “Infomercial” is a portmanteau word combining “information” and “commercial” and is not a new phenomenon, but nevertheless important on social networks. The use of social network sites in order to promote brand equity in a proper way is still being explored and the most effective methods are frequently debated (Brown, Broderick & Lee, 2007; Trusov, Bucklin & Pauwels, 2009 et al).

1.2 Advertising on social network sites

With the rise of Internet, the digital medium has well and truly been added to the list of traditional advertising platforms such as print, TV and radio. Goldsmith and Lafferty (2002) also stated that the Internet, as an advertising medium, is increasing in popularity and thus giving greater revenues to the advertising companies. Through online advertising advertisers can communicate, interact, and persuade online users in a customized and personalized way, allowing the company to position its brand (Hanafizadeh and Behboudi 2012). As the applications and features of social network sites have altered individual's social habits, this has led to significant changes in the media landscape (Cooke and Buckley, 2008). Participation on these sites has become increasingly more common among both private and public organizations and opened new opportunities for selling, branding and communicating. Social network managers have become aware of the advertising potential on their sites and therefore directed more attention to the development of new advertising formats as it is their most important revenue stream (Taylor, Lewin & Strutton 2011). Individualized targeting has for example been made possible due to the large amount of data that the sites have on their users. This enormous databank has helped marketers to reach their target groups more effectively (Barreto, 2013). Due to this burgeoning targeting potential a considerable amount of advertising budgets are now directed towards social network sites.

This business model, where content is paid for by advertising revenues, is known as “the advertising model” and operated by most social network sites (Shumann, Von Wangenheim & Groene 2014). The question of how advertising on social networks is going to be able to compete for attention against user-generated content has arisen with above-mentioned developments. Users usually accept advertisements on social network sites as they prefer this to paying for the service (Hadija, Barnes & Hair, 2012). However, the question of how to optimize social network advertising is debated among researchers and a consensus is far from reached (Beauchamp 2013, Yang 2012). Some have stressed the importance of accurate and relevant targeting to avoid users ignoring the ads whereas at the same time “too” targeted ads have been found to be intrusive and thus affecting the ad attitude negatively (Goldfarb & Tucker 2011). From this rapidly and constantly changing landscape of digital marketing a new advertising concept has emerged and altered the social network platform for both advertisers and users. The concept is known as *native advertising*.

1.4 What is native advertising?

During recent years the concept “native advertising” has constituted a growing part of popular press (Mitch 2013, Salmon 2013, Bell 2014, Khan 2013, Vega 2013). The definitions of this buzzword have been somewhat ambiguous. Here follows a small section of attempted definitions by experts in the digital marketing field:

“It’s the form of advertising that fits very naturally onto a page so it looks and feels like the other content on the page”

Patrick Albano, VP social & innovation Yahoo, Iab Digital Simplified, 5 April 2014

“It is marketing messages that are part of the natural flow of the way a user, viewer or a reader uses the medium, to me it’s that simple”

Lewis D’Vorkin, Chief Product Officer, Forbes Media, Gigacom 28 May 2013

“Native advertising is a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed”

Sharethrough, 2014

The definitions online are also many but based on above stated quotes and several articles concerning the subject (Wong 2014, Hallet 2012, Iab 2013) this essay summarizes the definition as following:

“Native advertising is advertising that is congruent with the context in which it’s placed in terms of design, form and function”

So-called “native” advertisements are thus acting like online commercial chameleons. One example could be an ad looking like an article when placed in an online magazine or an ad looking like a blog post or comment when appearing on a blog. The common denominator is that native advertising is supposed to “blend in” with its surroundings but in how many aspects differs depending on whom you ask. It seems to be consensus though that it has to blend in thematically, that is in the same color, type writing and style as the rest of the websites content.

Since native advertising aims to be congruent with the website in which it's placed, it could be interpreted as a modern version of the term "ad-context congruity". By relabeling the concept of "native" to "contextually congruent ads" native could be found outside the online sphere as well, for example in a printed magazine where an ad resembles the surrounding articles. The concept "native" is thus not something unique for the prevailing time as the phenomenon of congruent ads has been researched for several decades (Zanjani, 2011, Lee & Mason 1999, Meyers-Levi & Tybout 1989). The previous studies emphasize factors such as how product, mood and information can be adapted to the ad-context offline and online. Only limited research has outspokenly focused on the congruence of design, form and function of the ad in an online environment. The distinction between research on contextually congruent ads and the more recent phenomenon of native advertising on social network sites is that definitions of native rarely mention the product as a determining attribute for an ad to be considered native. This might be explained by the fact that the use of native advertising on social networks is rather unique as that the conditions for "blending in" is much more complicated. Context on social network sites is highly individual and constantly changing, which means that placing the right product, in the right time, at the right place, where it manages to be congruent with surrounding posts in the social feed would call for extreme accuracy. This cannot yet be found on any of the largest social network sites, even though their targeting methods are improving. Little research has been conducted regarding the effect of native advertising, which inspired the beginning of this study.

1.5 Purpose

Social network sites are largely dependent on advertising revenues; therefore it is of great concern to provide a suitable advertising framework for their sites. The purpose of this thesis is to investigate the effects on ad and brand attitude of so-called "native advertising" on social network sites. This will be done by (1) *comparing attitude towards native and non-native ads* as well as (2) *investigating how the task orientation of users and placement of an ad influence these attitudes*.

1.6 Delimitations

Native advertising is not yet properly defined in academic research. However a common definition can be found in popular magazines as presented in the background. The definition is however ambiguous concerning whether native advertising concerns the overall thematic

attributes of an ad or also its actual content; the product it is offering. If the product should also be taken into account, and not just the design, form and function, this would be very hard to investigate on a social network site, as there are numerous variations of products each targeted to a specific individual. In this case the research would have to be carried out on each research object's individual social network site and require that the right type of ad appeared at the right time. This would obviously be quite hard to carry out in a way that would not harm the accuracy of this essay. Therefore, to be able to manipulate an experiment, this essay focus solely on the physical attributes of the advertisement such as design, form and function rather than if the product is "native". Furthermore native advertising is used in a wide spread of media such as for example printed press, online magazines and blogs. This essay only investigates the use of native advertising on social network sites as this is rather unique to the other media in the sense that the advertising is appearing in a social and highly individualized context. As mobile devices offer a slightly different advertising format for social networks sites research on those devices has been excluded and instead focused on content that is readable on computers or pads.

1.7 Expected knowledge contribution

So far rather little research has been conducted about the effects of native advertising on social network sites. However research shows that spending on this kind of advertising is expected to rise significantly in the upcoming years (BiaKelsey, 2013). In other words it seems an increasing part of the online advertising in the future will take on a "native" form. This essay hopes to work as a stepping-stone for other future research where hopefully more generalizable conclusions can be made. By providing a clearer outlook on how native advertising is effecting consumer perceptions this essay might provide valuable insights for the future use advertising on online social networks both for advertisers and publishers.

1.8 Definitions

Social network site

Social network sites are websites and mobile apps through which people can interact online and contribute with user generated content (for more thorough definition see background).

Native advertising

Native advertising is advertising that is congruent with the context in which it's placed in terms of design, form and function

Promoted post

In social network sites promoted posts are commercial messages by company profiles that appear in the social feed like other social content. For example sponsored tweets on Twitter or Sponsored pins on Pinterest.

Advertising model

A business model based on receiving revenues from advertisements through a website/app.

Organic or social content

Content from friends on social network sites such as messages, pictures, shares or user's own content that they voluntarily share with their friends.

Social feed/news feed

The social feed or news feed is the main part of a social network site where most information, both social and commercial appears.

Social network site user/User

A member of a social network site

1.9 Disposition

This thesis is divided into six main parts: introduction, theory, methodology, results & analysis and lastly discussion & implications. In the theory section previous research and theories are presented that help form the hypotheses. The used method is then presented followed by the results obtained from the conducted study. After analyzing the results follows a discussion of the most important conclusions as well as a presentation of potential implications.

2. Theory

In this section the main theories used in the research will be presented. These are mainly ad and brand attitude, ad-context congruency, priming, task-orientation and role theory.

2.1 Ad and Brand attitude

Understanding consumers' perceptions and acceptance of advertising messages is almost impossible without studying consumer attitude. Attitude is said to constitute of three parts: affect (positive and negative feelings), cognitions and knowledge and behavioral intentions (Vanden-Bergh & Katz 1999). Throughout the history of studying advertising many researchers have used the attitude towards the ad as a measurement of reaction to a commercial message (Chen and Wells, 1999; Lutz 1985; Mehta 2000). Simply put, attitude towards the ad measures positive or negative consumer feelings towards the advertising, products or services (MacKenzie, Lutz and Belch 1986). One of the most important implications of ad attitude theory is that ad attitude is believed to influence the attitude towards a brand; an ad that is perceived positively by a customer might also create a positive brand attitude in that customer (Gardner 1985). Mitch and Olson (1981) defines brand attitude as a consumer's "overall evaluation of a brand". It is conceptualized as evaluation based on positive or negative reactions to brand-related stimuli or beliefs (Murphy & Zajonc 1993). This could also be translated to an online context, where viewers are exposed to an abundance of commercial messages on a daily basis, which then will forms their brand attitudes. Furthermore brand attitude is also believed to be one of the most important brand equity drivers (Whan et al 2010).

MacKenzie and Lutz (1989) showed that ad attitude is affected by variables that advertisers have a hard time affecting such as individual differences, perceptions of advertising and mood. Their study was not conducted in an online environment but nonetheless important when studying attitudes towards brands online today. One important difference online is that users are not exposed to the advertisement solely but advertising is appearing in websites with a lot of other content competing for users' attention (Moore, Stammerjohan, Coulter 2005). Thus more variables need to be taken into account when website users are evaluating an ad. Bruner and Kumar (2000) have for example stated that the more the web site is liked by the consumer, the more positive ad attitude is. Yet, as stated earlier, social network sites constitute an even more complex environment, as commercial messages are not only competing with other commercial content but social content.

2.2 Ad-context congruity

The term “native advertising” might be categorized as just another new buzzword but the attributes of “native” are not characteristic only to modern age advertising. The concept of adapting an advertisement to its context, whether it is design wise or product wise, has been used during several decades (Zanjani, 2011, Lee & Mason 1999, Meyers-Levi & Tybout 1989). The terms most consistent with the definition of native advertising found in theory are words such as “*ad-context congruity*”, “*thematically congruent ads*” and “*contextually congruent ads*”.

The definition of ad-context congruity varies depending on research as ad context can be defined differently. The majority of research found focus on whether the advertised product or service itself is congruent with the focus of its medium, in an online environment e.g. the website or blog (Moore, Stammerjohan, Coulter 2005, Furnam et al 2002). For example research on congruity could investigate how an advert for a computer affects viewers attitudes if its placed on a web site about IT (congruent) versus if it’s placed on a website such about cars (incongruent) (Zanjani, 2011). Some studies also discuss context in the terms of mood - how for example a serious advert interpreted in a humorous context or vice versa (Lord, Burnkrant and Unnava 2001). Other research has focused more on the visual context like the color schema and function of advertisements in relation to the environment in which it is placed (Duff & Fabel, Stammerjohan, Coulter 2005). The latter one being the most similar to the concept of native advertising and unfortunately also the most sparsely researched.

Advertisers can make their ads more desirable by making them more congruent to their surrounding context (Norris & Colman, 1992) thus combating the problem of consumers feeling disturbed by unwanted commercial content that intrude them while surfing (Rohrer & Boyd 2004). Studies have also demonstrated that advertisements are more easily remembered when they appear in framings of similar content (Gunter et al. 2002). According Moore, Stammerjohan and Coulter (2005) an ad with the same theme as its surroundings, in other words an ad congruent with its context, have documented positive effects. The positive effects are apparent within variables such as attitude towards the advertised brand (Choi & Rifon 2002) and increased purchase intentions (Jeong & King 2010). These studies mainly emphasizes the importance of congruent products but they also state that consumers favor advertisements with similar nature as their surroundings thus the theories could be applicable on native advertising.

Studies by Furnham, Gunter & Richardson (2002) show that lack of congruency decrease the chance of ad recall and some even claim that lack of congruency leads to negative brand attitudes and product evaluation (Lee & Mason 1999; Meyers-Levy & Tybout 1989). Research on schema congruity also states that information can offer a comfortable feeling of familiarity if it is perceived as schema congruent (Ioan & Alina 2013). Schemas provide certain expectations that will guide processing of different situations. For example when advertising fits with users' current schema, for example expecting social actions on social networks, it limits cognitive processing thus making it easier for users to take in certain information. Advertising congruent with the website scheme, such as native ads, should therefore be less likely to be defined as clutter if they blend in well enough. If the native ad succeed and fit into the social schema, users of social network sites might evaluate them more positively than for example banners. A native ad would be easier for a user to understand and follow as its' form and function is coherent to the social context and schema that the user is expecting to face. Research work made by Edwards, Lee and Li (2002) found that ads that match the cognitive activities or expectations of consumers will be perceived more positively.

2.2.1 Priming

In ad-context congruity research positive effects are often explained by the psychological term "cognitive priming" and a common assumption holds that priming is one of the most important mechanisms underlying media context effects (Yi 1993). A prime is something that activates related concepts when exposed to it. For example a certain context can make it easier for us to interpret or process information if it's related or similar to that context. When we evaluate different stimuli priming can increase the availability of certain constructs or concepts (Higgins et al. 1987) and when recently exposed to a construct we access that construct more easily and are more likely to use it in later judgments and stimuli evaluations (Herr 1989). This is because if the target stimulus (for example an ad) matches one of these concepts, the processing of the stimulus will be easier as relevant knowledge has been activated (Fazio et al. 1986). If this is translated to an advertising context it means that a congruent ad makes individuals more susceptible to the information which in turn generates bigger information processing and likeliness of evaluating the ad and content of it more positively (Herr 1989). In contrast, a person that is exposed to an incongruent ad have to spend more time resolving that incongruence which might cause frustration (Meyers-Levy & Tybout 1989). The concept of priming becomes more complex in a social network environment. If the content, that is the

advertised product or brand, is equally needed to be congruent with the website this calls for extreme accuracy on social networks. For priming to work each ad would have to be put in the right place in exactly the right time where surrounding posts by friends are matching in content and thus able to prime the ad. As “context” in a social network is highly individual. Hence how users perceive their context on the social media will affect how congruent the users perceive the advertisement. What the social network users all have in common though, is that context is inevitably “social”. Therefore priming could still work on social media in the sense that a native ad follows the same social theme as the surrounding social content. Thus making it easier to process an ad that, similar to the social content, offers functions such as liking, commenting and sharing.

There are also contrasting research that states that too congruent ads can instead harm ad evaluation. For example, one problem is called input interference where the advertisement and website is so similar that the viewer can’t separate them from each other which might annoy the viewer and thus harm ad evaluation (Duff & Faber 2011). In order to export these contrasting views on ad-context congruity to the social network site context they should be reviewed under the specific conditions that social network sites offer. Firstly, most of the larger social network sites such as Facebook, Pinterest and Twitter are currently placing ads in the social feed (Beauchamps 2013, Kietzmann et al. 2012). Given the prerequisite that a portion of ads has to be in the social feed the assumption is that it’s logical to try to minimize the feeling of potential intrusiveness. It is thus intuitively more likely that congruent ads will minimize potential irritation given that the ads are placed in the social feed. This essay thus assume that the positive effect of ad-context congruity will be more dominant than the potential negative effects on social network sites.

By adapting theories of ad-context congruity and priming to social network sites and assuming that the positive arguments are more prevailing the first hypotheses are stated as following:

H1a: On social network sites native advertisements will enhance a more positive ad attitude than non-native advertisements

H1b: On social network sites native advertisements will enhance a more positive brand attitude than non-native advertisements

2.3 Task-orientation

Beside just the design and form of advertising online other research suggests that the type of Internet user you are can affect your perception of advertising (Zanjani 2011). Most of this research concerns Internet users in general and is not specifically developed for a social network site context but might provide valuable insights that can be applied on social network advertising, in this case specifically native ad, and how it is actually perceived by its audience.

Zanjani (2011) distinguishes between two types of task orientations among Internet viewers - information seekers and surfers. This theory states that information seekers view online content with a specific goal whereas surfers just browse content casually with no specific purpose. Rogers and Thorson (2000) further stated that information seekers have a clear agenda and seek specific information whereas the so-called surfers are exploratory, curious and more playful in their behavior online. This is based on previous studies outside the online sphere, where researchers have stated that different task orientations leads to different reactions to commercial messages among consumers (Bettman, 1979; Punj and Stewart 1983). Rodgers, Rettie and Alpert (2007) have further concluded that this theory can be applicable online where viewers also can be categorized by different motivations. If this framework was translated into a social network site environment an information seeker might be specifically interested in a limited amount of friends, just a certain topic or a specific function on the social media, whereas a surfer would scroll through the social media site being more open for any kind of information, perhaps looking at all types of content, messages and friends. According to Danaher and Mullarkey (2003) information seekers are unlikely to pay attention to advertisements that are unrelated to their goal and aim of being on Internet. Therefore the effect of advertising is decreased when it is exposed to people with a strong goal orientation. A reason for this is suggested to be that this type of user believes that the ads are impeding the task they are trying to accomplish (Cho and Cheon 2004). Exploratory surfers on the other hand are more likely to be able to shift attention between website main content and the surrounding advertisements. An information seeker can thus be assumed to categorize more web content as unnecessary information or “clutter” and find online ads increasingly intrusive as it causes information overload (Ha & McCann 2008). This hostility in turn, can lead to psychological reactance, which increases the probability of avoidance and also affects ad and brand attitude negatively (Cho and Cheon 2004).

Assuming that the two different main task orientations can be found among social network site users, the above mentioned theory suggests that users will react differently to native advertising depending on their orientation. As native advertising is supposed to follow the form of other social content the implication is that the ads are usually present in the social feed. Assuming that social network users, like other internet users, can be categorized into information seekers and surfers depending on their level of openness to non-social content, the third and fourth hypotheses can be stated as following:

H2a: Surfers will have a more positive ad attitude towards native advertising on social network sites than information seekers

H2b: Surfers will have a more positive brand attitude towards native advertising on social network sites than information seekers

2.4 Role theory

A theory that is relevant when studying the placement of social network advertisements is role theory (Beauchamps 2013). Ebaugh (1988) states that roles are a set of behavioral expectations associated with given positions in the social structure. People often assume multiple roles simultaneously, which is apparent on social network sites as users are torn between being a consumer and a social engaging human being (Beauchamp, 2013). When people take on more than one role at a time they also create boundaries or what can be called “mental fences” to create order and clarity in life. (Michaelsen & Johnson 1997; Nippert- Eng 1996a, 1996b). The boundaries of a role facilitate the articulation of the role identity and the domain of the role according to Ashforth (2001). When the roles are segmented people tend to focus more on transition work and boundary dynamics and consequently when roles are integrated people tend to focus more on creating clear boundaries between the roles (Ashfort, Kreiner & Fugate 2000). This suggests that users might be reluctant to marketing mixed with social content. As the boundaries between different roles on social networks are blurred, according to this theory, people would focus on trying to create a firmer line between them. When ads are then invading the social space, such as the news feed on Facebook, users could get annoyed. They might have a more positive perception of the information if they feel they have more control over what information reaches them (Beauchamp, 2013). Placing the ad within the social feed is one of the most typical attributes of native advertising on social networks today. Even though native

attributes such as congruent design, form and function are argued to be favorable for ad evaluation, role theory suggests that the attribute *placement* can be debatable. As users might wish to separate commercial and social content in order for them to create firmer boundaries between being a consumer and a social being the theory implies that an optimal ad placement is outside the social feed. However, when placed separate from social content it can be argued that an ad inevitably becomes less native. Keeping the other native attributes, except for “placement”, a semi-native ad might optimize the positive sides of native advertising. This leads to the last hypotheses:

H3a: A semi-native ad placed outside the social feed will generate a more positive ad attitude than a native ad placed in the social feed on a social network site

H3b: A semi-native ad placed outside the social feed will generate a more positive brand attitude than a native ad placed in the social feed on a social network site

2. 5 Summary of Hypotheses

TABLE I
SUMMARY OF HYPOTHESES

H1A	<i>On social network sites native advertisements will enhance a more positive ad attitude than non-native advertisements</i>
H1B	<i>On social network sites native advertisements will enhance a more positive brand attitude than non-native advertisements</i>
H2A	<i>Surfers will have a more positive ad attitude towards native advertising on social network sites than information seekers</i>
H2B	<i>Surfers will have a more positive brand attitude towards native advertising on social network sites than information seekers</i>
H3A	<i>A semi-native ad placed outside the social feed will generate a more positive ad attitude than a native ad placed in the social feed on a social network site</i>
H3B	<i>A semi-native ad placed outside the social feed will generate a more positive brand attitude than a native ad placed in the social feed on a social network site</i>

3. Methodology

In this section the scientific method of pursuing the research work will be presented and motivated. Firstly the research approach will be presented followed by an explanation of the pre-study. The follows a more in depth presentation of the main study and lastly the reliability and validity of the study will be discussed.

3.1 The Research Approach

To enable further research within the academic field, a deductive approach was applicable for this thesis. A deductive approach was found suitable since the study aimed to further develop existing theories by hypothesizing the effects of them in a new context, in this case social network sites. By trying the hypotheses on quantitative data the hope was to objectively be able to support or reject the stated hypotheses. The goal was to investigate variables that affects the evaluation of native ads and also to prove a relationship between the dependent and independent variables; thus using a casual research model (Ghauri and Grønhaug 2005).

3.2 Design of study

The study was comprised of one qualitative pre-study followed by a larger quantitative main study. The pre-study was conducted to help form a framework for what is considered to be congruent advertising on social network sites, or in other terms, what is considered to be more or less “native”. The main study was carried out to help answer the stated hypotheses. The main study was of quantitative nature as it aimed to be objective and had emphasis on testing hypotheses based on relevant theories (Ghauri and Grønhaug 2005), consisting of an experiment with three subject groups. Quantitative research also has a higher possibility of investigating large-scale social behaviors more credibly (Bryman and Bell 2011). This is desired when trying to contribute to digital marketing industry praxis. Furthermore the quantitative method also gives some limited room for generalizations within the studied group (Malhotra 2010), allowing investigation of the effects of using native advertising on social network sites with regards to level of congruency, task orientation and placement. As social media is used by a lot of people regardless of age, work, education and so on a quantitative study targeting as many respondents as possible seemed to be the most appropriate way to find answers to the research question. The quantitative method also renders a dataset consisting of numbers, hence comparisons between different types of respondents could more easily be made.

3.3 Qualitative pre-study

As research on native advertising on social network sites has been quite sparse in the academic world a pre-study was conducted to help create a more solid framework (see Appendix 8.6 for questionnaire). The study was carried out among 20 respondents in order to help sort out what they defined as native advertising - or in other terms what they believed made an ad congruent or not congruent with its medium. By doing this the information could be used to help determine what features of an ad would make it more or less congruent hence helping the process of creating manipulated ads that would later be used in the quantitative study. In this way a deeper insight to the attitudes and knowledge of native advertising on social networks could also be obtained.

The study was conducted by letting them study their own Facebook account newsfeed in order for the experiment to feel as realistic as possible. The choice of Facebook will be further motivated in the section explaining the main study. The respondents were asked to first study a promoted post in the news feed and then give feedback on how they experienced this ad. They were asked to focus solely on the format and “pretend” that the ad could be for any product. They were then asked if they were aware of native advertising as a concept and when told about it asked to define what they believed was native or not. Then they were asked to evaluate the different attributes of the ad and explain which of the attributes that made it blend in more or less. For example they were asked to evaluate colors, typewriting and placement.

Further on they were asked about their main purposes of using social network sites in order to establish if the expected task orientations could actually be found and translated into a social media environment. To get a better understanding of their perception of Facebook advertising they were also asked questions about if certain products appear more or less on their news feed and if they were considered relevant. Lastly they were asked about their perceptions of the brand Lambi in order to test if this would be a suitable brand to use in the experiment.

3.3.1 Results from Pre-study

From the pre-study interviews a clearer look on what people perceived as native was formed. Some common denominators were found among the interview objects. When asking the respondents to define native advertising about half of them had not heard of it. As they were then asked to define what makes an ad congruent on Facebook and what provides the feeling

of “blending in” the answers were quite similar. Most attributes had to do with color scheme, design and function. They all believed that in order for an ad to be visually congruent it had to have the same format and look as surrounding Facebook posts. There were disagreements on the importance of the product in order for an ad to be native, which is line with the prevailing ambiguity among experts.

When asked about their perception of Facebook advertising very few of them felt that it was properly targeted. A majority claimed that they faced products they sometimes felt completely unrelated to and that it was no typical product group that was appearing more or less often. When discussing the degree of “nativeness” most claimed that given the visual aspects the promoted posts in the news feed were more congruent than the ones on the right side as the ones on the right side lack the function of liking and commenting even though the right side ones fit in design wise. Lastly when asked about their perception of Lambi most of them had a neutral or slightly positive attitude toward this brand with some exceptions for very positive. None of them had a very negative attitude towards Lambi and all of the respondents were also familiar with the brand and its products.

3.4 The Main Study

When creating the main study and the experiment, findings from the pre-study were used as well as the key knowledge obtained from theoretical studies.

3.4.1 Choice of social network

To conduct the study a suitable social network site was needed as a medium. The choice was the social network site Facebook due to several reasons. First of all, with it's over 1.2 billion users, choosing this site would increase the chances of finding respondents familiar with the ad context. This would eliminate the risk of people not being able to identify what is typical for the specific context. By testing the survey on actual users, statements such as “imagine you are surfing on Facebook” would be more relevant to them, which would increase the chance of realistic answers. The choice of Facebook was also made with the hope that results then perhaps could be more generalized as several social network sites share similar functions. Facebook has also been in frontline when it comes to native advertising thus making it a natural alternative.

3.4.2 The Experiment

The survey aimed to collect data that would help to confirm or reject the stated hypotheses. Using the information from the pre-study and the previously stated definitions, three different ads were created representing a native, semi-native and non-native ad. Using the software Qualtrics the three different versions of the survey, representing each of the ads, were distributed randomly across the respondents, forming three groups. This was in order to give the possibility to compare reactions, patterns, perceptions and attitudes between the groups. All three advertisements appeared in a manipulated Facebook news feed.

TABLE II

AD	Description	Group	Number of respondents
1 "Native"	Native ad in the news feed	<i>Control group</i>	<i>57 respondent</i>
2 "Non-Native"	Manipulated ad in the news feed	<i>Test group 1</i>	<i>56 respondents</i>
3 "Semi-Native"	Manipulated ad outside the news feed	<i>Test group 2</i>	<i>55 respondents</i>

The respondents were asked to imagine that they were surfing on their own Facebook account and then to acknowledge the specific Lambi ad. The pictures allowed them to scroll up and down like on a regular feed with manipulated surroundings and names. After studying the ad the respondents were asked questions regarding their perception of the ad and their feelings towards the brand. They were also asked some general questions about their own Facebook usage and opinions on how Facebook should be used. Lastly the respondents were asked about personal data, such as age, gender and occupation. In total the survey consisted of 14 questions, some with multiple choices.

3.4.3 Choice of Brand and Product

To investigate reactions and perceptions towards the different forms of adverts, a suitable brand was needed. The choice was the tissue paper brand Lambi. When choosing a product the aim was to find a product that is as neutral as possible and at the same time a possible product to advertise on Facebook. By having a product that is uncharged from extreme emotions the answers could be expected to be more neutral to the product itself and instead focus on the placing and form of the advert, which was the fundamental aim of the survey. A question that arose was if Lambi would be congruent enough with a Facebook environment but then again the main idea of the survey was to investigate how change in "nativeness" would change attitudes and thus the focus was not the product itself. Further on it is extremely difficult to

categorize products as more or less congruent as they are targeted differently depending on Facebook users. The targeting is also of varied success, which the respondents in the pre-study stated. Adverts for dog food, diabetes research, and bikes were found on the Facebook feeds of respondents claiming to feel completely unrelated to these kinds of topics. As the personal targeting is not fully individualized, given these examples, one can assume that in contrast to these other adverts toilet paper wouldn't be too incongruent. Further benefits of choosing Lambi is that age and gender doesn't affect likelihood of usage.

3.4.5 The manipulated ads

In order to target the dependent variables of this essay three manipulated ads were used. The ads represented different levels of congruency as each one of them was differently designed and characterized by different types of attributes (see Appendix 8.8 for pictures).

The Native Ad

The first ad represented a native ad as it currently looks on Facebook as of today (May 2014). This was a thematically congruent ad, with the form, function and design similar to the host site. The formation of the ad was based on both the found definitions and on the own framework formed after the interviews. The ad was placed in the middle of the news feed and offered the opportunity to like, comment and share it. The respondents faced with this ad formed the control group of this experiment.

The Semi-native Ad

The second ad represented a semi native ad. This ad was placed on the right hand side of the Facebook page and similar to the other ads constantly appearing on Facebook. The features that made it less native in relation to the first picture was that the "like" and "comment" function was abolished and it was placed outside of the social context, making it more "ad-like". Attributes such as color, design and typewriting were however kept to separate it from a banner. The respondents facing this ad formed test group number one.

The Non-native Ad

The third ad was manipulated to represent a non-native ad. This ad did not follow the form, function or design of the host site, hence was not supposed to look as if it belonged in the Facebook feed where it was placed. The respondents facing this ad formed test group number two.

3.4.6 Design of questions

When investigating the dependent variables (ad attitude, brand attitude), multiple-item measures were used to improve internal reliability and limit measurement issues (Bryman and Bell 2011). The respondents answered the questions rating their level of agreement on a semantic seven-graded differential scale (Malhotra 2010) where each end of the scale represented two opposing statements - “strongly agree” and “strongly disagree” or “correct “ and “not correct”. Then Cronbach’s alpha was calculated for the multiple-item questions to ensure the reliability of them and the items were averaged together for each variable. The variables were indexed if the calculated Cronbach’s alpha measured 0, 7 or higher.

3.4.7 Choice of respondents

Since this study did not aim to be general in any way or to draw conclusions for a large population, but rather to contribute to further research and link together existing findings, it was decided that it was appropriate to use a convenience sample of subjects for data collecting (Bryman and Bell 2011). The target group was defined as “Facebook users in Sweden in ages 19-30”. This was proven to be a rather homogeneous group, consisting of mainly students and young professionals with similar living situations. Hence the hope is that conclusions for behaviors, preferences and patterns within this specific group can be made. However there are some risks associated with using a homogenous group, as this is not representative for a whole population (Malhotra 2010), thus making generalizations more difficult. Nevertheless Lynch (1982) claims that homogenous samples sometimes can be preferred since the probability of discovering flaws or errors in theory is greater using this method.

3.4.8 Distribution of survey

In order to gather the data for the analysis the survey was launched through the Internet site Qualtrics.com. The site offers a tool for design and distribution of surveys and also enables a quick and easy access to the data gathered in various formats. Internet based surveys have been discussed and also criticized since it has been claimed that they have a lower answer frequency compared to physically distributed surveys (Deutskens et al. 2004; Bryman & Bell 2011) The advantages with an Internet based survey are on the other hand that a larger population can be reached in a rather time- and cost-efficient way (Deutskens et al. 2004). It is also possible to reach a population regardless of geographical location. These were delegating parameters to take into account. Furthermore as the study was investigating an Internet based phenomenon it

was also considered suitable to use an Internet distributed survey. As it was chosen to test the hypothesis and research question on one specific social network, in this case Facebook, it was decided appropriate to distribute the survey via Facebook itself. Doing so insured that all respondents actually were Facebook users and therefore suitable to take part in the research. To make the sample as homogenous as possible some outliers in terms of age and locations were excluded. In total 168 people were part of the final sample, distributed between the two different test groups and the control group. The number of respondents seeing the native ad was 55, 57 respondents saw the semi-native ad and the non-native ad was seen by 56 respondents. In total 227 people started the survey, however the answers of 59 respondents were excluded from the actual analysis. This was mainly because they did not finish the survey or due to demographical reasons such as wrong age group.

3.5 Variables of Investigation

The study's dependent variables were *ad attitude* and *brand attitude*. Hence the questions in the experiment were designed in a way so that these variables could be measured.

3.5.1 Level of congruency/stimuli (independent)

The first independent variable for this experiment was the level of congruency. As the three different ads represented a certain level of “nativeness” the most favorable level of congruency could be obtained through the experiment.

3.5.2 Task orientation (independent)

The second independent variable was the users' task orientation when being active on a social network site. As stated in the theoretical framework for this thesis, the task orientations were divided into the goal oriented information seekers and the amusement driven surfers. The task orientation might influence the dependent variables ad attitude and brand attitude.

3.5.3 Placement (independent)

Thirdly the study tested the placement of the ad on a social network site. The placement of the ad could, according to theory, affect the perception of the ad and its level of intrusiveness. Hence placement is a relevant independent variable when testing ad attitude and brand attitude.

3.5.4 Questions for Analyzing the Dependent Variable “Ad Attitude”

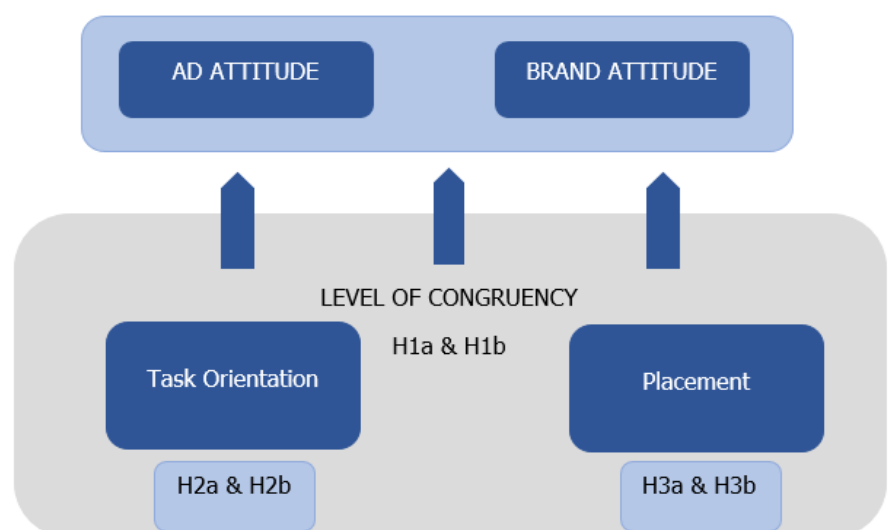
In order to test the hypothesis regarding ad attitude, when introducing a more or less native ad, the respondents were asked to rate five statements on a seven-graded semantic differential scale (Dahlén et al 2005, MacKenzie and Lutz 1989). In short these statements were: My impression of the ad is: positive/negative, interesting/uninteresting, exiting/boring, appealing/not appealing professional/unprofessional. For these five variables the Chronbach’s alpha was measured for each test group individually (Semi native: 0,867, Non-native: 0,831, Native: 0,853). The ad attitude was then investigated and compared between the different test groups dependent on which ad they had seen and also compared between the groups based on which task orientation the respondents where categorized in. This in order to detect patterns, behavior and preferences within each task-orientation. . (See Appendix 8.5 for individual Cronbach’s alpha reports).

3.5.5 Questions for Analyzing the Dependent Variable “Brand Attitude”

The perceived brand attitude was measured on a three item seven-point semantic differential scale. For this the items bad/good, negative/positive and satisfactory/unsatisfactory (Dahlén et al. 2005) were used as indicators. The calculated Cronbach’s alpha for this variable was 0,962 for the semi native ad, 0,986 for the non-native ad and 0,996 for the native ad. (See Appendix for individual Cronbach’s alpha reports).

3.5.6 Summary of Hypothetic Model

Dependent variables are ad and brand attitude. Independent variables are level of congruency, being tested in all six hypotheses, task orientation testing hypotheses H2a and H2b, and placement, testing hypotheses H3a and H3b.



3.5.7 Questions for defining task orientation on social networks

For investigating task orientation on social networks the respondents were asked to rate certain statements about what they believed the purpose of using Facebook was. This was done on a seven-graded Likert-scale (Machleit, Madden & Allen, 1990), with the items being “I strongly disagree” and “I strongly agree”. The statements used where as follows:

How much do you agree with the following statements?

- *Facebook is used for keeping in touch with family and friends*
 - *Facebook is used in order to have an overview of a large network*
 - *Facebook is used for social interaction such as sending messages*
- } *Social Purposes*
-
- *Facebook is used to get company information*
 - *Facebook is used to read commercial messages*
 - *Facebook is used to purchase products and services*
- } *Commercial Purposes*
-
- *Facebook is used for procrastination*
 - *Facebook is used for amusement*
 - *Facebook is used for browsing around*
- } *Amusement Purposes*

As there are, according to theory, two main task orientations users have when active online the hope was to be able to categorize the survey's respondents into these two roles, using a cluster analysis. The clusters were based upon the answers to the above-mentioned statements. When doing the cluster analysis three clusters were chosen, this in order to get more homogeneous clusters and give room for outliers or respondents not fit to either one of the two orientations. Data showed that one of the clusters rated the social factors and the amusement factors very high but the commercial statements very low, whereas another cluster had rated all statements equally high, showing no preference or preference towards any of the statements. This was interpreted as the social network version of task orientation theory where information seekers have a clear goal with their social network usage in comparison to the surfers who are open to more types of content on social networks and the clusters where thus categorized as such. The cluster of information seekers was significantly larger than the surfer cluster as it contained 135

respondents whereas the surfer cluster only contained 32 respondents. One cluster was excluded as it only contained one person (see Appendix 8.1).

3.6 Scale

For this type of research and survey there are different types of scales to use, such as nominal-, ordinal-, interval- and quote scales (Malhotra & Birks 2007). The main part of the survey in this thesis consisted of questions and statements where the respondents were asked to rate a perceived experience or to rate how well statements were coherent with their own experience. The most common scale used where in a range of 1 to 7 and spanned from “negative” to “positive”, or “not true” to “completely true” (Hair 2007). To as large extent as possible the survey was constructed with the same range and “value words”, in order to make the survey consistent for the respondents and easy to follow.

Discussable is the range of the scale, if it should be a three, five, seven or maybe ten-degree scale. The larger the scale, the easier it is for the respondents to give a precise answer, but it also makes it harder to interpret graduations and understand differences between the alternatives (Hair 2007). A seven-graded scale was chosen due to the fact that it enables differences and a clear choice, but not too many alternatives (Hair 2007). The advantage of choosing an odd numbered scale is the possibility of choosing a neutral option or an indifferent option. This allows the respondent to be indifferent towards an ad or a statement. For the background variables easier choices or scales were chosen as most appropriate, such as nominal yes/no answers as well as a quote scale with the possibility for the respondent to enter their age. For questions such as occupations, place of residence and time spent on Facebook different answering options were listed for the respondents to choose from.

3.7 Risk of Respondents not Following Through

Since the result of the survey is the main foundation for investigating the research question it was of vital importance to receive fully completed answers. In order to reduce the risk of respondents not answering all questions all questions were made compulsory. With this application it was impossible for respondents to refuse or miss to answer certain questions. Furthermore there was no option to answer “I don’t know” on any of the questions. The risk of designing a survey with compulsory answers may be that the respondents feel forced to answer, but with the neutral choice on the seven-graded scale it was still possible to continue

the survey (Bryman & Bell 2011). Despite this some respondents did not complete the survey and other respondents opened the survey but did not answer any of the questions. These answers were not used in the analysis.

3.8 Overview of Background Variables

This table shows an overview of the background variables of the sample.

TABLE III

Background variables	Sample Population		Information Seekers		Surfers	
Gender	Percent	Count	Percent	Count	Percent	Count
<i>Men</i>	42,90%	72	41,5%	56	46,9%	15
<i>Women</i>	57,10%	96	58,5%	79	53,1%	17
Age						
<i>Mean</i>	22,69	168	22,77	135	24,22	32
Residency						
<i>Stockholm, Göteborg, Malmö</i>	70,10%	114	69,6%	94	62,5%	20
<i>Large City, not Stockholm, Göteborg, Malmö</i>	20,10%	39	20,7%	28	34,4%	11
<i>Midsized-city</i>	7,80%	12	7,4%	10	3,1%	1
<i>Smaller Cities</i>	1,90%	3	2,2%	3	0,0%	
Occupation						
<i>Students</i>	72,10%	116	75,6%	102	43,8%	14
<i>Young Professionals</i>	27,90%	52	24,5%	33	56,3%	18
Total number of respondents		168*		135		32

**One outlier excluded in the cluster*

3.9 Statistic analysis

In order to investigate the independent variables' effects on the dependent variables independent T-tests were used to analyze differences in means between each test group for the whole population. When analyzing the clusters a Mann Whitney U test was performed as some groups where fewer than 30. Furthermore a cluster analysis was done and all dependent variables consisted of multiple questions, which were all indexed with Cranach's Alpha. The tool used to execute the analysis was IMB SPSS 21.

3.10 Credibility of the study

To be able to define a study as credible, it is important to evaluate the reliability and validity of the study. These two measurements are not synonymous, however they are closely related as strong validity implies a strong reliability (Söderlund 2001).

3.10.1 Reliability

In order to secure a high reliability a study has to give the same results on several independent occasions (Malhotra 2010). This is closely linked to the stability of the study; to what extent the study is able to provide the same result during a longer period of time (Bryman & Bell 2011). In this case, it was not possible to execute the survey on several occasions due to the limit of time. The perceptions towards commercial messages in social network sites may also change over time among the respondents, hence the same survey may get different answers if carried out on another time.

One method for enhancing the reliability of quantitative studies is to ask several questions measuring the same variables (Djurfeldt & Barmark 2009). Therefore there were several questions and value-words for measuring the perception of the ad. In order to measure the internal reliability of questions such as this one the Cronbach's alpha test was used, where the acceptance level was 0,70 as recommended by Malhotra & Birks (2007). Over all the results obtained showed a Cronbach's alpha above 0,7, which thus allowed for using the multiple-item measures in averaged variables.

The data was assumed to follow a normal distribution, which is approximately true in large enough samples ($n > 30$). An independent t-test was made which converges towards a normal standard distribution when samples are large enough. With a population bigger than $n=120$ these distributions are almost equal. Thus when looking at attitudes among the whole population ($n = 168$) the reliability of those results was quite good. When comparing means within and between the task orientations a Mann-Whitney U Test was used, as the group of surfers formed groups smaller than 30 when divided between the different stimuli.

3.10.2 Validity

The validity of a study is vitally important when dealing with quantitative surveys and research. Validity investigates whether the questions asked in the research or survey actually measures

the concepts they are supposed to measure. This can be divided into internal validity and external validity (Bryman & Bell 2011).

3.10.2.1 Internal validity

The internal validity concerns whether there is a causal relationship between the dependent variables and the independent variables (Malhotra 2011). That is, if an alteration in the dependent variable actually is caused by an alteration in the independent variable, and that these alterations are not caused by any other variables than the tested one. Furthermore the internal validity is concerned with the extent to which a causal conclusion based on the study is warranted and based on the right variables (Bryman & Bell 2011). In order to control the internal validity one ought to control the unknown variables according to Malhotra (2010). For this thesis, the pre-study contributed to a stronger internal validity as it indicated that causal relationships existed between the variables.

As the three different test groups were exposed to the same questions during the same time and through the same media and distribution, it is safe to argue that the differences in effects measured in the dependent variables can be linked to the respondents' view, attitude and perception of the stimuli and/or their task orientation. However as the survey was distributed online there was no control over external factors that might have influenced the respondents when answering. The experiment was open for respondents to participate in for a week, from the 14th of April to the 21st of April 2014.

When it comes to values and perceptions there is a risk that people do not answer completely truthfully. People tend to overestimate their own capacity and beliefs (Dunning & Kreueger 1999). To sum up it is argued that the internal validity is satisfying for the thesis purpose of investigating the different type of ads and their effects on the respondents, with regards to content, scales and design in questions.

3.10.2.2 External validity

The external validity discusses whether the results of the survey are generalizable (Bryman & Bell 2011). Ghauri and Grønhaug (2009) states that the results of a study ought to be generalizable to other people, times and settings. In the case of experiments, external validity refers to whether the cause-effect relationship can be generalized in other contexts than the experiments (Malhotra 2010). Furthermore Bryman and Bell (2003) states that the external

validity is strongly connected with the choice of respondents. Hence choosing a convenient sample could lower the external validity, as it is harder to draw general conclusions and generalized implications. In the case of this thesis the sample of respondents was homogeneous, the geographical scope and age group was narrow as well as the occupation range. Studying young professionals mainly living in the larger cities in Sweden may not be representative for the whole Swedish population, and may not be representative for making any general conclusions outside of the Swedish borders. There are many cultural differences as well as technical differences between countries today, both, which influence usage, perception and attitude towards social network sites and online advertising.

Generalizations towards Internet in general may be difficult as the thesis aims solely to investigate social networks sites and congruent ads placed in a social context. Though the study is tested only on Facebook, the effects results should be applicable to other social network sites that are similar to Facebook in terms of function. As the study did not emphasize the product or brand placed in the ad, generalizations towards other types of products and brands might be limited but the aspect of ads design, form and function might however be more generalizable. Nevertheless generalizations were not the main focus of the thesis, but it is rather suggested that the results of this thesis could be used as a starting point for further research. Thus the external validity is satisfying for the purpose of this thesis.

3.10.2.3 Construct Validity

Construct validity aims to measure whether a certain measurement or variable actually measures what it is supposed to measure (Bryman & Bell, 2003) Malhotra (2010) states that a measurement ought to be free of systematical haphazard errors in order to be seen as valid. For this to be established a foundation is to have a high reliability according to Bryman & Bell (2003). Since the variables in this experiment were based on measurements already tested, and as the suitable reliability of the thesis already has been argued for, the measuring validity can be said satisfying for the purpose of this thesis.

4. Results & Analysis

In this section the results from the main study will be presented. A summary of the data will be presented followed by individual results for each examined variable. Lastly follows a summary of the tested hypotheses and their outcomes.

4.1 Summary of General Data

Each of the examined variables is presented with mean values for the three different ads. The general results of the independent sample T-test are presented in Table IV. The chosen accepted significance level was 0.000-0.005. Furthermore the population has also been divided into surfers and information seekers, following the cluster analysis. The differences in perceptions and attitudes between them are presented in Table V. (Details in Appendix 8.2)

TABLE IV

Ad Attitude	Mean	Std. Dev.	Native		Semi-Native		Non-Native	
			Diff.	p-value	Diff.	p-value	Diff.	p-value
Native	3,840	1,042	-	-	0,595	0,000*	0,458	0,018*
Semi-Native	4,435	1,222	0,595	0,007*	-	-	1,053	0,000*
Non-Native	3,382	0,964	-0,458	0,018*	-1,773	0,000*	-	-
Brand Attitude	Mean	Std. Dev.	Native		Semi-Native		Non-Native	
			Diff.	p-value	Diff.	p-value	Diff.	p-value
Native	4,176	0,977	-	-	0,871	0,000*	0,902	0,000*
Semi-Native	5,047	1,237	0,871	0,000*	-	-	1,773	0,000*
Non-Native	3,274	1,359	-0,902	0,000*	-1,053	0,000*	-	-

* P-value is equal to 0,05 or less

4.1.2 Individually Reported Results I

Native Effect on Ad Attitude among Total Population – Ads in News Feed

The result supports that ad attitude is more positive when users are exposed to a native ad than a non-native ad for the whole population even though the difference isn't that great (Native ad=3,840, Non-native=3,382. (Diff=0,458, P=0,018)). As both means are below the value four this indicates that the ad attitude is slightly negative, for both the native and the non-native ad. Given this, the hypothesis H1a *"On social network sites native advertisements will enhance a more positive ad attitude than non-native advertisements"* is mathematically approved. The aim of the hypothesis however was mainly to show that native advertising was positive, which the results fail to support. It is true that a native ad drives a higher ad attitude however a more

correct hypothesis would instead have been that a native ad is perceived less negatively than a non-native ad. Thus it can be interpreted as “partly accepted”.

Native Effect on Brand Attitude among Total Population – Ads in News Feed

The results also supports that brand attitude is more positive for the native ad than the non-native ad. In this case the difference is slightly more apparent (Diff=0,902, P=0,000) than for ad attitude. According to the data, brand attitude cannot be interpreted as positive but rather indifferent when facing the native ad (mean=4,176). The brand attitude for the non-native ad is similarly to the case of ad attitude, still slightly negative with a mean value of 3,274. The hypothesis H1b “*On social network sites native advertisements will enhance a more positive brand attitude than non-native advertisements*” is mathematically accepted as native indeed has a higher mean value than the non-native ad. Then again, the values do not score higher than 4, 176 on the seven-point scale, which is rather indifferent than positive. The foundation of forming the hypothesis was that native ads drives positive brand attitudes, it does not fulfill its purpose as data shows indifferent effects. Thus it can be interpreted as “partly accepted”.

4.2 Summary of Task-orientation Data

TABLE V

Mann-Whitney U Test		Mean	Std. Dev.	Asym.Sig
Ad Attitude	Native			
	<i>Informationseekers</i>	3,700	1,001	0,013*
	<i>Surfers</i>	4,800	0,825	
	Semi-Native			
	<i>Informationseekers</i>	4,378	1,315	0,828
	<i>Surfers</i>	4,636	0,829	
	Non-Native			
	<i>Informationseekers</i>	3,210	0,830	0,011*
	<i>Surfers</i>	3,900	1,171	
Brand Attitude	Native			
	<i>Informationseekers</i>	3,972	0,828	0,000*
	<i>Surfers</i>	5,571	0,787	
	Semi-Native			
	<i>Informationseekers</i>	4,800	1,140	0,008*
	<i>Surfers</i>	5,970	1,242	
	Non-Native			
	<i>Informationseekers</i>	3,071	1,218	0,036*
	<i>Surfers</i>	3,881	1,615	

* P-value is equal to 0,05 or less, hence significant
For detailed values see table 8.4

4.2.1 Individually Reported Results II

Effect of native advertising on ad attitude - Surfers versus Information seekers

When testing H2a” *Surfers will have a more positive ad attitude towards native advertising on social network sites than information seekers*” the mean values for each ad in each task orientation were compared individually. There is a significant difference (Asym. Sig=0,013) between the mean values for ad attitude towards the native ad between information seekers and surfers. Data shows that information seekers are slightly negative (mean= 3,700) whereas surfers are positive (4.800). Thus the hypothesis H2a is accepted. Furthermore surfers have a more positive attitude towards the non-native advert as well (Asym.Sig=0,011). Data for the semi-native is not significant. The results imply that surfers have a higher level of acceptance towards native advertising in general. (For detailed data see Appendix 8.4)

Effect of native advertising on brand attitude – Surfer versus Information seekers

When testing H2b “*Surfers will have a more positive brand attitude towards native advertising on social network sites than information seekers*” the mean values for brand attitude for each ad and task orientation was compared individually. There is a significant difference (Asym.Sig=0,000) between the mean values for brand attitude towards the native ad between surfers and information seekers. Information seekers are indifferent (mean=3,972) whereas surfers are positive (mean=5,571) Hence H2b is approved. Furthermore surfers have a more positive brand attitude towards the semi-native ad compared to information seekers (Asym.Sig=0,008). Brand attitude towards the non-native ad is also more positive among surfers compared to information seekers (Asym.Sig=0,036). This implies that surfers in general form a more positive brand attitude when faced with social network advertising than information seekers. (For detailed data see Appendix 8.4)

4.2.2 Effects of Placing Native Advertising outside Social Context

What is most apparent in the results, when looking at the whole population, is the favoring of the semi-native ad. The semi-native ad scores the highest mean values in both ad attitude (4,435) and brand attitude (5,047). Independent T-tests show that mean differences between the semi-native ad and the native ad are significant, stating a more positive ad and brand attitude towards the semi-native ad (see Table I). Hence both the hypotheses H3a “*Ad attitude will be more positive towards a semi-native ad placed outside the social feed than a native ad placed in the social feed on a social network site*” and hypothesis H3b “*Brand attitude will be more*

positive towards a semi-native ad placed outside the social feed than a native ad placed in the social feed on a social network site” are accepted.

What is interesting when looking at both ad and brand attitude on the task orientation-level, is that the same patterns are apparent as when looking at the whole population. Information seekers have both the highest ad attitude (mean=4,378) and brand attitude (mean=4,800) when facing the semi-native ad (Significant differences are supported with Mann-Whitney U Test, see Appendix 8.3). When looking at surfers the semi-native ad scores highest on both ad and brand attitude in absolute numbers, however no significant differences between the ads could be found with the Mann Whitney U Test.

4.4 Summary of Findings

H1A	<i>On social network sites native advertisements will enhance a more positive ad attitude than non-native advertisements</i>	Partly accepted
H1B	<i>On social network sites native advertisements will enhance a more positive brand attitude than non-native advertisements</i>	Partly accepted
H2A	<i>Surfers will have a more positive ad attitude towards native advertising on social network sites than information seekers</i>	Accepted
H2B	<i>Surfers will have a more positive brand attitude towards native advertising on social network sites than information seekers</i>	Accepted
H3A	<i>Ad attitude will be more positive towards a semi-native ad placed outside the social feed than a native ad placed in the social feed on a social network site</i>	Accepted
H3B	<i>Brand attitude will be more positive towards a semi-native ad placed outside the social feed than a native ad placed in the social feed on a social network site</i>	Accepted

5. Discussion & Implications

This section further discusses the results obtained in the previous chapter by drawing conclusions of the effects of native advertising on ad attitude and brand attitude. After follows a discussion of the potential implications for both social network sites and advertising companies. Lastly a presentation of the limitations of this essay is presented.

5.1 In support of Native Advertising

In accordance with the thesis purpose of investigating the effects of native advertising on ad attitude and brand attitude on social network sites it can be concluded that native advertising is favored to non-native advertising. This is in line with the expected effect of congruent advertising as stated by Zanjani (2011), Moore, Stammerjohan & Coulter (2005) and Edwards, Li & Lee (2002) among others. However neither adverts representing a native or non-native design generated particularly positive effects on ad or brand attitude according to the main study. Thus it can only be concluded that native advertising is preferred to non-native advertising on social network sites but that it doesn't necessarily have positive effects either. One explanation of the results could be that people have negative opinions about Lambi from the beginning but if one assumes that people are more likely to be indifferent towards Lambi as a brand, as indicated by the pre-study, a possible explanation could instead be aversions against too congruent advertising in general as suggested by Duff & Faber (2011).

5.2 Information Seeking Users on Facebook

Information seekers rated both advertisements in the news feed rather negatively or indifferent, on both ad and brand attitude. The semi-native ad, which visually was congruent but placed outside the news feed making it distinguishable from social content, was constantly more favored. Surfers on the other hand rated all ads rather equally and over all higher than the information seekers. The population as a whole favored the semi-native ad. What might explain this is the high number of information seekers that the sample of respondents consisted of. The majority of the sample clearly showed that they believed Facebook should be used for social purposes and not commercial purposes. The information seeker orientation is likely to make them averse to messages that intrude their news feed risking them to confuse social content with commercial messages as Danaher & Mullarkey (2003) argued. If the social network users

in reality were similar to the proportion of information seekers obtained by this sample this could indicate that people in general might be reluctant to advertising mixed in the social feed.

5.3 Optimal Placement of Native advertising

The role theory in chapter two also explains why the semi-native ad might have been rated higher in general. As Facebook users are trying to separate their roles of socializing beings and consumers they might get frustrated when these lines are blurred in line with argumentation by Beauchamps (2013) and Ashforth (2001). Thus the feature “placement” as a contributing factor to making an advert native perhaps should be reconsidered. To get the positive effects from native advertising the ad should perhaps optimally be placed where it can’t be confused with social content - in the case of Facebook on the right side of the news feed. One might then argue that most of its “nativeness” is abolished. However an ad can still keep other attributes such as congruent form, function and design and thus take the best out of the concept “native”.

5.4 Implications

Here follows a discussion of what possible implications the results might have for both social network sites and companies advertising on these sites. The discussion is based on the possibility that the results might indicate patterns that are true in reality and for a broader audience as well. This is of course with the realization that in order to make proper recommendations and assumptions of what is true for all social network sites the scope of this study is far from enough. Therefore the suggested implications are followed by a presentation of the essay’s limitations.

5.4.1 Implications for Facebook/Social Networks Sites

Most social network sites are built on the advertising model - that is they are dependent on advertising revenues in order to persist. Given this it is crucial to offer advertising platforms that companies are willing to pay for. With current doubt concerning the effectiveness of advertising on social network sites it should be of great importance to look into how advertising can be optimized. Just because a company is present through adverts on a social network doesn’t necessarily mean that the adverts are noticed in the high volumes of social content and if they are noticed that it is actually positive for the brand attitude among users. According to this study social network sites should perhaps be more careful with blending commercial content with social content and if possible put most advertising outside the social feed. Native advertising

can be positive to a certain extent and it is therefore important that the social networks get to know their users. A high volume of information seekers could perhaps have negative feelings towards both native ads and advertising in general.

5.4.2 Implications for Advertisers

As native advertising is becoming increasingly popular it is of great importance to look over the effects when using it on social networks. Perhaps the advertising companies should be more careful with investing in advertising that is placed in the news feed. If ads are instead placed outside the feed the problem of users not noticing them might arise. In the future however hopefully solutions that combat these problems have been found and attitudes among social network users might also change in favor of advertisers. If people feel disturbed by advertising in their news feed this doesn't necessarily mean that they are averse to all kinds of advertising on social network sites. Perhaps there are still gains to be made when interacting with customers where they have actively chosen to take part of the information themselves. For example the so-called "fan pages" on Facebook that companies can pay Facebook to recommend without placing the recommendation in the news feed.

5.4.3 The limitations of the study

This study has several limitations, mostly due to lack of time and resources that might undermine the reliability of its findings. Firstly the sample would preferably have been bigger and also represented a less homogenous group in order to make the results more generalizable. Most of the respondents shared similar demographics and possibly also similar background, which might give a skewness in the results. By having a larger sample with different kinds of people the distinguishing of information seekers from surfers could have been clearer. The categorization of what makes a social network user an information seeker or a surfer could also have been more scientifically reinforced if there was more research on the area for social networks specifically. In a larger survey a bigger variety of products could also have been tested. In this case with Lambi, previous associations with the brand could have affected the result even if the assumption was made that very few people have extremely positive or extremely negative view about Lambi. Measuring the variables both before and after being exposed to the ads would have added more valuable insights. Lambi is also a quite well-known brand in Sweden, which means that the results from this study might not be applicable to less known brands. Furthermore the theoretical background was not optimal as scientific research

on native advertising on social network sites is very limited. Hence theories had to be adapted to the specific context of this essay in a way that might be arguable.

The study was also conducted just at one point in time where variables were measured once. Therefore the study doesn't provide very strong conclusions about the long-term effects. To increase the reliability the study could perhaps have been conducted during two points with some time in between to see if there were any significant changes in attitude. Further on one's Facebook feed is highly individual thus the use of a manipulated feed like the one used in the survey might have affected the answers. The most preferable way of conducting this kind of survey would have been if the respondents were able to see their own news feed with the ads incorporated but unfortunately this was not possible due to technical limitations. This would have given a more accurate context and thus more accurate answers on what is congruent with users' own Facebook context. The next best alternative was then to ask the respondent to pretend they were surfing on their own Facebook account while also making sure that nothing particularly controversial or odd appeared on the news feed that might have distracted their attention and affected their mood.

As the respondents could choose themselves when and where they answered the survey. Potential external effects that might have affected the respondents' answers were controlled. Neither was a control made concerning if the respondents believed the survey aimed to collect certain answers which might have created a certain bias in the answers.

5.5 Future research

The results of this thesis point to many opportunities for future research on the area of native advertising on social network sites. Future research could aim at finding attitude towards different kinds of products and thus find how big part of the attitude towards the ad that comes from attitude towards the product, attitude towards the "nativeness" of the ad and perhaps even attitude towards advertising in general. By using different products and brands future studies could potentially find data that would be much more generalizable than the results in this study.

What would also be interesting is to see what aspects of an ad's congruity are more or less important for positive brand evaluation. In this case the results pointed to that the "placing" of an ad that makes it native, usually that it is placed in the news feed, is perhaps not optimal in

order to enhance a positive ad and brand attitude. By investigating the contribution to attitude by different attributes firmer recommendations for how to use native advertising could be made.

It would also be interesting to conduct more research on the trade-off between the value of social content and being able to offer a free service. It would also be of value to see how preferences evolve in the future as the advertising model as we know it today might have to be revised. Also as the digital landscape is developing very rapidly it could be expected that the conditions for online advertising might change during the coming years. As targeted marketing grows more and more common and also becomes more accurate one effect could be that ads are perceived as more relevant in general to users in the future. Another possible view is that more accurate targeting will be found more intrusive. Neither way this technological development will perhaps make advertising even more individualized and thus add more elements for investigation when it comes to ad and brand attitude. As targeting gets more individualized one might wonder if the design and type of ads will also be individualized. In this case users might be exposed to ads, which they favor, and both social network sites and companies would gain more positive evaluations. Advertising opportunities on social network sites are many and with the constant evolvement of the digital landscape it is needless to say that an exciting future lies ahead.

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Patrick Albano, 5 April 2014, "*Understanding Native Advertising*", Iab Digital Simplified, Available: <https://www.youtube.com/watch?v=813APfPvEF0> [05/2014]

8. Appendices

8.1 Cluster Analysis

Cluster Analysis

Descriptive Statisticsa

Hur väl tycker du att dessa påståenden stämmer?	N	Min	Max	Mean	Std.Dev.
<i>Facebook är till för att hålla kontakten med nära vänner och familj</i>	135	1	7	6,19	1,114
<i>Facebook är till för att få en stor överblick över ett brett nätverk</i>	135	3	7	5,61	1,08
<i>Facebook är till för att skicka meddelanden</i>	135	1	7	5,5	1,19
<i>Facebook är till för att få tag på företagsinformation</i>	135	1	5	2,67	1,245
<i>Facebook är till för att ta del av kommersiella erbjudanden</i>	135	1	5	2	1,022
<i>Facebook är till för att köpa produkter och tjänster</i>	135	1	4	1,61	0,811
<i>Facebook är till för att slösurfa</i>	135	2	7	5,59	1,26
<i>Facebook är till för att bli underhållen</i>	135	2	7	5,48	1,227
<i>Facebook är till för att ha roligt</i>	135	2	7	5,52	1,202

Valid N (listwise)

135

a Average Linkage (Between Groups) = Information Seekers

Descriptive Statisticsa

Hur väl tycker du att dessa påståenden stämmer?	N	Min	Max	Mean	Std.Dev.
<i>Facebook är till för att hålla kontakten med nära vänner och familj</i>	32	3	7	5,97	0,967
<i>Facebook är till för att få en stor överblick över ett brett nätverk</i>	32	4	7	5,91	0,893
<i>Facebook är till för att skicka meddelanden</i>	32	4	7	5,44	0,84
<i>Facebook är till för att få tag på företagsinformation</i>	32	3	7	5,44	0,982
<i>Facebook är till för att ta del av kommersiella erbjudanden</i>	32	4	7	5,22	0,87
<i>Facebook är till för att köpa produkter och tjänster</i>	32	1	7	4,97	1,492
<i>Facebook är till för att slösurfa</i>	32	5	7	5,81	0,821
<i>Facebook är till för att bli underhållen</i>	32	4	7	6,06	0,801
<i>Facebook är till för att ha roligt</i>	32	5	7	6,34	0,787

Valid N (listwise)

32

a Average Linkage (Between Groups) = Surfers

Descriptive Statisticsa

Hur väl tycker du att dessa påståenden stämmer?	N	Min	Max	Mean	Std.Dev.
<i>Facebook är till för att hålla kontakten med nära vänner och familj</i>	1	1	1	1	.
<i>Facebook är till för att få en stor överblick över ett brett nätverk</i>	1	1	1	1	.
<i>Facebook är till för att skicka meddelanden</i>	1	2	2	2	.
<i>Facebook är till för att få tag på företagsinformation</i>	1	1	1	1	.
<i>Facebook är till för att ta del av kommersiella erbjudanden</i>	1	1	1	1	.
<i>Facebook är till för att köpa produkter och tjänster</i>	1	1	1	1	.
<i>Facebook är till för att slösurfa</i>	1	1	1	1	.
<i>Facebook är till för att bli underhållen</i>	1	1	1	1	.
<i>Facebook är till för att ha roligt</i>	1	1	1	1	.

Valid N (listwise)

1

a Average Linkage (Between Groups) = Non

8.2 Detailed Summary of Comparisons in Population Data

Ad Attitude	Mean	St.D.	Native				Semi-Native				Non-Native			
			T-value	Diff.	P-value	df	T-value	Diff.	P-value	df	T-value	Diff.	P-value	df
Native	3,840	1,042	-	-	-	-	2,77	0,60	0,000*	110	2,40	0,46	0,018*	109
Semi-Native	4,435	1,222	2,77	0,60	0,007*	110	-	-	-	-	7,26	1,05	0,000*	111
Non-Native	3,382	0,964	-2,40	-0,46	0,018*	109	-7,26	-1,77	0,000*	111	-	-	-	-
Brand Attitude														
Native	4,176	0,977	-	-	-	-	4,13	0,87	0,000*	110	4,01	0,90	0,000*	109
Semi-Native	5,047	1,237	4,13	0,87	0,000*	110	-	-	-	-	5,08	1,77	0,000*	111
Non-Native	3,274	1,359	-4,01	-0,90	0,000*	109	-5,08	-1,05	0,000*	111	-	-	-	-

* P-value is equal to 0,05 or less , hence significant

8.3 Detailed Summary of Comparisons within Task-Orientations

Mann Whitney U Test		Mean	St. D.	Native			Semi Native			Non Native		
				Asym Sig.	U	N	Asym Sig.	U	N	Asym Sig.	U	N
Ad Attitude	Native											
	Informationseekers	3,700	1,001	-	-	-	0,013*	756,50	93	0,051**	767,5	90
	Surfers	4,800	0,825	-	-	-	0,331	28,0	18	0,015*	17,0	21
	Semi-Native											
	Informationseekers	4,378	1,315	0,013*	756,5	93	-	-	-	0,000*	460,5	87
	Surfers	4,636	0,829	0,331	28,0	18	-	-	-	0,269	57,0	25
	Non-Native											
	Informationseekers	3,210	0,830	0,051**	767,5	90	0,000*	460,5	87	-	-	-
	Surfers	3,900	1,171	0,015*	17,0	21	0,269	57	25	-	-	-
Brand Attitude	Native											
	Informationseekers	3,972	0,828	-	-	-	0,002*	636,5	90	0,000*	584,5	93
	Surfers	5,571	0,787	-	-	-	0,261	26,5	18	0,009*	15,0	21
	Semi-Native											
	Informationseekers	4,800	1,140	0,002*	636,5	90	-	-	-	0,000*	303,0	87
	Surfers	5,970	1,242	0,261	26,5	18	-	-	-	0,004*	25,5	25
	Non-Native											
	Informationseekers	3,071	1,218	0,000*	584,5	93	0,000*	303,0	87	-	-	-
	Surfers	3,881	1,615	0,009*	15,0	21	0,004*	25,5	25	-	-	-

* P-value is equal to 0,05 or less, hence significant

** P-value is equal to 0,1 or less, hence significant

8.4 Detailed Summary of Comparisons between Task-Orientations

Mann-Whitney U Test

		Mean	Std. Dev.	Asym.Sig	U	N
Ad Attitude	Native					
	Informationseekers	3,700	1,001	0,013**	70,5	48
	Surfers	4,800	0,825			7
	Semi-Native					
	Informationseekers	4,378	1,315	0,828	237	45
	Surfers	4,636	0,829			11
Brand Attitude	Non-Native					
	Informationseekers	3,210	0,830	0,011*	161	42
	Surfers	3,900	1,171			14
	Native					
	Informationseekers	3,972	0,828	0,000*	36	48
	Surfers	5,571	0,787			7
	Semi-Native					
	Informationseekers	4,800	1,140	0,008*	119	45
	Surfers	5,970	1,242			11
	Non-Native					
	Informationseekers	3,071	1,218	0,036*	185	42
	Surfers	3,881	1,615			14

* P-value is equal to 0,05 or less, hence significant

8.5 Individually reported Cronbach 's Alpha

Ad Attitude

My Impression of the Ad is: (scale 1-7)

Negative/Positive

Uninteresting/interesting

Boring/Exciting

Unappealing/Appealing

Unprofessional/Professional

AD ATTITUDE

CRONBACH'S ALPHA

Semi-Native Ad 0,867

Non-Native Ad 0,828

Native Ad 0,844

Brand Attitude

What is your opinion of the brand Lambi after having seen the advertisement? (scale1-7)

Negative/Positive

Bad/Good

Unsatisfactory/Satisfactory

BRAND ATTITUDE

CRONBACH'S ALPHA

Semi-Native Ad 0,950

Non-Native Ad 0,984

Native Ad 0,994

8.6 Interviews

Overview of Respondents

Interview Object		Gender	Age	Date
Student 1		Female	21	05-03-14
Student 2		Female	21	05-03-14
Student 3		Female	21	05-03-14
Student 4		Male	21	05-03-14
Student 5		Male	23	06-03-14
Student 6		Female	24	06-03-14
Student 7		Female	21	06-03-14
Student 8		Female	22	07-03-14
Student 9		Female	22	07-03-14
Student 10		Male	21	07-03-14
Student 11		Female	24	07-03-14
Student 12		Female	21	07-03-14
Student 13		Female	22	07-03-14
Student 14		Female	22	07-03-14
Student 15		Female	23	07-03-14
Student 16		Female	21	10-03-14
Student 17		Female	24	10-03-14
Student 18		Male	23	10-03-14
Student 19		Female	21	10-03-14
Student 20		Male	22	11-03-14

The interviews were held in Swedish and the following questions are thus translated.

1	Please look at this advertisement. Do you think it blends in well with the rest of the site?
2	What attributes do you think makes it blend in more or less?
3	Have you heard of the concept "native advertising"?
4	How important would you say that the following aspects are for you to consider an ad as being native on Facebook on a scale from 1 to 7 where 1 is equal to "not important at all" and 7 is equal to "extremely important" <ul style="list-style-type: none"> - Placement - Form - Functions - Colours - Typewriting - Product
5	(After explanation of native advertising) Would you consider this ad native? (looking at ad in feed)
6	Would you consider this ad native (looking at ad on the right side of the news feed)
7	What would you say is your primary reason for using Social network sites?
8	Do you feel that there are any specific kinds of products or services that are usually advertised on your Facebook feed?
10	Do you believe that the products and services advertised on your Facebook feed are relevant to you?
11	Are you familiar with the brand Lambi?
12	How would you rate your own opinion on Lambi on a scale from 1 to 7 were 1 is equal to "very negative" and 7 is equal to "very positive"
13	Do you have any specific opinions on Lambi and their products?

8.7 The Survey

Tack för att du tar dig tid att delta i vår undersökning!

När du gör vår undersökning ber vi dig föreställa dig att du surfar på Facebook. Du kommer att få se en manipulerad "Facebook-feed" med annonser. Annonsen vi vill att du studerar är den som gör reklam för varumärket Lambi. Efter bilden följer ett antal frågor som vi ber dig svara på.

Återigen stort tack för din medverkan!

Med vänliga hälsningar,

Julie och Caroline

Titta på Lambi-annonsen, vad är din inställning till denna?

Negativ | ☐ ☐ ☐ ☐ ☐ ☐ ☐ | Positiv

Jag tycker att annonsen är:

Negativ	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positiv
Ointressant	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Intressant
Tråkig	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Spännande
Frånstötande	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Tilltalande
Oprofessionell	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Professionell

Hur troligt är det att du skulle klicka på denna annons?

Inte troligt	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Mycket troligt
Låg sannolikhet	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Hög sannolikhet
Låg chans	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Hög chans

Hur troligt är det att du skulle köpa produkten efter att ha sett denna annons?

Inte troligt	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Mycket troligt
Låg sannolikhet	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Hög sannolikhet
Låg chans	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Hög chans

Vad tycker du om varumärket Lambi efter att ha sett annonsen?

Negativ	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positiv
Dåligt	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Bra
Ej tillfredsställande	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Tillfredsställande

Vad tycker du om Facebook efter att ha sett annonsen?

Negativt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Positivt
Dåligt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Bra
Ej tillfredsställande	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Tillfredsställande

Hur väl smälter annonsen in i sitt sammanhang?

Smälter inte in	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Smälter in väl
Passar inte in	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Passar in väl
Hör inte hemma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Hör hemma väl

Hur ofta använder du Facebook?

- ☐ Aldrig
- ☐ Någon gång i veckan
- ☐ En gång om dagen
- ☐ Flera gånger om dagen

Har du någonsin köpt någonting genom annonser på Facebook?

- ☐ Nej
- ☐ Ja

Hur väl tycker du att dessa påståenden stämmer?

	Stämmer inte alls	2	3	4	5	6	Stämmer mycket väl
Facebook är till för att hålla kontakten med nära vänner och familj	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook är till för att få en stor överblick över ett brett nätverk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook är till för kommunikation via exempelvis chatt och messagefunktioner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook är till för att få tag på företagsinformation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook är till för att ta del av kommersiella erbjudanden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook är till för att köpa produkter och tjänster	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook är till för att slösurfa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook är till för underhållning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook är till för att fördriva tid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ålder

Kön

- ☐ Man
- ☐ Kvinna

Sysselsättning

- ☐ Studerande
- ☐ Arbetslös
- ☐ Arbetande
- ☐ Pensionär

Var bor du?

- ☐ Stockholm, Göteborg eller Malmö
- ☐ Stor stad (mer än 50 000 invånare, undantaget Stockholm, Göteborg och Malmö)
- ☐ Mellanstor stad (25 000 - 49 999 invånare)
- ☐ Småstad (15 000 - 24 999 invånare)
- ☐ Mindre ort (<15 000 invånare)

8.8 The Manipulated Ads

The Native Ad

Search for people, places and things

Anna Andersson Edit Profile

Update Status Add Photos/Video

What's on your mind?

Anna Andersson August 27, 2013 via HTC Sense

An år sommaren inte slut — with Cecilia Blad and Vera Lund

Hitta topgformen på Actio
www.actio.se

30% rabatt på träningskort vid köp via www.actio.se tom 27/4 2014 på Actio Hallenbergen.

Högskolan i Gävle Kasta inte bort din talang. Maximera din potential. Sök till Högskolan i Gävle.

Läs mer på @gpkhuset Instagram.com

FÅNGA VÄRSOLEN - Vinn en resa till Barcelona - en ny outfit. Totalt värde 15.000 kr.

Söta favoriter zalando.se

Blått som en baskies i en puderosa cocktailklänning från Zalando. Fri frakt och retur!

Nytt mode från 199 kr booz.com

De nya kollektionerna är här! Shoppa vårmode från Converse, Hilfiger & fler märken.

129,730 people like this.

Jobba som PT - i studiet! myAcademy.se

Vill du extrajobba med att coacha ungdomar i dina favoritämnen? Sök jobb hos My Academy!

981 people like this.

Plugga till civilingenjör mun.se

Läs data teknik, elektronik, industriell ekonomi eller teknisk design vid Mun. Sök nu!

Vård? didaktisvux.se

Läs Omvärldsprgrammet och få jobb som undersöknings eller sköterska i psykiatrisk vård.

English (US) Privacy Terms Cookies More Facebook © 2014

Sara Back 1 hr

Nu köper jag beng-beng för sista pengarna & drar tillbaka till Sverige!

Like Comment Share 16 people like this.

The Non-Native Ad

Search for people, places and things

Anna Andersson Edit Profile

Update Status Add Photos/Video

What's on your mind?

Anna Andersson August 27, 2013 via HTC Sense

An år sommaren inte slut — with Cecilia Blad and Vera Lund

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Högskolan i Gävle Kasta inte bort din talang. Maximera din potential. Sök till Högskolan i Gävle.

Läs mer på @gpkhuset Instagram.com

FÅNGA VÄRSOLEN - Vinn en resa till Barcelona - en ny outfit. Totalt värde 15.000 kr.

Söta favoriter zalando.se

Blått som en baskies i en puderosa cocktailklänning från Zalando. Fri frakt och retur!

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Jobba som PT - i studiet! myAcademy.se

Vill du extrajobba med att coacha ungdomar i dina favoritämnen? Sök jobb hos My Academy!

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Vård? didaktisvux.se

Läs Omvärldsprgrammet och få jobb som undersöknings eller sköterska i psykiatrisk vård.

English (US) Privacy Terms Cookies More Facebook © 2014

Sara Back 1 hr

Nu köper jag beng-beng för sista pengarna & drar tillbaka till Sverige!

Like Comment Share 16 people like this.

The Semi-Native Ad

Search for people, places and things

Anna Andersson Edit Profile

Update Status Add Photos/Video

What's on your mind?

Anna Andersson August 27, 2013 via HTC Sense

An år sommaren inte slut — with Cecilia Blad and Vera Lund

Hitta topgformen på Actio
www.actio.se

30% rabatt på träningskort vid köp via www.actio.se tom 27/4 2014 på Actio Hallenbergen.

Högskolan i Gävle Kasta inte bort din talang. Maximera din potential. Sök till Högskolan i Gävle.

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FÅNGA VÄRSOLEN - Vinn en resa till Barcelona - en ny outfit. Totalt värde 15.000 kr.

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Blått som en baskies i en puderosa cocktailklänning från Zalando. Fri frakt och retur!

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De nya kollektionerna är här! Shoppa vårmode från Converse, Hilfiger & fler märken.

129,730 people like this.

Jobba som PT - i studiet! myAcademy.se

Vill du extrajobba med att coacha ungdomar i dina favoritämnen? Sök jobb hos My Academy!

981 people like this.

Plugga till civilingenjör mun.se

Läs data teknik, elektronik, industriell ekonomi eller teknisk design vid Mun. Sök nu!

Vård? didaktisvux.se

Läs Omvärldsprgrammet och få jobb som undersöknings eller sköterska i psykiatrisk vård.

English (US) Privacy Terms Cookies More Facebook © 2014

Sara Back 1 hr

Nu köper jag beng-beng för sista pengarna & drar tillbaka till Sverige!

Like Comment Share 16 people like this.

In the actual survey the Facebook feeds were bigger. These versions have been cropped.