

# Advertisement through Facebook

To do or not to do?

A N N A M O N O N E N



**KTH Computer Science  
and Communication**

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# Advertisement Through Facebook – To Do or Not To Do?

## Abstract

The purpose of this bachelor degree thesis was to investigate how a recently established company can, and does, take advantage or be disadvantaged by promoting the company on Facebook. In order to research this, a case study of the company BioRoy was carried through. The project consists of theoretical studies and research such as interviews, observations and a questionnaire that all focus on the phenomena of promotion and networking processes in social media.

BioRoy is an independent cinema in Gothenburg, Sweden, that tries to, according to the company itself, reach a younger target group through promoting the company on Facebook. Thus, the research is done from the company's perspective and investigates how the company works with the social media and what effects it has on the company itself, such as if it seems to attract more customers or disturbs the company's business.

The results show that BioRoy does not take any greater advantage nor dis-advantage from this kind of promotion. Indeed, the effects are hard to see clearly, and the ones found might be affected by the design of the study. Still, the main findings in this bachelor degree thesis are that BioRoy is very positive towards the use of Facebook as such and sees a lot of possibilities within it, but does not exactly know how to use it. The company seems to lack a strategy, and the promotion does not seem to attract more customers, yet, there might be other effects from this kind of advertisement that is not found here.

# Marknadsföring via Facebook – Att exponera, eller låta bli?

## Sammanfattning

Detta kandidatexamensarbets syfte var att utforska hur ett nyligen etablerat företag kan dra fördel eller missgynnas av exponering på Facebook. För att kunna undersöka detta genomfördes en fallstudie av företaget BioRoy. Arbetet består av teoretiska studier och undersökningar såsom intervjuer, observationer och en enkätundersökning, vilka alla fokuserar på marknadsföring och nätverkande i sociala medier.

BioRoy är en självständig biograf i Göteborg, Sverige, som enligt dem själva försöker nå ut till en yngre målgrupp genom att marknadsföra företaget på Facebook. Denna studie har därför gjorts från företagets perspektiv och undersöker hur detta arbetar med Facebook och vilka effekter detta arbete har på företaget. Till exempel om det attraherar fler kunder eller stör företagets interna verksamhet.

Resultaten visar dock att företaget varken gynnas eller drar onyttan av denna sorts exponering. Givetvis är effekterna av marknadsföringen svåra att mäta på ett tydligt sätt och kan definitivt ha påverkats utav undersökningens genomförande. Emellertid är de viktigaste resultaten från denna studie att BioRoy ställer sig positiva gentemot användandet utav Facebook, och väljer att se möjligheterna hos mediet, men inte vet exakt hur de bör gå tillväga. Företaget verkar sakna ett strategiskt upplägg och marknadsföringen tycks inte attrahera fler besökare. Trots detta är det mycket möjligt att marknadsföringen har andra effekter som inte utforskats i detta kandidatexamensarbete.

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# Introduction

*This chapter introduce the reader to the background, aim, research question, delimitations and methods used for this project.*

## Background

As the use of social media increase, web 2.0 becomes a greater concern for everyone, especially among those who have been, or are, in position of power. Indeed, the development of social networks on the internet is often considered to be a democratisation of media and media production<sup>1</sup> as anyone can share or publish information, as well as connecting with others. Indeed, this statement is often questioned, but one of the concepts of web 2.0 is that the earlier difference between publisher and receiver diminish and allows a new kind interaction between those two. Even thou Web 2.0 also can be seen as just another way of controlling people does social media consist of many-to-many communication that has not existed before.

However, this growth of social networks is also an opportunity for companies to find and meet their customers with new premises. Some companies are afraid of these premises, while others see their opportunity to reach out to and gain customers. According to Tobias Wallgren (Wallgren, 2009), companies have to follow their customers into the social media in order to survive and stay topical. Indeed, where customers are found, the companies must be if aiming for an increase of their clientèle. As Wallgren (2009) states, the companies have to be alert to new ways of establishment, and maybe take advise from what Alexandre Lendru-Rollin once said: "There go the people. I must follow them, for I am their leader".

In the light of this, and as the use of the social network *Facebook* has doubled during the passed year<sup>2</sup> this bachelor thesis aims to evaluate how well advertisement through *Facebook* might work. The project will not deal with whether Web 2.0 is a way to control people or not, but will investigate how an individual case can, and does, use social media for promotion and if this kind of promotion seems to have any effect. Hence, a case-study will be done of the company *BioRoy* and its use of *Facebook*. *BioRoy* is an independent cinema which was established approximately one year ago, and uses *Facebook* as one of many ways to promote the company.

Moving on, this project will try to cover what positive and negative effects that might exist within this kind of advertisement. It is clear that social networks are quick and easy to use for communication, but how can companies apply the functions of a social network onto their business? And how do the companies cope with the change of control? As social media makes it possible for companies to interact with customers, as well as engage them in the company, the customers also gain power. They are put in a position where they can criticize and affect the company's business. Hence, the company in some sense might lose control, as the customers gain it. How would a company, for instance, cope with negative response being published by customers on their site?

## Aim

The aim of this project is to find out how well advertisement through social media works for recently started companies. To be precise, the purpose is to identify what advantages/dis-

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1 Harumi Gondo, UPIO, New York, lecture about online journalism through internet, from New York to Beijing 2010-04-22

2 <http://www.dn.se/ekonomi/facebook-forbi-google-1.1062708> 2010-03-11

advantages that advertisement through *Facebook* can provide for companies. Indeed, it is necessary to find out if advertisement through *Facebook* is a way for a company to get in touch with potential customers, and if it does, if *Facebook* is an effective way of doing this. Also, this project's aim is to clarify if *Facebook* is beneficial or not for *BioRoy*, in terms of how time-consuming it is, what is costs, what abilities the employees have etc.

## Research question

*How can a recently established company, such as BioRoy, take advantage from, or be disadvantaged by, advertisement through Facebook?*

## Delimitations

As already mentioned, this study will be limited to the social media *Facebook*, and the recently started company *BioRoy*.

The website *Facebook* is chosen since it becomes more and more common for companies to refer to their accounts on this site when advertising in traditional media. Also, *Facebook* has been said to be the most visited site in the USA as it recently passed the search engine *Google* when it comes to popularity<sup>3</sup>

*BioRoy* is an independent cinema in Gothenburg, Sweden, which has existed since november 2008. The company is now in the middle of evaluating the past year. Indeed, *BioRoy* has tried to become established in many ways, and one of these is through *Facebook*. *BioRoy* was chosen for this project since it is a small company that has a limited budget and works with *Facebook* on their own, without help from any expertise.

## Methods

The research question will be answered through both theoretical studies and empirical research. Indeed, the theoretical studies will consist of readings within the area, such as blogs about advertisement, articles concerning social networks and internet use, literature about traditional advertisement etc. The practical research, on the other hand, will consist of interviews, a questionnaire and observations.

By handing out a questionnaire, it is possible to find out if the customers know about the *Facebook* account and if they use the site for finding information about the companies activities. From the interviews, on the other hand, is it possible to find out what problems the use of the site might cause for the company, as well as how much effort the employees have to put into it, compared to advertising through traditional media. Also, the activity of *BioRoy's* Facebook group will be observed as a complement to the interviews. These observations will hopefully give a deeper understanding for the company's use of the site.

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<sup>3</sup> <http://www.dn.se/ekonomi/facebook-forbi-google-1.1062708> 2010-03-11



# Theoretical studies

*This chapter deals with the theoretical studies made on beforehand, and during the empirical research. The purpose of this chapter is to gain an understanding of social media and theories about it and its users, as well as companies use of it.*

## BioRoy – the company

BioRoy is a cinema located in Gothenburg, Sweden. The cinema itself has been located at the main avenue of the city since the 1940's, but the business was down for several years until Folkets Hus och Parker bought the premises and restarted the business in November 2008. Necessary to know about the cinema is that it was, before it was shut down and later on bought and restarted by Folkets Hus och Parker, run by Svensk Filmindustri, SF. Since SF still exists, and owns most of the cinemas in Gothenburg, it has become a main concern for BioRoy to distinguish themselves from SF and make their independence known among people in Gothenburg. Thus, BioRoy obviously is not only challenged to reach out to potential customers in order make their business known, but also to create an image of the company's specific profile.

However, BioRoy nowadays shows movies everyday and sometimes organizes debates and discussions related to the shows. The cinema is also possible to rent for different kinds of events, but the main income is from live broadcasted concerts, theatre and opera. Hence, when it comes to advertisement, the company uses a lot of different methods, one of which is to publish information and up-dates on Facebook.

## Facebook – how does it work?

Facebook was founded in February 4, 2004, and is considered to be a social network with the mission, according to themselves, to “give people the power to share and make the world more open and connected”<sup>4</sup>. Thus, Facebook is, like all social media, a tool for people to communicate and network through the internet. The site has grown into a widely spread virtual meeting place and is seemingly still expanding. Looking at figures, Facebook recently broke the records and became the most popular site on the internet<sup>5</sup>, and the giant search motor Google, which has topped the lists for a long time, fell down to second place. Still, these figures, as all statistics, can be questioned and seen from many different perspectives. Not only are Facebook and Google two diverse kinds of services, their users probably act in quite different ways as well. Therefore, it might be hard to make a comparison between them, still, it is obvious from these figures that Facebook attracts a lot of users. Indeed, Facebook themselves states that they now have more than 400 million active users<sup>6</sup>, which makes it an enormous meeting place with possibilities for people to connect.

## Why companies on Facebook?

As stated above, Facebook has turned into a virtual meeting place where people can get in touch and share information. Facebook states that the company is aiming to be a well functioning tool

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4 <http://www.facebook.com/terms.php?ref=pf> (2010-03-15)

5 <http://www.dn.se/ekonomi/facebook-forbi-google-1.1062708> (2010-03-11)

6 <http://www.facebook.com/press/info.php?statistics> (2010-03-15)

for people to get in contact and, for instance, be used for ex-classmates to find each other and get in contact, but also for companies to find and contact customers.

Facebook states that there are great possibilities within this area, and that the company wants to satisfy both the advertisers and the users of the site. Of course, they have to say this in order to keep users satisfied, and advertisers interested to turn to the site. Therefore, they try to emphasize different possibilities of what can be done in terms of advertisement. Indeed, there are plenty of ways to expose a company on the site, still under Facebook's certain conditions, and some of them are more widely used than others. Thus, the Facebook principles clearly state that the site's aim is to be open for “any medium and any format for any person, organization or service – as long as they both consent to the connection”<sup>7</sup>, which sounds good from both the advertisers and the privately users perspective. Hence, Facebook's aim is to convince the users that there is a free flow of information with a fundamental equality and fundamental service, that is used in a quick and easy way. The site is a meant to be a tool for individuals, organization, advertisers, developers etc. to, according to the Facebook principles, connect and share information.

But the question might remain: why use Facebook and not any other social media? It takes a lot of research to understand and identify why Facebook has become so popular and used worldwide, but it is a fact that the site nowadays has more than 400 million active users<sup>8</sup>, which also is a bait to attract companies and make them use the site. Why companies are attracted by Facebook might partly be a mystery, but that they are is a fact. Perhaps customers seemingly are on Facebook nowadays, and companies want to follow them there. However, it might be more or less easy for companies to establish on Facebook, and have very diverse strategies and aims. Therefore, this project will try to identify how Facebook actually is used, if companies are able to get established there and if it actually is beneficial or not.

## BioRoy on Facebook

Since Facebook is a social media that everyone can join the traditional company-customer relationship is challenged and, in some cases, changed. Of course, the exposure of a company on Facebook can be very similar to traditional advertisement, but it can also be quite creative and different. In fact, it all depends on what the company does. Still, there are some ways that are more common than others. Indeed, it is common that companies, like in BioRoy's case, create a *Profile*, or other feathers as *Groups* and *Pages*.

To begin with, *Groups* can be created in order to collect people and keep in contact with these. Every member of Facebook can create or join *Groups*, but in order to join a *Group* the creator of it must allow the membership. According to Facebook's statistics is the average user is a member of 13 different *Groups*.

Thus, BioRoy has a *Group* on Facebook that anyone can join. It was created by Cornelia Bjurström in early spring 2009 and had 816 members, 5 administrators and 1 officer in April 2010. The five administrators are Linda Ekberg, Christoffer Lindgren, Lars Wiberg, Abf Göteborg and Cornelia Bjurström, the officer is Lars Wiberg<sup>9</sup>. Thus, there are four people and one organisation involved in the management of the *Group*.

Further, the BioRoy *Group* is categorized as “Entertainment & Arts – Movies”<sup>10</sup>. This categorization is there both for describing BioRoy's business, but also to make it easier for people to find it if they search for *Groups* within this area.

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7 <http://www.facebook.com/terms.php?ref=pf> (2010-03)

8 <http://www.facebook.com/press/info.php?statistics> (2010-03-15)

9 <http://www.facebook.com/group.php?gid=47666298055&v=info&ref=search> (2010-04-29)

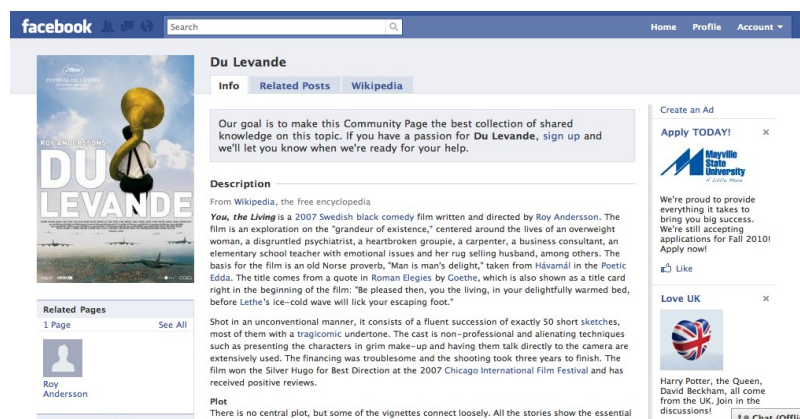
10 <http://www.facebook.com/group.php?gid=47666298055&ref=search#!/group.php?gid=47666298055&v=info&ref=search> (2010-03-15)

However, a *Group* can be used in many ways, it is for example possible to send out mass-messages or invitations to all members of the *Group*. Indeed, when members of Facebook become members of a *Group*, they also accept the *Group* to contact them. Other possibilities are to upload photos, start discussions and post things in the *Group's* own forum. Exactly how BioRoy use their group will be seen in the results from the case study.



*BioRoy's Group on Facebook, created by Cornelia Bjurström.*

Similar to *Groups* are *Pages*, but users of Facebook becomes so called *Fans* of these, instead of *Members*. *Pages* can, for many reasons, be seen as more specific and perhaps suitable for companies since Facebook detect the activity of *Pages' Fans*. Everything that is clicked, watched, written etc on a *Page* is presented in statistics for the creator of the *Page*. BioRoy does not have a *Page*, but *Pages* will be mentioned, and to some extent discussed later on. However, more than 1.5 million local businesses have active *Pages* on Facebook and more than 20 million people become fans of *Pages* each day, according to Facebook's own statistics.



*Page on Facebook, this one is created by the Swedish director Roy Andersson and promotes his latest movie Du Levande.*

Another way of promoting a company through Facebook is to pay for regular ads that is exposed on the site.

## Consumers' part of the play

In discussion of internet and social media as highly potent for advertisement is the importance of interaction often mentioned. But what kind of interaction is actually referred to? Indeed, there are many studies, theories and explanations that deal with what kind of interaction that is possible, and does occur, on the internet.

The first thing that makes the internet get more attention nowadays than what traditional media gets is that it includes all of these traditional ones. There are sound, pictures and video which makes it possible to create any kind of ad, with all of these features at the same time, at the same place. According to Stefan Hyttfors (2010), that through lectures tries to sell the idea of promotion through Facebook, there are three main reasons that makes the world wide web interesting:

- The internet makes the consumer the producer. Anyone can publish.
- The internet makes it possible to have a many-to-many communication.
- The existence of social media makes it possible to produce media in a social process.

Thus the significance of the internet, according to Hyttfors that has a positive perspective of this phenomena, is that the content nowadays is consumer generated, which also Lai and Turban (2008) concludes, and that the users network among each other. The bigger community, the more focus on networking, states Hyttfors (2010), and hence makes Facebook seem attractive. So, if assuming they all are correct: why is this interesting for companies? Since the new media consumers generate networks and publish information themselves is it easy to reach out to many users very fast if they are part of the network. Thus, if understanding this technology and using it in an effective way, companies are believed to improve (Lai and Turban, 2008) and save a lot of efforts due to the users own interest and voluntary participation. Also, according to Bernoff and Li (2008), the key is to let the customers' interest be the motor behind the process .

This way of working can also be called “customcentric”(Bernoff and Li, 2008, page 36), which refers to the focus and importance of the customers interest, instead of the companies. By listening to the customers, the company is said to understand what the customers actually want and have the possibility to use them as “key creative participants” (Spurgeon, 2008, page 2) while advertising. Thus the company must focus on listening and energizing instead of research and sales (Bernoff and Li, 2008), which also can be seen as contradicting, since still is the sales that is in focus.

However, by doing this, Bernoff and Li (2008) state, companies can start listen to the customers and perfectly understand what the market wants. Social media, with its great networking features, makes it easy for companies to get in contact with all these customers, and communicate as well as taking profit from them. Still, this new relationship between companies and customers challenges the traditional hierarchy where advertisers see themselves as “top-down communicators, in control of what information is released, to whom and when” (Spurgeon, 2008, page 1), and instead give the power to the consumers, as the companies rely on them, which is true in the eyes of a democratising Web 2.0.

## Interaction and involvement

Thus, Spurgeon (2008) states that the customers themselves are actively involved in the management of media, and that this interaction is one of the most important changes within the

area of media. It might not be doubted that involvement can be taken into advantage for companies, but how is it possible to use the internet in order to make the audience involved?

Wallberg (2009) deals with this and claims that the audience surely is overloaded, and that it is hard for a company that uses traditional methods to make the consumers actively involved. Therefore, Wallberg states, is it necessary for companies to find new ways to promote themselves. Needed to know is that even Wallberg owns an advertisement agency that wants to make people interested in new ways of promotion. Wallberg hence mentions that there are new ways which makes the customers find the company, instead of the companies finding them. This can be explained by the hammer and magnet simile: Instead of pushing a message into the customers as with a hammer, the companies should attract the potential customers as a magnet attracts metal (Wallberg, 2009).

Indeed, if managing this the company has already succeeded, but is it just a bait or a scenario possible to achieve? If a company for example has managed to get established on Facebook and, just like a magnet, made a lot of people voluntary join their *Group* or *Page*, they are also probable to have involved consumers (Dwayer, 2007), which surely is beneficial. Adding to this, Dwayer (2007) found that high involvement is correlated with an interest to read more about the product, which can create a positive up-swing. If a customer first gets some kind of interest for a product, the involvement might be increased which also, according to Dwayer, increase the interest even more. Still, as Dwayer (2007, page 68) suggests, "some of the content posted to these communities may form the basis of for consumer decisions", which also indicates that it is not only necessary for companies to create involvement in, for example a social network, but also to make the customers satisfied, so that their involvement has an positive effect on other potential customers.

### **Word-of-Mouth in a virtual world?**

Dwayer (2007) states that word-of-mouth is a response to involvement, which also is the reason to why involvement is so interesting and important to encourage. As Lai and Turban (2008) put it, does the Web 2.0 social networks rely on promotion via word-of-mouth. This word-of-mouth could be when users advertise a site, a service, activity, event, or a product by sharing with others their experiences. Thus, the speed of communication in social media is an important feature (Yates, Orlikowski and Jackson, 2008) since it makes it possible for companies to have a fast breakthrough, and a constant activity. Obviously, groups are discovered through searches, recommendations, word of mouth (Lai and Turban, 2008), and therefore interaction which hopefully leads to the phenomenon of word-of-mouth is invaluable for a company.

## **Shift of power**

This directly leads us to the issue concerning how the shift of power within new media affects the companies. Since every participant of a social network is said to have the power to publish and the possibility to reach out to many others very quickly, companies might feel that they have to change their attitude toward advertising. To some extent consumers can, and do, post and share whatever they experience. Companies are used to be in control (Bernoff and Li, 2008), but as the consumers are many, and might get gathered on the internet, the companies experience that they have to listen to them instead. Some companies are keen to learn how to turn these big networks to their advantage (Bernoff and Li, 2008), and instead of being afraid of having the customers turn against them, they learn how to cooperate with them, and hence a huge advantage.

Indeed, Bernoff and Li (2008) claim that the first step for a company that wants to benefit from, for example, social media is to accept the loss of control. But, as they explain, it is a big first step for a company to take. Yet, they believe that there is no hiding from it, and as Hyttfors (2010) puts it: it is not a matter of daring to join, it is a matter of how long you dare to wait.

## Relationship-building and trust

As already mentioned, social media consists of interest-based groups, where users join networks voluntarily because of their own interests and desires. Social media partly serve its purpose because of the human need for community and social connection (Lai and Turban, 2008) and works out since “users want to be trusted and want to build dependable networks” (Lai and Turban, 2008). If users of a social network would not feel trust towards the technology and the members of the site, the network would most likely degenerate.

Humans are said to be social creatures by nature (Lai and Turban, 2008) and conversational media to be both “the consequence and drivers of the new economies of information and networks” (Spurgeon, 2008, page 2). Hence, if a company is able to appear as trustful and succeeds in relationship-building in social networks, it will also take a free ride on the users involvement. Indeed, the human need for trust, support and sharing is true for both physical and virtual settings (Lai and Turban, 2008). Still, in order to reach out to many, media has to be used, and it is logical that we nowadays are using social media, since it is impossible for mass media to get closer to a certain target group and create an emotional bound to these (Hyttfors, 2010). However, members of social media tend to feel more like individuals, instead of a mass, and it can be hard for companies to use social media for turning to a mass, without making the people feel less individual (Hyttfors, 2010).

According to Seltzer and Mitrook (2007) there are five principles that companies need to follow if aiming to establish a dialogic relationships with their customers via the World Wide Web, these include the use of:

- a dialogic loop
- an easy to use interface
- conversation of visitors
- generation of return visits
- providing useful information to publics

Seltzer and Mitrook (2007) state that these are the main differences between traditional websites and the use of Web 2.0, such as Facebook. Therefore, this suggests the potential to create an effective, ethical, two-way relationship via the Internet, that could help to maintain organization-public relationships (Seltzer and Mitrook, 2007). Also, Lai and Turban (2008) find that participations of social networks and sites like these have a fundamental believe that the deal they get is the fairest, since the relationship also triggers a feeling of trust (Lai and Turban, 2008). Indeed, Lai and Turban (2008) claim that identity sharing in a virtual group is done as an expression of trust towards the group (Lai and Turban, 2008). Thus, a strong relationship between the company and the customer can gain trust towards the company and its business.

### Loyalty among participants

In order to maintain this relationship and trust the organisations and companies have to create some kind of loyalty among its participants. Dwyer (2007) suggests that websites that looks serious and as required a high level of investment may slow down the process of decay and keep people involved for a longer time. Dwyer (2007) also claims that it is highly possible to create loyalty in social networks as community members often are “the most fanatical” and “act as product evangelists” (Dwyer, 2007, page 76).

## Problematics?

Of course, it can be troublesome for a company to enter this new world of many-to-many communication that is strongly dependent and run by the consumers. Still, Bernoff and Li (2008) argue that organizations cannot pretend this new kind of communication does not occur. Since the consumers around the world increasingly turn to social technologies, companies have to follow, if they want to keep them. But Spurgeon (2008) also warns about the need to breakthrough as well as difficulties to be seen as there are so many organisations, companies and such in this new media. In order to be heard, an effort has to be made.

Moreover, Seltzer and Mitrook (2007) suggest that it is not only important for the company to have an “individual voice” (Seltzer and Mitrook, 2007, page 229) that makes it special and outstanding, but to not give off message or post items that could embarrass the company. Still, the companies cannot control what their customers post and therefore have to show a fast response and respect for the customers' opinions. Indeed, it is often argued that the main reason why social networks are popular is because they not are influenced by too many rules (Lai and Turban, 2008). Still, even though members of a social network experience that they have the possibility to actually criticize the companies, this might not be the case. Of course, the companies are afraid of losing control, but indeed they might also gain it by joining a social network. As people are gathered, they might not only object, but also be controlled.

Sohn and Leckenby (2007), on the other hand, identifies another problem. In their study, they find that “in a many-to-many communication setting like a virtual community, individuals may be strongly tempted to free-ride on others' contributions, which would eventually lead to a collapse of the community” (Sohn and Leckenby, 2007, page 435). They call this a “communication dilemma” (Sohn and Leckenby, 2007, page 437) that potentially is hindering involvement. They suggest that people will, as long as they can, take benefit from others, which not goes hand in hand with a social network. A social network relies on all members contribution, but at the same time, everything is available to everyone, even noncontributors. The dilemma found by Sohn and Leckenby therefore highlights that “if everyone free-rides no one will benefit from others, which will eventually lead to the collapse of the community” (Sohn and Leckenby, 2007, page 435). How this dilemma can be solved is not clear, but it might definitely be something that companies often experience.

## To succeed, is it possible?

So how should the companies avoid these problems and actually succeed? There is no obvious answer, but a whole lot of theories. To begin with, the common knowledge is that internet is rapidly developing as a platform for advertisement and commerce (Spurgeon, 2008) and that some recognize the powerful potential of this, but do not know how to take it into their advantage (Bernoff and Li, 2008).

It is often stated that the companies have to understand weblogs and social media in order “to achieve their online relationship-building goals (Seltzer and Mitrook, 2007), but also that they have to evaluate how well this kind of promotion fits the certain company (Yates, Orlikowski and Jackson, 2008). There is no set way of how to do it properly, the companies have to know what the possibilities are, and if they could benefit them. Hence, Dwyer (2007), for example, suggests that “companies who have products with large and active online communities should consider hosting a *blog* so they can play an active and visible role in injecting such content into their user community” (Dwyer, 2007, page 76).

However, Yates, Orlikowski and Jackson (2008) state that there are six key dimensions for advertising on the internet, that also are known in traditional media. The why, what, who, where, when and how are claimed to be the most important concerns for an advertiser on the web, which is nothing new for someone working with media.

Also, this kind of advertisement is said to be more tolerant towards spelling and grammatical mistakes, compared to traditional media (Yates, Orlikowski and Jackson, 2008). Still Wallberg (2009) tries to apply this to the use of internet. Wallberg identifies that content, research optimising and social media are what companies should focus on in order to successfully promote their company on the internet.

Bernoff and Li (2008), on the other hand, suggest a strategic list of things that is needed to have in mind:

- *accept the loss of control*
- *expect pushback from managers*
- *line up executive backing*
- *start small and focus on measurable objectives*
- *expand beyond projects*
- *stay focused on culture, not technology*

Finally, Hyttfors (2010) has another concern. He highlights that most employers do not know enough about technology to fully understand the possibilities. Hyttfors (2010) also says that the companies have to think digital, and encourage his audience to know the technology, because only then it is possible to use it successfully. The question is whether it is something new at all in this statement, what does it actually mean to think digital and how should it help.

## **Economical aspects**

When it comes to the economical aspects of the use of social media for promotion the most common view is that it is good to promote in social networks, since it is free. Also Wallberg (2009) deals with the economical aspects of this kind of advertisement and claims that there are three reasons why it is better than traditional advertisement:

- less costs
- makes it easier to “hit” the right target group
- it is an investment, not an ongoing cost

Of course, it is true that people use these media for free, and can easily handle them (Lai and Turban, 2008), but Hyttfors (2010) challenges this perspective as he, in his lecture questions why success should be measured with money. Even though this kind of advertisement costs less, it is hard to measure how much money it brings. The purpose of digging into social networks and establish can be to gain trust and create feelings towards the company.



# Methods

*This chapter describes the methods that were used for the empirical research in the project, and what that research contributes with. The methods that were used and will be described are interviews, a questionnaire and observations.*

## Choice of methods

The interviews aim was to give a qualitative understanding about how the company actually work with Facebook and their concerns within the subject. On the contrary, the questionnaire was made to give quantitative results that make it possible to understand the customers behaviour. To complement the interviews and questionnaire, the activity of BioRoy's group on Facebook was observed. Both the company's activity and the group members contributions were observed.

## Target group

When it comes to the interviews, people involved in BioRoy's Facebook group were contacted in order to understand what attitude they have toward Facebook and how they use the site. Three of the five administrators of the group was interviewed:

- Linda Ekberg, female, 22 years old, employee at BioRoy. Responsible for, and the only one at the company that is working with, BioRoy's Facebook group. The interview was carried out via Skype.
- Lars Wiberg, male, 35 years old, employee at ABF. Lars has collaborated with BioRoy and is one of the administrators of BioRoy's group on Facebook. The interview was carried out via e-mail.
- Cornelia Bjurström, female, 59 years old, proprietor of BioRoy, creator of the company's Facebook group but not involved in its operate. The interview was carried out via e-mail.

The reasons why only three out of five were interviewed are that two of that Abf Göteborg and Lars Wiberg are both run by Lars Wiberg, and Christoffer Lindgren only had been partly involved in one event, and therefore added to the list.

To complement the facts given from the interviews was BioRoy's Facebook group observed for one month. Also, the questionnaire was filled in by customers that visited the cinema. This made it possible to pinpoint the actual target group of BioRoy, as it is today, but did not really show what effects the company's use of Facebook has on the customers.

## Interviews

It is known that interviews are held to figure out what emotions, attitudes, opinions and values the interviewee has, but this is not always what is found. Thus, Robson (2002) states that the interviewer should strive to ask questions that is concerned with facts, behaviour, beliefs and

attitudes to get as qualitative answers from the interviewee as possible. Still, Robson argues that the two last ones are relatively hard to get hence they are, as Robson puts it, complex and multidimensional.

Moreover, interviews can contribute with a depth within earlier, for example, theoretical studies, which is the case in this study. Indeed, a case study like this might consist of a relatively formal interviews as a complement to observational studies (Robson, 2002). Thus, things that are hard to get reliable answers about, depending on the interviewee's memory and perception for example, can be found out by observations instead.

Obviously, there are different types of interviews. Usually, these are divided into three groups: Fully structured, semi-structured and unstructured (Robson, 2002). The first kind, the fully structured, is very similar to a questionnaire, but with open-ended questions. This kind of interview has predetermined questions and a very fixed structure. Compared to this, an semi-structured interview has predetermined questions, but allows new questions to appear during the interview. The unstructured form has only a certain interest or area, that is freely questioned. Both semi- and unstructured interviews are used for qualitative data collecting.

Furthermore, the interviewer should listen more than speak, put questions straight forward, eliminate cues that might affect the interviewee's answer and be enthusiastic (Robson, 2002) in order to get good results. A good way of avoiding mistakes and keep focused on the interview instead of taking notes is to record the interview. Yet, the interviewee has to agree upon this act. If recording the interview, it is still good to time the meeting, and write at which instances interesting answers are given, or just take small notes. This will make it easier to analyse the collected data afterwards.

Overall, interviews are seen as time-consuming as they have to be prepared, it takes time to organise meetings, but also because the replies have to be analysed afterwards. Still, an interview should preferable not take more than 60 min, nor less than 30. Also, it is seen as a flexible and adaptable way of finding things out. Further, it can provide detailed and highly qualitative information, even though it is hard to rule out biases. Other potential problems could be practical, that occurs during the interview, theoretical, because of weak preparations or analytical (Robson, 2002).

## Questionnaire

There are several things that have to be taken into consideration in creating a questionnaire. Often, one of the hardest issues is the time limit (Robson, 2002). In order to make a questionnaire of high validity and that collects usable data the design has to be carried out carefully with iteration. Adding to this, it sometimes takes a lot of time to collect the data. Even a small study should consist of about 200-300 respondents (Robson, 2002), which sometimes is difficult to get, especially if the survey's pre-plan is poor.

However, a good survey is often well-planned and designed through iteration. According to Scheuren (1980) there are six stages of a survey that should be carried through:

1. Planning and Development of Survey
2. Pretest
3. Final Survey Design and Planning
4. Implementation of Survey and Data Collection
5. Data Coding and Data-File Construction

## 6. Research and Analysis of Data

Obviously, three of these six stages concern the design of the survey, and only one how to actually collect the data. Still, the difficulties of the collection should not be underestimated, it is hard to collect data if the target group is unclear or the strategy for collection poor. Indeed, if the survey, for example is very long, and takes a lot of time to fill in, respondents might choose to not finish the survey. The questionnaire therefore has to be brief (Scheuren, 1980).

Moreover, this is especially important in the case of BioRoy. As the customers are asked to fill in the questionnaire before leaving, they probably will not be willing to spend much time on it. Therefore, it is important to make the customers understand that it is a short questionnaire, and that their participation is appreciated. Also, Scheuren (1980) states that the *KISS principle* is the key to a good survey, which means *Keep It Simple, Statistician*.

Further, there are two different types of questions, the so called open-ended and closed ones. The open-ended refers to questions which leave an open space for an answer, which let the participant answer in any way. Obviously, this kind of questions are good when trying to find out what the participant truly thinks, still, it is hard to make statistics out of this. Closed questions, on the other hand, means that the question has a certain set of answers, between which the participant chose one or more. Indeed, this might make the participant answer differently, since there are suggestions that can lead the participant's. Thou, if the question is closed, all possible alternatives have to be available, for example if asking for age with a closed question, all possible ages to be included in the multiple-choice.

However, the purpose of the questionnaire in this study was to find out whether BioRoy's customers use Facebook, and if they know that they can find information about the company on the site. Unfortunately, the results from the questionnaire rather show what target group BioRoy already reach out to.

As mentioned, this questionnaire was designed in co-operation with BioRoy. The employees asked their customers before every show to answer the questionnaire before leaving. The responses was taken care of by the employees. This part of the study resulted in a quantitative data collection, but the actual use and contribution of this data will be discussed and questioned later on in the essay, since it turned out that it to a great extent separates from the rest of the study.

## Observations

Observations are considered to be a qualitative research method, which enriches the researcher with deeper understanding that is closely related to the real world (Quinn, 2001). For example, if investigating how a software can be developed, a survey might not give enough information about the users' habits. It is hard to predict how users actually interact with the system, and observations are therefore necessary. Hopefully, it is possible to get a complex and true understanding through observing the everyday activity.

However, there are some complications that researchers often face when observing in a scientific manner. According to Quinn (2001), one main problem is that human beings have a selective mind, which makes the observer notice only what is predicted. Thus, researchers see what they want to see and therefore miss out on things. Still, this perceptive selection of intake partly depends on interests, biases and background, and can be decreased by training and

rigorous preparation (Quinn, 2001). Hence, Quinn (2001) identifies six musts for a good investigation.

As an observer you have to:

- learn to pay attention
- practice in writing descriptively
- discipline in recording field notes
- know how to separate detail from trivia
- use rigorous methods
- report the strengths and limitations of one's own perspective

Indeed, a researcher might have to practice a lot before succeeding.

Further, an observer can choose whether to be a participant or not during the process. In this case, I am a non-participant that only watches the process, since the aim is to understand how the media is used, and what result it actually gives. If the investigation, on the other hand, would aim for finding out how the social media itself can be improved, instead of what it contributes with as it is today, a participational investigation would be necessary.

Also, the observer can choose to have a so called insider or outsider perspective (Quinn, 2001). Since I observed the activity of BioRoy's group on Facebook, I had the perspective of a group member. Hence, I did not observe the employees works with the site, but what could be seen by the members of the group. Indeed, these observations complement the interviews that were carried out with the employees, in order to give a realistic understanding for what actually was done on the site, and how members reacted. This also allowed me to take my time and make careful and detailed observations for one month. Hopefully, this minimized the risk to miss out on valuable data.

## Reliability

Of course, there are some practical difficulties with real world research. One of the problems that appeared in this study was the design of the questionnaire. The questionnaire was created in cooperation with BioRoy, and therefore not perfectly suitable for this study. If no cooperation took place, more time could have been spent on evaluating the design of the questionnaire. On the other hand, the questionnaire would not reach out to as many customers. The question is whether it is good to reach out to many, if the data still is partly invalid. This will also be discussed later on.

As observing the website, it was possible to miss out on things. There is no obvious way of finding all the updates and follow the sites activity, thus things of importance might have been neglected. When it comes to the interviews, they were made in different ways, one through Skype and two via e-mail. This is quite inconsequent, and therefore not optimal. The replies was not dealt with, nor developed, in the same way. Therefore the results might give an even more subjective and narrow perspective of BioRoy's use of Facebook. Since Linda had the chance to reply in another way, her replies might strongly affect the conclusions made out of this study.

Yet the reason why the interviewees differed was because the divers possibilities to meet or contact with the interviewees. Therefore, this has to be taken into consideration as analysing the research.

## **Validity**

This research high-lights the attitude within the company, towards the use of Facebook, as well as how the company works with the site. Also, the questionnaire show some of the effects the use of Facebook might have upon the potential customers. Still, the main result of the questionnaire is what target group that BioRoy reach out to as it is today.

In order to make a more valid study, the questionnaire should have more suitable design and forum. The best would probably be to not cooperate with the company, and send it to members of the Facebook group instead of the visitors.

# Results

*Here, the results from the research are put together and presented. First, all three interviews are compared with each other. Second, some of the findings from the questionnaire is presented, and finally, the observations are put together and described.*

## Interviews

To begin with, all three interviewees have a positive attitude towards Facebook, as well as a strong belief in Facebook as a meeting place with great opportunities and possibilities to both advertise the company and connect with customers. They are all members of the site, but are not equally active users, not in professionally nor privately. Thus, they are differently related to the site, and therefore identify diverse problematics around the use of Facebook and have, to some extent, different visions.

Linda, who has an undefined role at the company is the only one at BioRoy that actually works with the Facebook group. She has been employed since October 2009 as a factotum in order to decrease the workload, especially for Cornelia. As she got interested in how BioRoy advertise itself, she became involved in not only Facebook, but also in bill-posting, ads in newspapers, Twitter and more. Hence, she spends about 3 hours a week working with BioRoy's Facebook group, and mostly does the work from home.

Lars, on the other hand is employed at ABF Studieförbund where he has got the title Movie and Theatre consultant. In his profession, Lars uses Facebook to advertise cultural events and has been in contact with BioRoy as they and ABF have collaborated. He spends about 1-2 hours a week working with Facebook and is among the 30% of the employees at ABF that use Facebook in their profession. Thus, Facebook is a complement to printed media and different kinds of homepages for ABF.

Cornelia, who does not work with Facebook herself, is very positive towards the use of social media and believes that internet is a possibility for BioRoy to reach a younger target group. She says that she is interested in what Linda does and tries to follow her work as much as possible, but certainly finds the technology a bit difficult to understand. Indeed, Cornelia expresses that all those new technologies might need a special understanding and way of thinking that people at her age, 55+, often lack. Still, she takes care of the newsletters sent by e-mail, which she also believes is one of the reasons why she does not have time to engage in the Facebook group.

Furthermore, Cornelia is not afraid of this new way of advertising. To her, it seems too great to stay away from, and she also suggests that there already might be other, more useful ways, that they still have not discovered. Overall Cornelia seems enthusiastic, but a bit unsure of what can be done and how, and she strongly believes that Linda, who also is younger, does a good job that definitely will help BioRoy to get at least locally known. This is Linda also aware of. Moreover, Cornelia says that BioRoy tries as many different ways of promoting themselves as possible, considering the company's limited budget.

However, none of them seem to have any strategy for their advertisement. Both Lars and Linda create events and invite members to those. In Lars case he uses different groups for different kinds of events, while Linda does only work with BioRoy. She also posts links to trailers or

external websites, and sends messages if there is something very special going on, since she tries to avoid spamming. She has for example sent messages when announcing competitions or asking specifically for opinions about BioRoy.

Both Linda and Lars think that one of the biggest advantages with Facebook is that all potential customers already are gathered at one place (Facebook). It is seen as a bigger effort for a customer to regularly visit a homepage, than to join a group on Facebook and more or less follow its updates. Linda also aim for involving the group members and make them participate and contribute to the activity in the group. So far, she thinks that the results are quite good, yet she finds it hard to know what to expect. Indeed, Linda believes that Facebook is a site full of potential that is hard to fully understand. Also, she believes that it is a lack of competent people to turn to for tips or advice about this kind of promotion. Lars, on the other hand thinks that the technology is easy to manage, but at times clumsy.

Another concern for Linda is that BioRoy, as it is now, has a *Group* on Facebook, and not a *Page*. In the interview with Lars, he clearly states that it is easy to approximate the effectiveness from a *Page* since it provides statistics of the users activity. Linda is aware of this, and also sees it as beneficial that posting things as an administrator of a *Page* it is posted in the Page's name, and not the administrator's private account, as in a *Group*. Though, the problem that appears is that there is no easy way of changing from a *Group* to a *Page*. If BioRoy would change to a *Page*, the company has to start from the beginning, with zero members. Since BioRoy's group has more than 900 users now, is it a hard decision to make. On one hand, a *Page* would be beneficial in many ways, on the other hand, it does not matter how beneficial it is if it does not have any members.

When it comes to using the response from members, both Linda and Lars state that the members' involvement is valuable and should and is taken care of, but it is a bit unclear how this is done. Also, none of them are afraid of negative response and think that everything should be kept transparent and discussed openly. Still, BioRoy has not experienced any criticism to deal with. There has only been a smaller conflict within BioRoy when Linda sent out a message to the members and asked for advices and tips about how to promote the company. As one member misunderstood the message and thought that BioRoy was in need of money, Cornelia got worried and, according to Linda, expressed that they should not give the members an unprofessional impression. Still, not Linda nor Lars is very concerned about how they write. Of course they want to have a proper language, but the most important thing is to make the message circular.

Finally, the administrator Christoffer Lindgren, is a customer that has been working voluntarily during some of BioRoy's events. He has done this by his own interest and is therefore an administrator of the group as well. Thus, he is only active in the group when involved. Moreover, Linda has been critical towards Lars work as she thinks that he sends out too many messages and does not seem to have the same methods as her. Hence, she enjoys working alone with the group in order to try out new things and methods without considering someone else. Still, she misses some kind of expert advice.

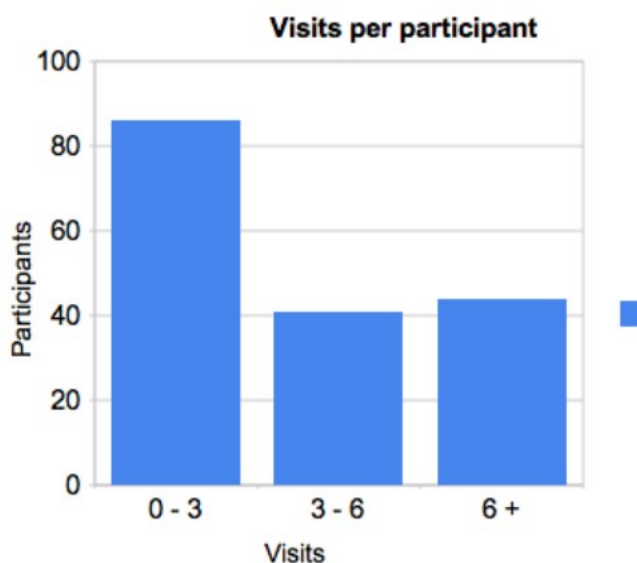
## Questionnaire

The questionnaire was placed in the foyer for four weeks and information about the survey was given in the saloon, before or after the shows. This was done in the end of March 2010.

All in all, there were 173 participants, of which 78 were men and 92 women. Most replays were given in connection to live broadcasted opera, during the opera shown 2010-03-27 there were 81 replays and during the one shown 2010-03-28 there were 51 one replays. The other 41 replays were randomly filled in during the month. Both operas were sold out and therefore had 286 visitors per show.

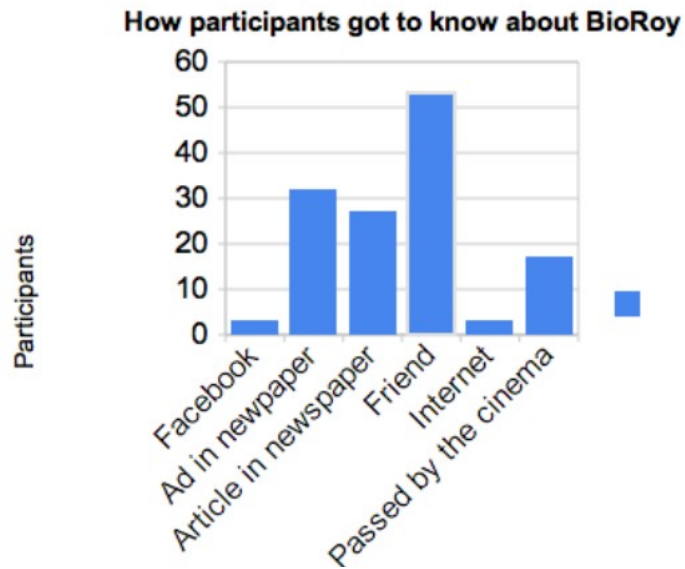
Since the survey was done in cooperation with BioRoy it dealt with both general facts and habits of the customers as well as how they got in contact with the cinema and found information about the shows. In general, the majority of the visitors live in Gothenburg and are working. The questionnaire can be found in the appendix, here the relevant findings will be presented.

From the questionnaire, it is known that 49.7 % of the participants have visited the cinema between 0-3 times, 23.7 % have visited 3-6 times and 25.4 % 1.2 % participants did not answer this question.

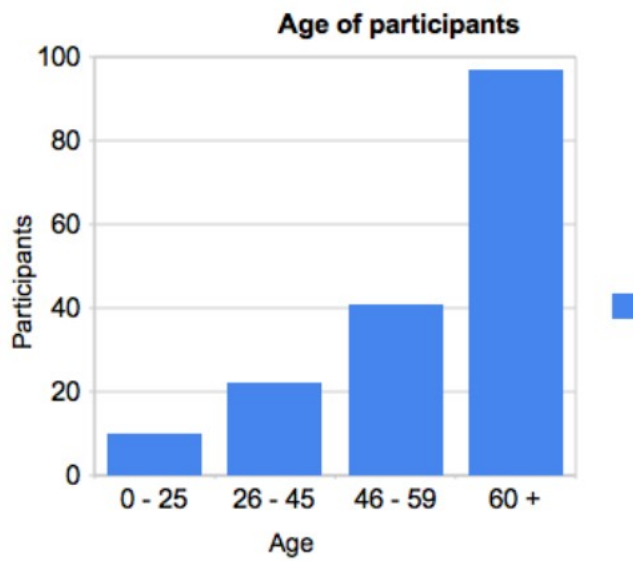


Also, only 1.7% of the participants got in touch with BioRoy on Facebook. 5.8% did not answer how they got to know about BioRoy.





Finally, the majority, 56.1%, of the participants is over 60 years old, and only 5.8% is under 25 years. 1.7% did not fill in their age.



## Observations

BioRoy has a group on Facebook that was created by Cornelia Bjurström in early spring 2009 and now has over 900 members and 3 administrators, Linda Ekberg, Cornelia Bjurström and Christoffer Lindgren. When the observations first started the group had 816 members and 5 administrators (Linda Ekberg, Cornelia Bjurström, Christoffer Lindgren, Lars Wiberg and Abf Göteborg) as well as 1 officier (Lars Wiberg).

BioRoy's group was observed for one month, from 2010-04-22 to 2010-05-22, and the findings are presented here.

To begin with, the number of members increased from 816 to 822 in one day (2010-04-29 and 2010-04-30), but have had an average increase of 2.1 members per day. Also, when the observations started, there were 5 administrator's of the group, and 1 officer, but after the interview with Linda Ekberg (2010-04-29) two administrator, Lars Wiberg and Abf Göteborg, were removed and Lars Wiberg was no longer officer of the group. Thus, there are 3 administrators right now.

The group has three ongoing discussions, but none of them have any activity. These discussions were started by Linda Ekberg and is seemingly meant to encourage the members to discuss the movies, but no one has participated, and the discussions are thus nothing more than a topic.

Further, Linda Ekberg sent out a message 2010-04-24 that asked for members ideas and tips about how BioRoy can be promoted. This message got 11 responses that were posted on the group's wall, one of these also suggested collaboration and a meeting between Linda Ekberg and the member that posted the suggestion was later on arranged.

During this month, 1 event took place. The invitation to the event was actually started 2010-04-12, before the observations began, but the event itself took place 2010-04-22. The event, which was a show called Habit of Art, had 17 confirmed guests on Facebook, and after talking to the staff at BioRoy it was known that 120 people attended the actual show.

Lars Wiberg sent out one message in the name of BioRoy, where he promoted an ABF event, and was after this removed from the administrator list and officer post.

Moreover, advertisement for a live broadcasted opera was both sent by message 2010-05-04 to the members of the group and posted on the group's wall 2010-05-03. Announcements of movie openings were only posted on the wall, this was done twice, 2010-05-05 and 2010-05-15. Also announcements for the LGBT festival and the Jazz Festival were posted on the wall. There was one announcement for each of these, but the announcement for the Movie Festival was sent by a message to all members of the group. Further, one movie that was shown in the cinema was promoted by having a link to the movie's official homepage posted on the wall. Another movie that was in BioRoy's program was promoted by having a link to a review, that was published in a newspaper, posted on the wall.

Other than this, one picture was posted from an event, and one status up-date was made. Two members of the group posted comments spontaneously, these were both recommendations for movies that can be seen at BioRoy, one of them included a link to an external website.

# Discussion

*In this chapter, the results from the research are discussed.*

In BioRoy's case, there is no resistance against marketing in social media or obvious fear of losing control of the company's image. Indeed, BioRoy is a new company that has to get at least locally known and get established as an alternative cinema in Gothenburg. The company uses Facebook as one of many ways to promote itself, and believes that all kinds of promotion is good promotion.

Still, looking at the questionnaire, most of BioRoy's customers have found information about BioRoy by reading newspapers or talking to someone. The absolutely most common way is through word-of-mouth, and the least common one is through the internet or Facebook. However, most of the participants of the questionnaire are over 60 years old, and therefore might not use the internet in their everyday life or as their main source of information.

Both Linda Ekberg and Cornelia Bjurström mention that they want to use Facebook in order to reach a younger target group, and attract this group as well. Yet, Hyttfors (2010) claims that the most common age group on Facebook is the ones between 35-44 years old. Hyttfors (2010) also high-lights that the age group between 62-64 years old is the fastest growing one on Facebook in Sweden. This might be true, but the figures do not tell us anything about these users habits on the internet. They might be many, but maybe not the most fanatic. Cornelia also believes that the use of social media requires some kind of special understanding that people at her age does not possess, still, this is only her interpretation.

This leads us to an analysis of the number of members of BioRoy's Facebook group. As seen in the observations, the group is constantly growing when it comes to members, and the recent number is 908. Of course, this can be seen as a result of success, but the number has to be put in perspective. For a private person on Facebook, 908 friends would be considered a lot, but when it comes to a company it is not as much, especially not if the most of the members visit the cinema around 0-3 times every 1,5 year (most of the participants have visited the cinema between 0-3 times, and the cinema has existed for 1,5 years). However, the whole story about the participants of the questionnaire is not told. It is not possible to draw any deeper conclusions from this since we do not know how long time ago the participants first got to know about the cinema, and how frequent they visited the cinema since then. There might also be a clear difference between active and passive members. Some of the group members might not care at all, while others might be very active. This study does not evaluate this, and as Dwyer (2007) states, the members of a social network in a virtual world are very likely to have the most fanatical interest. Still, if this is true, then, then 908 members, as in the case of BioRoy, could be considered high, but as already mentioned, these conclusions cannot be drawn without further studies.

When it comes to how the work with Facebook is carried through, Linda states that she prefers working alone. This seems to mainly depend on the lack of strategy for the marketing. As she improvises and tries out new things, while not communicating with Lars Wiberg, their visions and ideas do often collide. In the middle of the observation-time, Lars also sent out messages that Linda did not considered relevant for BioRoy's target group on Facebook, and therefore removed him, as an administrator, from the group. Good communication, it seems, is very important in order to please all parts in the working process. Linda and Cornelia have a good communication and sort out problems or misunderstandings quite fast, which makes it easy for

them to work in line. Indeed, one main reason is that the company is small and all employees work closely together. Thus, it could be easier for a small company to improvise and practice trial-and-error, compared to bigger companies. Adding to this, the company is not fully established yet, so it has got plenty of room for manoeuvre.

So far, it is clear that BioRoy dares to enter Facebook, and aims for being creative but how well do they succeed? Linda experiences that it is hard to know if Facebook is an advantage for the company as it is today, and that it is difficult to know how to improve on Facebook. Hence, it is understood that it is cheap and easy for a company to register on Facebook and make use of the site, but maybe hard to fully use its potential. Of course, the media itself is cheap, but if spending a lot of time on it, and maybe hiring another company for expertise, it can get very expensive. Still, this is not how it is in BioRoy's case, and Cornelia is positive towards trying as many new ways as possible, as long as their budget allows it.

Further, Linda believes that the media itself might not be ready for this kind of communication yet. She gets frustrated over inactive users and members of the group that does not contribute. This can be compared to Sohn and Leckenby's (2007) study which shows that online networks always consists of free-rides that also will cause a collapse. It is hard to know whether this is true for BioRoy's case, or if it is the methods for using the network that is insufficient. On one hand, it is clear from the questionnaire that BioRoy's customers do not take part of BioRoy's Facebook account, on the other hand, the study should have focused more on if the customers actually use Facebook and if they are members of BioRoy's group or not. Even though the study itself might be seen as lacking, when it comes to the questionnaire, is it actually reasonable that only 1.7% of the customers that visit BioRoy knows about the company's Facebook account. Still, it could definitely be a higher number if less answers would have been filled in during other events. In this study, 132 out of 173 replays were filled in during the live broadcasted opera. There is, indeed, a different target group at these events, compared to for instance movies for kids or everyday shows. What was found here is that the participants of the questionnaire is quite loyal, but necessarily not found on Facebook.

Nevertheless, the question remains whether it is possible for them to expand their clientele by using Facebook or not. This is a bit hard to know since there are no other cases to compare with. If containing the study, I would first look deeper into the customers', as well as the group members' habits and try to find correlations between their use of Facebook and their relation to BioRoy. It would also be interesting to investigate what strategies advertising agencies that promote marketing on Facebook use. One problem though is that it is important to be alert towards what people claim themselves doing, and actually do. Lars, for example, said in the interview that he only creates events, while he actually sends out a lot of messages as well. This can be blamed on the interview itself, and that it was done via e-mail, but it can also depend of he interviewee's lacking memory. Still, it was beneficial to do both the interviews and the observations, since it is easy to miss out on things either in the interview, or during the observations.

Finally, it definitely would have been better if all interviews was done face to face with the interviewees and if the questionnaire would have been designed a bit more careful. Still, the methods complemented each other very good, and together created a good picture of the company's work and, sometimes, struggles with Facebook. It is obvious that the results are very specific for BioRoy, and no general conclusions can be made, but some tendencies can be found and to quite a great extent analysed or put in perspective. Still, BioRoy of course is the object for the conclusions.

# Conclusion

*Finally, this conclusion sums up the study and reflects upon the findings. It also tries to answer the research question and suggest thoughts and ideas arisen during the process.*

To begin with, this study shows that Facebook, in the case of BioRoy, can trigger some networking, but is seemingly not a main source of information-finding among the customers that visit the cinema. Indeed, the most important promotion that BioRoy gets is the word of mouth and good reputation caused by customers. Thus, Facebook itself seems to be neither beneficial nor an obstacle for the company as it is today. Only a small percentage of the visitors actually got to know about BioRoy through Facebook. Still, it is hard to know how to measure efficiency and success in a case like this. In order to find out how many members of a group that is a satisfying amount, calculations have to be done: how many visitors does the cinema have per day? And exactly how many times per year does an average customer visit the cinema?

Also, another kind of success could be to give the company a meta-value and profile. Facebook might therefore be a forum where people can interact and gain interest in the business, which might trigger customers to spread the word about the company. Yet, it is hard to know which methods to use, and what effects they cause, since the situation is new. Thus, one question that remains is whether there is any “right way” to handle the situation. In the case of BioRoy, the company itself has a strong belief in Facebook and that the site brings a lot of possibilities, but the company is still not satisfied with the results. The main aim for BioRoy is to reach out to a younger target group through Facebook, which seemingly is not achieved. Still, most of the respondents of the questionnaire are 60+, and the ones that actually got to know about the cinema through Facebook might not have filled out the form.

Yet, Facebook is beneficial for BioRoy since it hopefully offers a way of being seen, without actually spending any money. Even if the promotion is ineffective, the company does not lose much on trying. To join the site is for free, and the employees do as well as they can, or learn by time. As long as no expertise, that would cost money, is needed, the company can use trial-and-error and hope for the best. Still, this method only works as long as the employees manage to keep up with the fast growing and changing media. Also, it takes enthusiastic and loyal employees, as in the case of BioRoy. The company is small which ease communication and decision-making, and the employees are loyal and want the company's best.

Another thought that arose during the process is whether advertisement in social media actually differ from traditional advertisement. There is, as always, a need to reach out to a certain target group and spread information. If this certain target group is most likely to be found on Facebook, then this site definitely is the right media, but for a company whose customers tend to read newspapers, Facebook would be useless. Facebook might therefore be very good for some companies but less for others, there is no general truth. The question is whether BioRoy can reach a “younger target group”, as the company wish to do, on Facebook or not.

Indeed, Facebook opens up the possibility for interaction as well, which is seen as very unique for a medium, but the site often seems to be used as just another kind of traditional media, with a one-to-many communication. There are indeed thousands of possibilities how to use the site, and the many-to-many communication can be used in many interesting ways, but in order to do so, insight and good knowledge about the media itself is needed. To me, it seems like companies without capacity or resources to fully use the site only see it as a free-version of traditional media. Of course, general knowledge about promotion is applied, and needed even in social

media, but there are also possibilities to create additional levels. The possibility of interaction makes it possible to create a dialogue, which can also make the customers involved. In BioRoy's case, this interaction should be used for word of mouth. If succeeding with spreading the word of mouth on Facebook, BioRoy might get effective promotion. In that case, the company does not need to be alert to what is new, but rather what is popular, hence it is easier for the customers to check the companies profile on Facebook than actually visit the website.

However, there is still a need for a break-through. As Facebook grows, the amount of companies also rise and it gets harder for them to be seen individually. Yet, if knowing what target group to aim for, and project promotion towards those with interest, and gain their involvement in the company, the break-through might succeed. BioRoy has a vague idea of what people to reach out to, but might need to be more specific. Trying to reach a "younger target group" is quite diffuse.

Further, this project has not emphasized the statement that companies are frightened and try to keep out of the social media sphere. BioRoy is very positive towards Facebook and wants to be part of it. The company has not suffered from negative response on the site, or serious problems within the company itself when it comes to keeping control or charing visions. As said, BioRoy use Facebook as one of many ways to promote the company and trying to break through and be seen on a local level. Still, my impression is that there is a lack of strategy. My question is though if this is true only for the case of Facebook, or for all promotion strategies for the company. This research only focuses on Facebook, and does not tell much about the full strategy, therefore it is hard to know if the company might lack knowledge about advertisement over all, or only within the technology.

Still, if I would extend this project, I would not dig much deeper into the companies overall strategy but into the habits of the BioRoy group members on Facebook. This would be done in order to investigate what kind of relationship they do have with BioRoy, for example how often they visit the cinema, if they read what is posted on the group-wall or not and what age group they are. This could make it possible to find out whether the group members in virtual societies are more fanatical and loyal towards the company or not, that often is stated. Another interesting area would be to interview people that work with advertisement, also on Facebook, and try to find out what kind of strategy they have, as well as if it is "effective" or not, or just a way to fool another customer and sell another service.

Finally, my impression after doing this research is that there seems to be a great belief in social media, but that this potentiality that is said to exist seldom is carried through. The intentions that I have observed on the site do not differ much from trying to make people cut out coupons from printed media or dial phone numbers from TV-shop. Still, Facebook is a fast, easy and cheap way of reaching out to customers, if having the skill to reach the right target group.

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2010-02-15



# Appendix

*The questionnaire:*

Genom att du besvarar denna enkät hjälper du oss på Bio Roy att förbättras ytterligare! Tack!

Datum.....

Kön:            Kvinna            Man  
Ålder:         0-25            26-45            46-59            60+  
Yrke:           Student           Pensionär        Arbetande

Annat.....

Stadsdel:.....

Civilstånd:    Gift            Sambo            Ensamstående

Hur ofta har du varit på Bio Roy under 2009/2010?

0-3 gånger    3-6 gånger    Fler än 6 gånger

Vilket arrangemang har du besökt? Anteckna antal gånger i rutorna.

Bio	Festival
Föreläsning	Bio 3D
Filmsamtal	Direktsänd opera
Direktsänd teater	Direktsänd konsert
Annat.....	

Detta skulle jag vilja se mer av på Roy:

.....  
.....

.....  
.....

Hur hörde du talas om Bio Roy?

Annons i dagspress

Reklamblad inne på Roy

Tidningsartikel

Genom bekanta

Annat.....

Får du Bio Roys nyhetsbrev?

Ja

Nej

Om du vill ha Bio Roys nyhetsbrev skriv

mailadress.....

Är du aktiv på Facebook?

Ja

Nej

Är du medlem i Bio Roys Facebookgrupp?

Ja

Nej

Tips, synpunkter och förslag:

.....  
.....  
.....  
.....

