

THE EFFECT OF BLOG POST CHARACTERISTICS ON THE NUMBER OF COMMENTS

A Secondary Data Analysis

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Abstract

The purpose of this research was to examine the effect of different blog post characteristics on the number of comments. The different blog post characteristics were positivity, message length, vividness, interactivity and sponsorship disclosure. A secondary data analysis is used to analyze 162 different blog posts of different bloggers on the Dutch bloggers forum called Blog Society. The blog posts were all about fashion and beauty. The analysis shows that the status of the blogger (the number of followers) and the language of the blog post significantly affects the number of comments (both control variables). Additional analysis shows that high status bloggers (>500 followers) should leave out interactive elements and they should explicit disclose a sponsorship to receive the most comments. In the category of low status bloggers (≤ 500 followers), male bloggers are better off. In addition, it has been found that implied sponsorship disclosure is difficult to observe by the audience. Lastly, in the case of Dutch blog posts, positive blog posts are the most successful.

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1. Introduction

1.1 Introduction

The Internet expands the options for consumers to gather stories of other consumers' experiences and their options to more easily share stories about their own experience with other consumers (Hennig-Thurau et al., 2004). This online process of spreading information is called electronic word-of-mouth (eWOM). In recent years, online social media participation has grown, and with the emergence of the Web 2.0 era, the power of eWOM is expanding (Li & Wang, 2013). There is no doubt that eWOM is perceived to be more powerful today than ever before (Li & Wang, 2013). It is often considered to be more reliable, trustworthy and credible than company-initiated marketing information, because it is a consumer-dominated channel of communication (Li & Wang, 2013). EWOM includes blogs, discussion forums, social media, and opinion websites (Li & Wang, 2013). As eWOM has the potential to impact a company's profitability, it is important that marketers be aware of the effects of eWOM on consumer behavior (Wang et al., 2015). Furthermore, eWOM is also beneficial for consumers, providing them with the opportunity to obtain product and service information from a variety of people and not only from their friends and family (Li & Wang, 2013). By reading and searching other people's experiences and opinions, consumers save time and make better decisions (Hennig-Thurau & Walsh, 2003). This indicates that eWOM has an impact on consumers and their behavior (Gottschalk & Mafael, 2017). EWOM is not limited to certain product categories, but is available for almost every product and service type (Gottschak & Mafael, 2017).

As mentioned above, one way in which consumers can express their opinions and experiences, create content and spread eWOM is by blogging. Blogging is a contraction of the term web logging (Williams & Jacobs, 2004). This study follows Herring et al. (2005) in defining blogs as web-based journals in which blog posts are displayed in reverse chronological sequence. Blogging is a new form of journalism (Nardi et al., 2004). Bloggers write about their lives, give comments and opinions, express their emotions, write about their ideas and design and maintain community forums (Nardi et al., 2004). When the first blogs were written, they were simple, personal diaries. Now a blog is a web-based communication tool used to reach a wider audience (Williams & Jacobs, 2004). The blogspace, the term used for the entire collection of all blogs existing online, consists of millions of users (Mishne, 2005).

A large share of all the blogs in the blogspace relates to the fields of fashion and beauty (Sadaba & San Miguel, 2016). Fashion and beauty blogs are written by both professionals from

the industry and by nonprofessionals (Halvorsen et al., 2013). These nonprofessionals are normal people who are interested in these topics. This research focuses on specific entries in fashion and beauty blogs, referred to as blog posts (Hu et al., 2007).

Blogs as a whole are seen as an eWOM channel, and blog posts themselves can lead to other eWOM methods. There is often an option for the reader to comment on a blog post and sometimes it is possible to like or share a blog post. The commenting function on blogs in particular can expand the eWOM influence of specific blog posts, as the readers of a blog post read not only the blog but also the comments written by others (Hennig-Thurau et al., 2004). These comments can also motivate the readers to write a comment (Hennig-Thurau et al., 2004). The number of comments is a good proxy for the success of the blog post. The more comments, the more successful a blog is in terms of eWOM. A blog post with more comments is more popular and consumers will spread the brand name or the name of the product (Hennig-Thurau et al., 2004).

Thus it is important for a blogger to attract many comments to be more successful. It is therefore important to know how a blogger can do so. Not all bloggers will attract millions of readers and gain the attention of various companies (Du & Wagner, 2006). There are several theories in the literature about the success of blogs. In particular, there are studies that indicate that the success of blogs follows a power-law distribution (Du & Wagner, 2006), in which a very small group of highly successful blogs have the most readership (Du & Wagner, 2006). It is also expected that over time this small group of highly successful weblogs will become richer and richer in terms of readership in comparison with the larger group of less successful blogs, which will lose audience share over time and ultimately fade out (Du & Wagner, 2006). However, the success of a blog is derived from the success of the various posts on the blog. In the literature, very little has been written about the success of individual blog posts. It is therefore interesting to look at this. Bloggers write blog posts in the hope of gaining popularity. The Internet is a context that allows innovation such that old unsuccessful blogs may be quickly replaced by newer blogs that are more successful (Du & Wagner, 2006). Because the Internet is such an innovative space, several new techniques have been developed. These new techniques influence the behavior of people in various ways. To understand this behavior, new theories are needed (Du & Wagner, 2006). It is likely that these techniques can be found in certain characteristics of blog posts. We may think of these characteristics as the vivid elements or interactive elements in the blog posts.

Therefore, it is assumed that the number of comments on a blog post is determined by a number of characteristics of the blog post. This is based on previous research regarding the

popularity of brand posts (De Vries et al., 2012). This study investigates the effect that different characteristics of brand posts on brand fan pages have on the number of comments or the number of likes. A number of effects are found in this research. Vivid brand post characteristics do not have a significant relationship with the number of comments (De Vries et al., 2012). Interactivity in brand posts does have a significant relationship with the number of comments, and positivity also significantly affects the number of comments (De Vries et al., 2012). It is interesting to determine whether these relationships are the same in the context of blog posts rather than brand posts on fan pages. In addition, there are studies that examine one specific characteristic of a blog post, for example interactivity or the explicitness of sponsorship disclosure (Thorson & Rodgers, 2006; Carr & Hayes, 2014). It is interesting to combine these different characteristics into one study to find whether there is cohesion between these different characteristics.

1.2 Problem Statement

For a successful blog post it is important that the blog post attract and influence the reader (Herring et al., 2004). The success of a blog post may depend on its characteristics, of which there are many. These characteristics may affect the reaction of the readers and lead them to comment or refrain from commenting (these characteristics are explained in the next chapter). This study takes these characteristics into account to answer the following question:

“To what extent do different blog post characteristics (positivity, message length, vividness, interactivity and explicitness of sponsorship disclosure) influence the number of comments on the blog post?”

1.3 Theoretical Relevance

To the best of my knowledge, this is the first study that empirically investigates the different characteristics of blog posts and the effect that these characteristics have on the number of comments. Little has been written about the success of blog posts, although there is literature about the success of other comparable online sources such brand posts (De Vries et al., 2012). The most significant differences between blog posts and brand posts are that blog posts are written by a blogger (often objective), while brand posts are written by the brand itself, and that blog posts are posted on blogs instead of on a brand fan page.

In addition, previous research has addressed specific characteristics of blog posts. There

has been research on interactivity within blogs (Thorson & Rodgers, 2006) and the explicitness of sponsorship disclosure (Hwang & Jeong, 2016). However, these studies were conducted in the context of politics and of the tourism industry, respectively. The context of this research is the fashion and beauty industry, and another context may lead to different conclusions.

Finally, this research applies a method that distinguishes it from other similar studies. To my knowledge, no secondary data analysis has been performed on the success of blog posts. By using the blog posts themselves as the source of data for this study, much more objective data is gathered than when a respondent is asked for his or her opinion. New insights may be gained by using this method.

1.4 Managerial Relevance

Blog posts are considered to be a reliable source of information for stakeholders. Blog posts are more credible than all types of advertisements except for advertisements in newspapers (Nielsen, 2007). Managers should be aware of the characteristics of current blog posts written about their products and the effect of these characteristics on the number of comments received by the blog posts. EWOM has the potential to impact a company's profitability (Wang et al. 2015). This study offers practical suggestions as what characteristics a blog post should have to be successful and how to use blogs as an effective advertising medium (Zhu & Tan, 2007). The influence of blogs as an effective advertising medium should not be underestimated. This study will lead to a better understanding of blog advertising and help predict how the blog readers will react to blog posts.

For bloggers as well, it is valuable to know how to create a successful blog post. Very successful bloggers can earn a living from their blog. This research provides ways for bloggers to get to know their readership and respond to the needs of this readership.

1.5 Structure of the Thesis

In chapter 2 this thesis presents the theoretical background for this research, the existing knowledge, the hypotheses and, finally, the conceptual model. Chapter 3 explains the methodology of this study. Chapter 4 presents the results and the last chapter includes the discussion and conclusion, as well as the limitations and suggestions for further research.

2. Theoretical Background

This chapter discusses the existing literature about blog posts and the outcomes, as well as blog characteristics, and then develops a conceptual model will be based on the hypotheses of this study. The underlying theories are also foregrounded, each individual blog post characteristic is explained, and the chapter concludes by presenting the complete conceptual model.

2.1 Blog Posts and Outcomes

As indicated in the introduction, blogs are currently a frequent research topic. The research on digital marketing, especially eWOM, has increased in recent years. This has come about because online marketing is increasingly pervasive in marketing practice, but at the same time marketing managers do not exactly know how to conduct online marketing. This is why many researchers now examine the outcomes of online marketing, including marketing via blog posts.

Little is known about how blog posts influence consumers and when a blog post is successful. A good proxy for blog post success is the number of the comments of the readership on a blog post. The presence of the comment function on blogs is of great importance for both the blogger and the reader (Nardi et al., 2004). It is a simple and effective way for bloggers to interact with their readership (Mishne & Glance, 2006). In addition, readers can communicate with each other through comments, which is why commenting on a blog post has been described as an indication of the “asymmetrical communication rights” of the blogger and blog reader (Herring et al., 2004). Previous research has found that commented blog posts are more popular and more frequently read and linked to (Mishne & Glance, 2006). Receiving comments on blog posts is therefore a sign of the blogger’s popularity (Ali-Hasan & Adamic, 2007). How the blogger designs and creates his or her blog post can influence how readers are welcomed to comment or discouraged from doing so (Gumbrecht, 2004). This is why multiple characteristics of a blog post play a crucial role in this research.

2.2 Blog Post Characteristics

This section examines the characteristics of a blog post, as these characteristics have proved relevant in other contexts.

2.2.1 Positivity

The first characteristic discussed is the positivity of the blog post content. Positivity is defined as the degree in which the blogger is happy with what he or she writes about in the blog post. Much has been written about positive and negative content and the effect of these two types of content on the outcomes of the message, among which are the number of comments and the number of likes, as well as the sales of a product or service (Berger & Milkman, 2012; Chevalier & Mayzlin, 2006; Hansen et al., 2011). Thus we see that the literature has a lack of consensus about the positivity of content and its outcomes. There is literature that supports a stronger effect of positive content than negative content (Berger & Milkman, 2012), but there is also literature that supports the stronger effect of negative content than positive content on the number of comments (Chevalier & Mayzlin, 2006). It has been found that positive reviews at Amazon.com increases sales relative to another comparable store, but also that very negative reviews have a stronger effect on sales than very positive reviews (Chevalier & Mayzlin, 2006). The negativity effect plays a role here (Park & Lee, 2009). The negativity effect is a significant concept in impression formation literature (Park & Lee, 2009), indicating that people place more weight on negative information than on positive information in forming overall evaluations (Park & Lee, 2009). However, the negativity effect appears to be more significant for experience goods than for search goods (Park & Lee, 2009). Since fashion and beauty products are search goods, it is likely that the negativity effect is not significant in this product category. This indicates a possibility that people place more weight on positive information than on negative information in the context of the fashion and beauty product category. In addition, psychological theories on virality (Hansen et al., 2011) also suggest that positive content is more viral than negative content. Virality is defined as the tendency of content to spread quickly in a community by word-of-mouth (Guerini & Özbal, 2011, p. 506), because “consumers often share things to self-enhance or communicate identity, and consequently positive things may be shared more because they reflect positively on the self” (Hansen et al., 2011, p. 4). This leads to the first hypothesis of this study:

H1: The more positive a blog post is, the higher the number of comments.

2.2.2 Message Length

The message length of the blog post might influence the number of comments. Message length in this research is defined as the number of words of the blog post. Agarwal et al. (2008) found

that longer blog posts are more influential and receive more comments. Longer posts also attract people's attention (Agarwal et al., 2008). A blogger has no intention of boring readers with a long post, but instead writes a long post because it is necessary to convey certain information (Agarwal et al., 2008). Therefore, longer blog posts are also likely to be more detailed, innovative and interesting to readers (Agarwal et al., 2008) and thus generate more comments. In addition, a longer blog post has a greater chance of using opinionated words than a short blog post (Lee et al., 2008). These opinionated words will persuade the reader to comment more quickly than non-opinionated words. Furthermore, a longer message allows a longer processing time of the content. The longer the processing time, the more comments will follow because the reader will question more issues (Singh & Cole, 1993) and will be more involved in the text. Thus, the following relationship is expected:

H2: The longer the message in the blog post, the higher the number of comments.

2.2.3 Vividness

A frequently mentioned characteristic of online content in the literature is its level of vividness (De Vries et al, 2012). Vividness is an important characteristic in advertising strategies because it influences consumers' attitudes towards brands and products for years (Appiah, 2006). One may think of commercials on television, where vividness brings an advertisement to life. The general assumption among many marketing professionals is that a higher level of vividness of an advertisement enhances its persuasiveness (Appiah, 2006). Media technologies such as online blogs allow for images, animations and audios that enhance the level of vividness of a blog post (Chen et al., 2013). Vividness is the degree to which the blog post presents a sensorially rich environment (Papacharissi, 2007). A highly vivid blog post includes multiple graphics, animations and several audiovisual elements. A blog post with low vividness is mostly textual (Papacharissi, 2007). A blog post with a higher level of vividness is likely to be shared more and is more easily understood by the audience (Chen et al, 2013). Vivid information is likely to attract and hold readers' attention (Nisbett & Ross, 1980). Furthermore, vivid blog posts create feelings of enjoyment (Chen et al., 2013) and vivid elements excite the imagination (Nisbett & Ross, 1980). The feelings of enjoyment created by a high level of vividness make individuals more likely to visit these blogs more and interact with the bloggers and other readers more often (Chen et al., 2013). Thus, highly vivid content is interesting, concrete, imagery-

provoking, and proximate in a sensory, temporal or spatial way (Nisbett & Ross, 1980). For this reason, the following hypothesis is formulated:

H3: A vivid blog post leads to a higher number of comments than a non-vivid blog post.

2.2.4 Interactivity

In the literature, vividness is often mentioned together with interactivity, another blog post characteristic included in this study (Steuer, 1992). Interactivity is a new characteristic that comes with new media such as blog posts. In this study, interactivity is defined as instances in which the blog post invites the reader to comment. It is expected that interactivity will transform the way in which blog posts affect the opinion and attitude of the consumer (Fortin & Dholokia, 2005). Interactivity establishes two-way communication between the blogger and the reader of the blog post, but also between different readers of a blog post (De Vries et al., 2012). A critical element of blogging is the dialog (Hayes & Carr, 2015). Conversations arise due to the commenting function of blogs, which enables interactivity. A blogger can invite his or her audience in various ways to comment. For example, a blogger may ask the audience to give its opinion or its experiences or the blogger can organize a giveaway. Because of the possibility to comment on a blog post and thus the possibility of interactivity, the blogger is open to public comment (Hayes & Carr, 2015). This is the basis for the fact that interactive blogs can enhance eWOM intentions (Yang & Kang, 2009), as confirmed by the research of Thorson and Rodgers (2006). Their study shows that the presence of an interactive element on a website influences how readers perceive and process that website (Thorson & Rodgers, 2006). This leads to the following hypothesis:

H4: An interactive blog post leads to a higher number of comments than a non-interactive blog post.

2.2.5 Sponsorship Disclosure

Blog posts are now used as a promotional tool, because consumers are better able to avoid traditional marketing communications (Campbell et al., 2013). Consumers want to avoid these because of increasing exposure. Consumers can ignore traditional marketing in two ways. The first is simply by not paying attention to it (Campbell et al., 2013), e.g. when one stops watching the television as soon as a commercial starts. The second is by counteracting

traditional marketing through the use of technology (Campbell et al., 2013). This happens before one is exposed to traditional marketing. Thus seller-centric marketing tools are no longer effective due to the change of the sources of information delivery because of the Internet (Lu et al., 2014). For this reason, marketers have looked to other ways to reach their consumers. It is important that the consumer not immediately notice certain content as a persuasive marketing attempt (Campbell et al., 2013). This is why covert marketing is growing (Campbell et al., 2013). One characteristic of blog posts that has therefore gained popularity in recent years is sponsoring. For both the blogger and the company it is beneficial to sponsor a blog post. For the company, it is a new way of advertising and a new way to reach their target group. For the blogger, it is a way to make money or receive new products. The sponsoring marketers provide the blogger a benefit because the blogger reviews and promotes products on their personal blog (Lu et al., 2014). The blogger thus creates eWOM.

However, covert marketing can be seen as misleading and unethical, because consumers do not know that they are interacting with commercial content. On the contrary, they expect a fair opinion from the blogger. Consumers have the right to know whether or not they are being exposed to commercial content (Van Reijmersdal et al., 2016). Therefore, in the Netherlands, the Reclame Code Social Media has been introduced to protect the consumer against covert advertising. In other countries as well, regulations have been enacted to help consumers recognize covert marketing (Van Reijmersdal et al., 2016). When bloggers disclose in their blog posts that these posts are sponsored, it is called sponsorship disclosure (Hwang & Jeong, 2016). Sponsorship disclosure enables the recognition of covert marketing. The application and use of sponsorship disclosure differ across countries, but the principle is the same (Boerman et al., 2012). The attitude of a consumer towards a sponsored recommendation blog post and a blog post based on an unbiased opinion is likely to differ and this may affect the power of eWOM. The consumer's attitude towards the blog post influences the success of the blog post.

The credibility of the blogger plays a major role in this relationship. Credibility is perceived as a critical attribute of the blogger and is an important variable in the context of sponsorships and the disclosure of a sponsorship in blog posts (Carr & Hayes, 2014). Credibility refers to how much the public trusts blog posts (Johnson et al., 2007). Whether or not a blog post is useful for commercial goals depends on how credible a blogger is considered to be (Mack et al., 2008). People will not rely on content without credibility (Hayes & Carr, 2015). This suggests a relation between credibility and the success of a blog. Credibility is judged by the reader of the blog (Flanagin & Metzger, 2007). A blog post is

credible if a user would trust or believe that the information contained in it is true (Gupta et al., 2014, p. 2). Credibility is in this study defined as a perceptual variable rather than as an objective measure of the quality of a blog post (Flanagin & Metzger, 2007, p. 321).

Sponsorship disclosure can ensure that a blog post is read more often because consumers find the blogger credible. A previous study has shown that there is a positive relationship between the credibility of a blogger and WOM influence (Carr & Hayes, 2014). Because of the credibility factor, a sponsorship disclosure can be valuable for the blogger and the brand.

The disclosure of a sponsorship in a blog post should explicitly inform the consumers when commercial content is used to generate a blog post to provide a fair image to the consumer and to raise awareness among the consumers (Boerman et al., 2012). There are four ways to handle sponsoring in a blog post (Carr & Hayes, 2014).

2.2.5.1 Explicitness of Sponsorship Disclosure

The first and most widely appreciated means of explicitness of sponsorship disclosure is impartial disclosure. In the case of impartial disclosure, a blogger makes explicitly clear that his or her blog post is not influenced by a corporation or another third party (Carr & Hayes, 2014). For the reader of a blog post, this is valuable information indicating that a blog post it is not sponsored. The content of the blog post is thus an honest opinion of the blogger and not shaped by a third party. There is no doubt, because the blogger explicitly states that the blog post is not sponsored. Impartial disclosure influences the credibility of the blogger in the most positive way compared to the other types of disclosure.

The second means of explicitness of sponsorship disclosure is no disclosure at all. In the case of no disclosure, consumers do not have any information about sponsorship in a blog post (Carr & Hayes, 2014). When there is no disclosure, two options are possible. The first is that there is no sponsorship at all, and the second is that there is concealed sponsorship in the blog post. However, the reader cannot recognize the difference: as a reader of the blog post, you cannot figure it out whether sponsorship is not mentioned or whether there is no sponsorship. For this reason, no disclosure results in a neutral or standard level of reviewer credibility (Carr & Hayes, 2014). This standard level of reviewer credibility leads to no difference in number of comments.

The third method is explicit disclosure. Explicit disclosure involves a clear statement about sponsorship in blog posts. It is expected that explicit sponsorship disclosure will have a negative impact on the number of comments of a blog post (Hwang & Jeong, 2016). This is based on the persuasion knowledge model (PKM) (Hwang & Jeong, 2016). The PKM shows

that when consumers have some information regarding persuasion, they use this knowledge as soon as they encounter persuasion attempts from marketing communication channels (Hwang & Jeong, 2016). Once a consumer has identified that particular content has a persuasion goal, the message is no longer seen as a neutral message. The consumer then considers the content as goal-directed content (Hwang & Jeong, 2016). This way of thinking affects the attitude of the consumer towards the blog post: the credibility of the blogger decreases because of the loss of subjectivity of the blogger (Carr & Hayes, 2014). In addition, disclosure statements decrease consumers' intention to engage in eWOM (Boerman et al., 2017). However, the blogger is honest about the influence of a third party on the blog post. For this reason, the negative effect of explicitly disclosing a sponsorship is small because there is a positive relationship between honesty and credibility (Carr & Hayes, 2014).

This honest opinion is missing in the fourth and least valued means of explicitness of sponsorship disclosure, implied disclosure. Implied disclosure means that the blogger is not explicit about the sponsorship of the content of their blog post. The potential for influence of a third party exists. Implied disclosure can be seen as an attempt to confuse the audience about the blogger's impartiality (Carr & Hayes, 2014). This way of disclosing a sponsorship negatively influence the credibility of the blogger. For this reason, the number of comments on their blog posts will decline. This leads to the following hypothesis:

H5: A more highly appreciated method of explicitness of sponsorship disclosure leads to a higher number of comments.

2.3 Conceptual Framework

Figure 1 shows the conceptual framework of this study. The hypotheses are shown schematically.

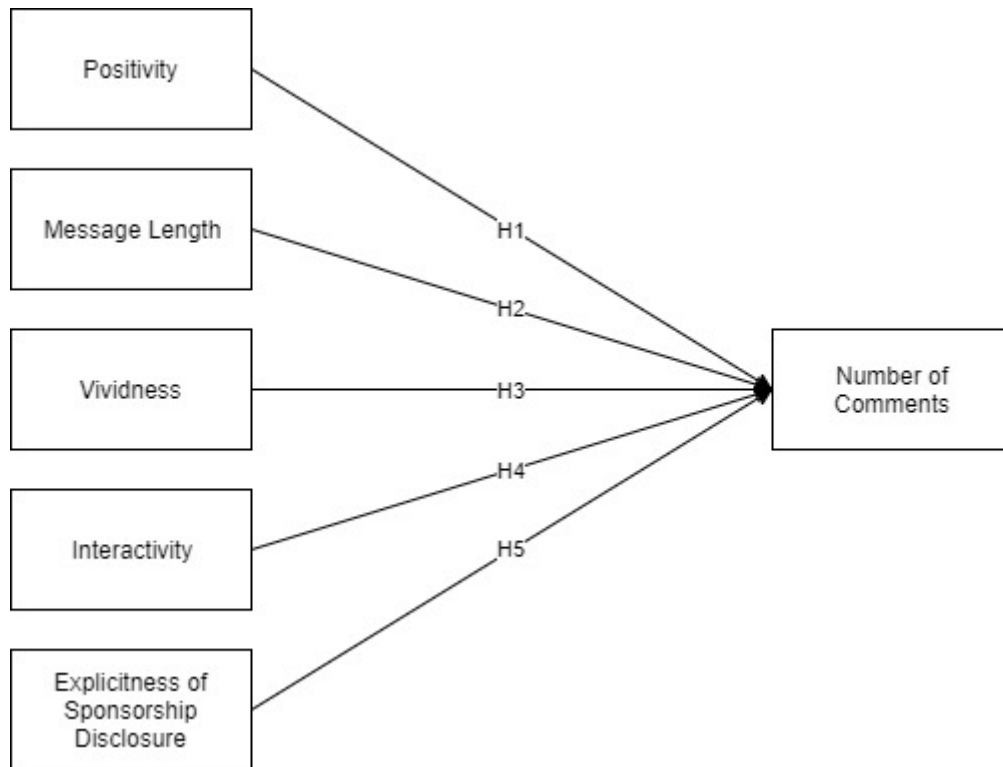


Figure 1: Conceptual Framework

3. Methodology

This chapter explains the methodology of this research. First, the research strategy is discussed. The study population is then described and the research procedure is explained. At the end of this chapter, the operationalization is presented. To check the methodology, one pre-test and an interrater reliability analysis are conducted. The pre-test and the interrater reliability analysis are described in the operationalization part of this chapter.

3.1 Research Strategy

Secondary data is collected to test the hypotheses. Secondary data means that the data was originally collected for a purpose other than this study (Vartanian, 2010). Secondary data provides access to a large amount of information and this information is often of a high quality (Vartanian, 2010). This study required data about blog posts that are already online. However, the data needed for this study has yet to be collected, meaning that the specific numbers of blog posts must still be collected. By using this research strategy, objective data is obtained. The data is not based on opinions of respondents. This study looks at the actual blog post characteristics and the actual comments of potential customers (contrary to the most survey and experiment studies on eWOM, product reviews and blogs, which look at the opinions of the respondent). Additionally, it is possible to collect data from the past, which provides a larger data set, as blog posts written several years ago are usable for this study.

3.2 Population

The population of this research consists of blog posts posted on various blogs. To obtain a good overview of the blogs, I used Blog Society (<http://blogsociety.telegraaf.nl>), the bloggers platform of The Netherlands. The blog posts are published mainly in Dutch (<https://www.tmg.nl/nl/blogsociety>). This platform hosts interesting and informative blogs about food, lifestyle, do-it-yourself activities, fashion and beauty, mothers and children, travel and technology. Blog Society has more than 3800 bloggers, vloggers and social media influencers, and this number continues to grow. Due to the possibility that new talents may present their work on the platform (next to the established bloggers), the number of readers and the reach is increasing.

It is important that all the blog posts be about the same product category, because this makes it easier to make comparisons and ensures that many possible conflicts are eliminated. In this

research, the product category is fashion and beauty. One of the main benefits of this category is that there are many blogs regarding fashion and beauty products, providing us a good opportunity to collect a reasonably large dataset.

At the time of the start of the data collection Blog Society contained more than 800 fashion and beauty-related blog posts. To ensure independent observations, only one blog post of each blogger will be included in this research, because multiple posts from the same blogger can have negative consequences for the dataset. A specific blogger has a specific writing style and each blogger has his or her own collaborations with brands. With more than one blog post of the same blogger used, there would be a chance of insufficient differentiation between the blog posts. I selected the most recent blog post of each blogger on Blog Society within the fashion and beauty product category. This selection reduced the dataset of more than 800 blog posts to 162 blog posts (see appendix 1).

3.3 Procedure

I visited each of the 162 identified blog posts and noted how they scored on the five blog post characteristics (positivity, message length, level of vividness, interactivity and explicitness of sponsorship disclosure) as well as the number of comments on the blog post and the different control variables. The data can then be analyzed by SPSS statistics. The next section explains in more detail how this data collection was conducted.

3.4 Operationalization

To develop robust measures for the study, I conducted a pre-test. The pre-test is used to test the measurement of this study in general. Ten blog posts were included in the pre-test, and the results are shown in Appendix 2. This pre-test showed the viability of the operationalization described below.

The dependent variable, the number of comments, is measured by the number of comments that appears under each blog post. In most cases this number is indicated below the blog post and above the comments on the blog post. In cases where the number of comments was not indicated, the number was manually counted.

The positivity of a blog post is measured by looking at the use of positive or negative words in a blog post. This was done using the sentiment analysis of Microsoft Azure. Microsoft Azure is one of the top cloud service providers (Qaisi & Aljarah, 2016). It is one of

Microsoft's cognitive services, with which apps can be created with powerful algorithms for seeing, hearing, speaking, understanding, and interpreting our needs with natural communication methods in just a few lines. It is possible to easily add intelligent features to the app, e.g. emotion and sentiment detection, image and speech recognition, language comprehension, knowledge and search, and to do so across devices and platforms such as iOS, Android and Windows (<https://azure.microsoft.com/nl-nl/services/cognitive-services/>). The service is based on the best-in-class Microsoft machine learning algorithms. Microsoft Azure can be used to analyze unstructured text and enables sentiment analysis, language detection and key phrase extraction (<https://westus.dev.cognitive.microsoft.com/docs/services/TextAnalytics.V2.0/operations/56f30ceeada5650db055a3c9>). By loading the complete blog post into Microsoft Azure, the tool provides a percentage, with 100% as very positive and 0% as very negative. Classification techniques are used to generate mood scores (<https://azure.microsoft.com/nl-nl/services/cognitive-services/text-analytics/>). Because some blog posts exceed Microsoft Azure's capacity of 5000 symbols, some posts are divided into two parts. For both parts, positivity is determined the average of these two parts is taken as the percentage for the entire post.

The message length of a blog post is measured by the number of words used for the post. For each blog post I copied and pasted the text (excluding the title and closing) into an empty Microsoft Word document and used the 'word count' function of the software to measure the number of words.

Following Coyle and Thorson (2001) and De Vries et al. (2012), I measure vividness using three indicators: the number of videos, audios and images in the blog post. While some (e.g., De Vries et al., 2012) suggest that videos, audio files and pictures may differ in their level of vividness, it remains unclear why this is the case and how much they differ in vividness. Therefore, I opted to treat all three indicators equally and added the numbers to obtain one overall score for the vividness of a blog post. It is important that the individual scores for video, audio and images continue to exist so they can be divided at all times and any effects can be retrieved. When a blogger has made a collage of multiple pictures, it is considered as one image.

Interactivity is a common variable in the literature. De Vries et al. (2012) distinguish three levels: low, medium and high. They make a distinction between different ways in which bloggers can promote interactivity, e.g. a question, quiz or voting. However, they do not explain why one method of interactivity is at a higher level than another method. Thus, in this

study, interactivity is a dichotomous variable with blog posts either having or not having interaction. If a blog post includes a link to a website, the option to vote, a call to act, a contest, a question, or a quiz by which the readers can win prizes, then the blogpost is considered to have interactivity (De Vries et al., 2012). If none of these forms of interactivity are mentioned in the blogpost, the blog post is classified as having no interactivity.

The explicitness of sponsorship disclosure consists of four ways in which a blogger may or may not disclose influence or forms of compensation online (Carr & Hayes, 2016). In the condition of explicit disclosure, the blogger directly indicates that the blog post is sponsored and that the blogger is receiving compensation from the brand mentioned in the blog post (Carr & Hayes, 2016). For example, a blogger may explicitly disclose sponsorship by stating:

All statements and opinions detailed in this review are my own. However, Canon apparently heard about my blog a while back and gave me a XT D-SLR camera to use and talk about. Canon pays me every time I plug their product and a percentage of the camera sales (Carr & Hayes, 2016, p. 43).

Criteria for explicit sponsorship disclosure are: this blog post is sponsored (deze blog post is gesponsord), I was payed for this blog post (ik krijg betaald voor deze blog post) or I have received products for free (ik heb de producten gratis gekregen).

With implied disclosure, the blogger indicates indirectly and implicitly that the blog post consists of sponsored content (Carr & Hayes, 2016). For example, the following statement in a blog post would indicate implied disclosure:

This review is written about the Canon XT D-SLR camera. When you can appreciate the product you can order this camera from Amazon.com using the link provided in the review (Carr & Hayes, 2016).

Criteria for implied disclosure are the specific naming of a brand and an attempt to invite the reader to purchase the product, in which the blogger does not indicate any personal benefit.

In impartial disclosure, the disclaimer in the blog post indicates no influence of a third party (Carr & Hayes, 2016). An example of impartial disclosure is:

All statements and opinions detailed in this review are my own. You may order this camera from many online vendors using the link provided in the review. I did not receive any personal benefit from reviewing this product (Carr & Hayes, 2016, p. 43).

Criteria for impartial disclosure are: this blog post is not sponsored (deze blog post is niet gesponsord), I was not paid for this blog post (ik krijg niet betaald voor deze blog post) and I did not get products for free (ik heb de producten niet gratis gekregen).

Finally, it is possible that there is no sponsorship disclosure. This means that no

disclaimer is included in the blog post.

The control variables of this study are now operationalized. In this study, a number of control variables is taken into account. I control for the gender of the blogger, which can influence the results of this study because male and female bloggers have different writing styles and use different strategies in conveying information (Argamon et al., 2003). The first name of the blogger is used to determine whether the blogger is female or male (Berger & Milkman, 2012). When the name of the blogger is classified as gender neutral, the gender of the blogger is established by finding the blogger online (Berger & Milkman, 2012). I also control for the status of a blogger based on the number of followers, as bloggers with many followers are popular writers whose blog posts may be more likely to be commented on (Berger & Milkman, 2012). The number of followers shows how many individuals are exposed to a new blog post and how many individuals are interested in the posts of the blogger.

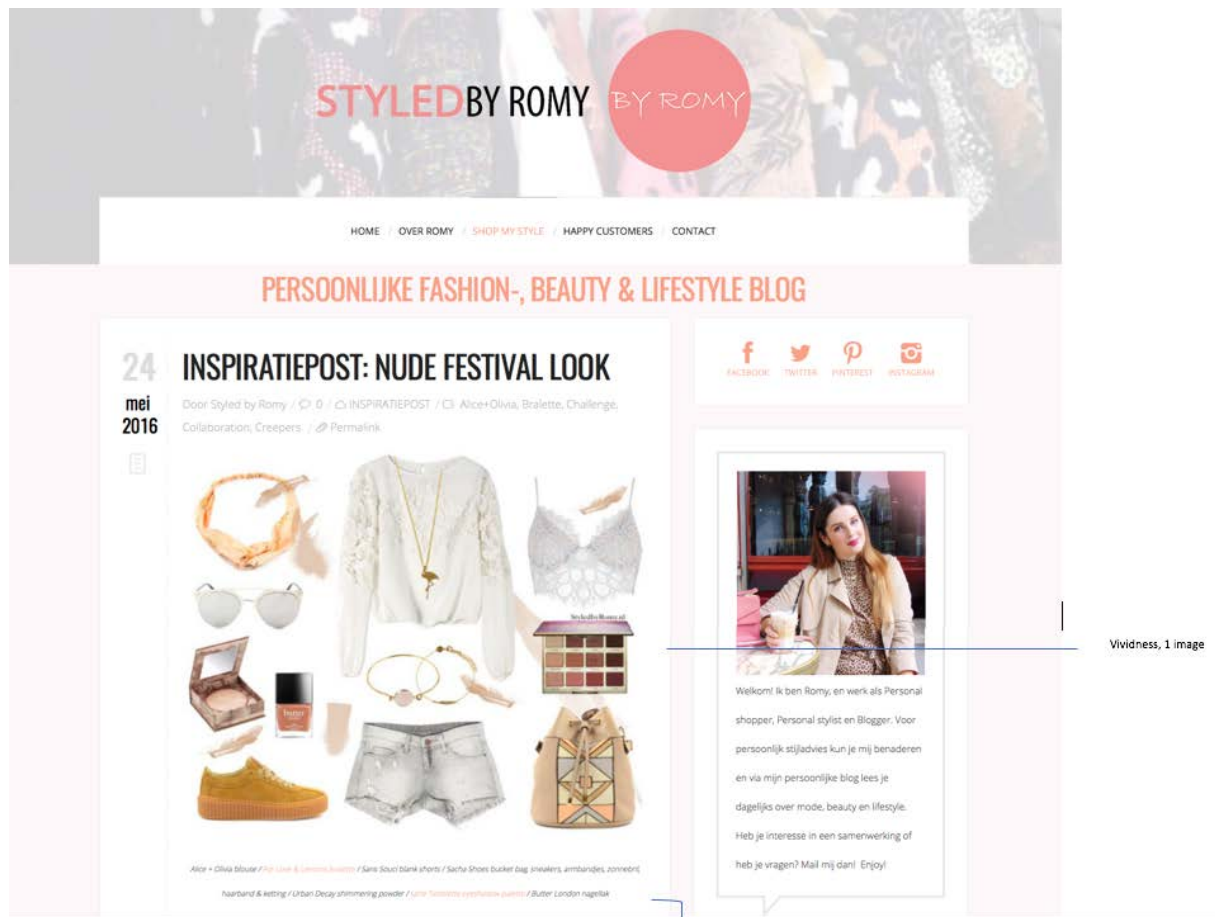
Furthermore, this study controls for the day on which the blog post went online. This is an important variable to take into account because people perform less Internet searching on weekends than on weekdays (De Vries et al., 2012). In addition to the day of the week, the age of the blog post is also of importance. An old blog post has a greater chance of having more comments than a recent one because people have had more time to read and comment.

Finally, I control for the language of the blog post. Blog Society has both Dutch and English blog posts. The language can make a blog post more or less accessible for the audience of the blog. This is why this control variable can influence the results of this study. In addition to the sentiment of the blog post, Microsoft Azure can also determine the language of the blog post.

To check the quality of the coding, the interrater reliability of a subset of the data was calculated (see Appendix 3). A second coder was trained by the first coder and then coded a subsample of ten blog posts. The sample of ten blog posts was randomly selected by the second coder. Only the message length, the positivity and the level of vividness show a differentiation that might influence the results of this study. For the other variables it is possible that there is a differentiation because of the time between the two encodings. In particular, between the two encodings more comments may have been posted or a blogger may have added followers. The maximum differentiation of the message length is less than 10%. For positivity, the interrater reliability check shows a maximum differentiation of 1%, and lastly the differentiation of vividness is a maximum of one image. The differentiation of vividness does not play a role in the test of the main effects, because only whether or not a

blog post is vivid is taken into account in the main analysis. The differentiation of vividness will play a role in the additional analysis. From this interrater reliability check we may conclude that the measurement method is reliable. Therefore, the data is collected using the method described.

Image 1 illustrates the characteristics.



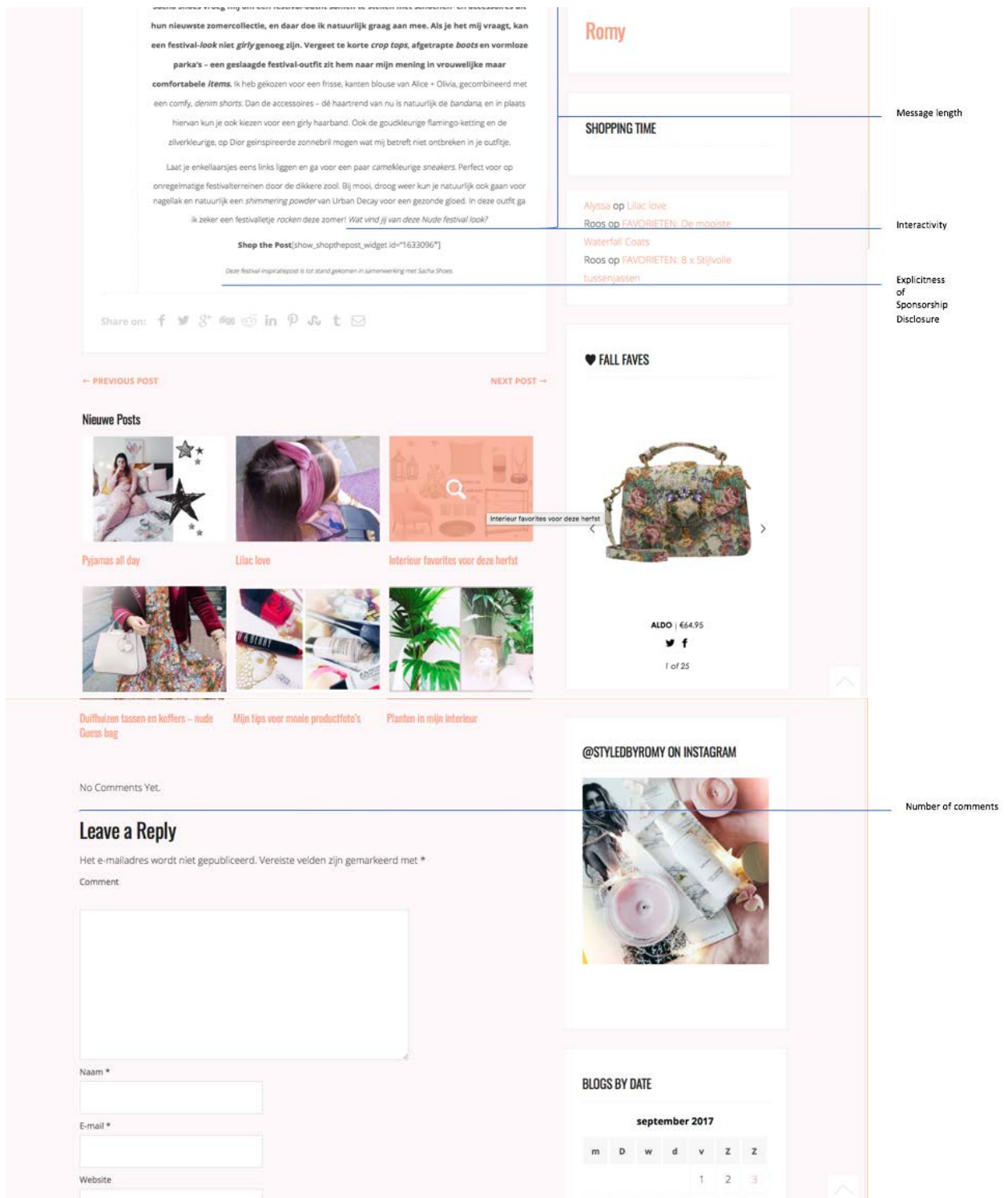


Image 1. Blog post with characteristics indicated based on <http://styledbyromy.nl/inspiratiepost-nude-festival-look/>.

3.5 Ethics

For the purpose of research ethics, all data analyzed is used only for this study and will not be used for other purposes. Furthermore, the ownership of the original data, the data before the

analysis, is acknowledged (<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4441947/>). By transforming the data from the qualitative blog posts into quantitative ratings based on the blog characteristics and the number of comments, the anonymity of the original data is guaranteed. The collected data will be handled with due care.

4. Results

This chapter presents the results of the study. The first section of this chapter describes the sample and shows the correlations between the independent variables. Section 4.2 introduces the data analysis. Section 4.3 describes the analysis in this study, namely a negative binomial regression analysis. The assumptions for this analysis are also included in the third section of this chapter. The results regarding each hypothesis are shown and additional analysis is conducted and the results are presented in Section 4.3. The analysis is carried out using SPSS. Tables are presented throughout the chapter as relevant. Additional tables are found in the appendices.

4.1 Sampling Description

The sample consists of 162 blog posts of unique bloggers in the category of fashion and beauty on Blog Society (see Appendix 1 for the collection of the blog posts). Of these 162 blog posts, 158 blog posts were useful for this study because four blog posts were written in both English and Dutch and these blog posts are deleted from the dataset.

On average, each blog post received 7.99 comments. However, the number of comments for the blog posts in the sample is widely distributed with a standard deviation of 19.316. In addition to the number of comments, a wide distribution is found in the message length. The average number of words used for a blog post is 176.89. The message length of a blog post has a standard deviation of 290.845. On average, most blog posts are positively valued ($M=53.5093$). The standard deviation is 3.33815. All the other independent categorical variables have a smaller standard deviation. The sample description is summarized in table 1 (see Appendix 4).

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Number of comments	158	0	189	7.99	19.316
Positivity	158	32	74	53.4937	3.33815
Message length	158	39	1660	480.75	289.489
Vividness	158	0	1	.9810	.132691
Interactivity	158	0	1	.5759	.49577
No disclosure	158	0	1	.8671	.34056
Impartial disclosure	158	0	1	.0063	.07956
Implied disclosure	158	0	1	.0823	.27566

Table 1. Descriptive Statistics

In addition, I examine the frequencies of the different types of explicitness of sponsorship disclosure (see Appendix 4). These frequencies are shown in Table 2 below.

Type	Frequency	Percentage
Explicit	7	4.4
Implied	13	8.2
Impartial	1	.6
No disclosure	137	86.7
Total	158	100.0

Table 2. Frequencies: Explicitness of sponsorship disclosure

It is striking that the groups are small (except for the group blog posts with no disclosure), which can affect the results. This should be taken into account when analyzing and interpreting the results.

In addition to the descriptive statistics, valuable information can be obtained from the correlations. The correlations of the different independent variables of this study are shown in table 3. Some correlations are significant, including the correlation of message length and positivity. This is a negative correlation that indicates that longer blog posts are more negative and shorter blog posts are more positive. Furthermore, it can be deduced that text is replaced by vivid elements in the blog post, as there is a negative correlation between vividness and message length. As expected, there is a significant correlation between the different forms of sponsorship disclosure (see Appendix 4).

		Number of comments	Positivity	Message length	Vividness	Interactivity	No disclosure	Impartial disclosure	Implied disclosure
Number of comments	Pearson Correlation	1	-.025	.003	.055	.034	.033	.050	-.098
Positivity	Pearson Correlation	-.025	1	-.389**	.062	.023	.064	-.036	-.031
Message length	Pearson Correlation	.003	-.389**	1	-.276**	.039	-.109	.049	.004
Vividness	Pearson Correlation	.055	.062	-.276**	1	.068	.082	.011	-.127
Interactivity	Pearson Correlation	.034	.023	.039	.068	1	.004	-.093	-.023
No disclosure	Pearson Correlation	.033	.064	-.109	.082	.004	1	-.204*	-.765**
Impartial disclosure	Pearson Correlation	.050	-.036	.049	.011	-.093	-.204*	1	-.024
Implied disclosure	Pearson Correlation	-.098	-.031	.004	-.127	-.023	-.765**	-.024	1

Table 3. Correlation. * $p < 0.05$ ** $p < 0.01$.

4.2 Data Analysis

A negative binomial regression analysis is used to test the conceptual model. This is a useful type of analysis for this research because the conceptual model consists of one dependent variable and five independent variables. Moreover, a negative binomial regression analysis is appropriate because the dependent variable is an over-dispersed count variable. This is because the variance is larger than the mean of the count ($M = 8.31$; $Var = 390.413$). Negative

binomial regression analysis is more appropriate than Poisson regression analysis, because negative binomial regression analysis has an additional parameter used to model the variance, i.e. the dispersion parameter (Gardner et al., 1995). In addition, a negative binomial regression analysis also indicates whether the relationship is positive or negative, which shows whether or not the hypotheses are supported.

4.3 Negative Binomial Regression Analysis

4.3.1 Assumptions

For a negative binomial regression analysis, it is important to ensure that the analysis is possible. A number of assumptions are made to determine whether a negative binomial regression analysis is the appropriate analysis (see Appendix 5). To do so, the assumptions of a Poisson regression analysis are checked.

The first assumption states that the dependent variable consists of count data. This is the case with the number of comments on a blog post, i.e. the number of comments is zero or more. Thus the first assumption is met.

The second assumption is that the model should consist of two or more independent variables, and this is also the case in the model of this study. This study has five independent variables. Two independent variables are metric and three variables are categorical. The categorical variables are converted to dummy variables.

The third assumption of regression analysis concerns autocorrelation, which can be derived from the Durbin-Watson statistics. A value close to two means no autocorrelation, while a value close to zero means autocorrelation (Durbin & Watson, 1951). The Durbin-Watson value was found to be 2.042, indicating no autocorrelation (see Appendix 5). The third assumption is met.

The fourth assumption is not met. This assumption states that the distribution of counts follows a Poisson distribution. This is not the case with the data of this research, because the one-sample Kolmogorov-Smirnov test is significant ($p < 0.001$). Thus it can be concluded that this count variable does not follow a Poisson distribution (see Appendix 5).

The fifth assumption is also not met, as the variance is larger than the mean ($VAR = 373.108$; $M = 7.99$).

The two last assumptions indicate that a negative binomial regression analysis is more appropriate for this dataset than a Poisson regression analysis, and the decision was made on this basis.

4.3.2 Negative Binomial Regression Analysis

Using the negative binomial regression analysis, hypotheses 1-5 can be tested, meaning that the whole conceptual model of this thesis can be tested with one analysis (see Appendix 6). The control variables can also be tested using the same negative binomial regression analysis. A statistical significance level of 0.05 is used for all tests. The interpretation of this kind of regression analysis is different from the classic linear regression analysis. Negative binomial regression analysis must be interpreted based on the logarithm. To facilitate interpreting the results, only the exponents of the regression coefficients are shown. These regression coefficients are the incidence rate ratios (IRR).

The first model shows the main effects of this study as indicated in the conceptual model. Thus, this model consists only of the independent variables, and the control variables are excluded. These control variables are then added in the second model. Model 1 shows a significant relationship between explicitness of sponsorship disclosure and the number of comments ($p < 0.05$). Implicit sponsorship disclosure leads to a lower number of comments than explicit sponsorship disclosure (IRR = 0.135). For all other independent variables (positivity, message length, interactivity and vividness), there is no significant effect on the number of comments. It should be noted that the overall model is not significant ($p = 0.253$). The incidence rate ratios and the significance levels are shown in table 3.

In the second model the control variables are added. Model 2 is also illustrated in table 3. The effect of explicitness of sponsorship disclosure on the number of comments is no longer significant. For the other independent variables as well, there is no significant effect created by adding the control variables to the analysis. The control variables that have a significant effect on the number of comments are the number of followers ($p < 0.01$) and the language of the blog post ($p < 0.05$). From this we can conclude that the more followers a blogger has, the more comments their blog posts will receive (IRR = 1.001). The effect of number of followers is relatively small. Caution should be exercised with conclusions. In addition, a blogger receives the most comments when the blog post is written in Dutch (IRR = 3.290). Model 2 is significant ($p < 0.05$).

The negative binomial regression analysis shows no significant effects for the assumed relationships when control variables are included in the model. Therefore, there can be no statement about the expected effects, and hence hypotheses 1, 2, 3, 4 and 5 are not supported. In addition, it is clear that the number of followers and the language of the blog post significantly influence the number of comments. An additional analysis will be conducted to clarify, among other things, the effects of the number of followers and the language of the blog post.

	Model 1 Exp(B)	Model 2 Exp(B)	Model 3 Exp(B)	Model 4 Exp(B)	Model 5 Exp(B)	Model 6 Exp(B)	Model 7 Exp(B)	Model 8 Exp(B)
Independent variables								
Positivity	.964	.959	.119	1029699.96**	1.292	.096	.118	895277.369**
Message length	1.000	.999	.999	1.000	1.022	.997	.999	.999
Vividness	17.728	9.61E+15	4.142E+15		2.519E+11	1	1.359E+13	1
Images				.978				
Videos				.737				
Interactivity	1.279	1.283	8.540	9.836	8.255E-22**	1.082	4.994	8.008
No disclosure	.689	3.072	86.267	100.899	4.303E-15**	14.171		96.871
Impartial disclosure	1.874	4.871	99.654	117.490	1	8.388	1	96.205
Implied disclosure	.135*	.707	4.787	5.862	4.105E-16**	2.878		4.999
Implied & no disclosure							1	
Control variables								
Number of followers		1.001**	1.001**	1.001**	1	1.004	1.001**	1.001*
Age of blog post		1.000	1.001	1.001	1.001	1.000	1.000	1.001
Gender of blogger		1.890	2.247	2.217	1.563	7.185*	2.928	2.912
Language		3.290*	2.502	2.519	.680	2.454	2.602	1
Day of posting		.651	.697	.643	10.470	.252	.685	.722
Interactions								
Positivity*Message length			1.001	1.001	1.001	1.001	1.001	1.001*
Positivity*Vividness			1	7821653.11	1	1	1	8630665.04
Positivity*Interactivity			.913	.935	1.050	.823	.910	.915
Positivity*Explicitness of sponsorship disclosure			.571	.580	1	.565	.571	.546
Message Length*Vividness			1	1	1	1	1	1
Message Length*Interactivity			.997	.998	1.003	.993**	.998	.997
Message Length*Explicitness of sponsorship disclosure			1.000	1.000	1.005	1.001	1.000	1.000
Vividness*Interactivity			1	1	1	1	1	1
Vividness*Explicitness of sponsorship disclosure			1	1	1	1	3.813*	1
Interactivity*Explicitness of sponsorship disclosure			.615	.601	181911.705	1.113	.704	.601
Likelihood	8.995	22.292*	31.448*	33.117*	22.160	28.153*	30.352*	32.238*

Table 3. Negative Binomial Regression Analysis. Dependent variable: Number of Comments. (Explicit Disclosure as reference category) * $p < 0.05$ ** $p < 0.01$

4.3.3 Additional Analysis

This section of chapter four describes the additional analysis that was performed to check for interaction effects (model 3) and to check for detailed effects of the independent variables. In addition, some subsamples are taken to discover further relationships.

From this additional analysis we may conclude that there is no significant interaction effect (see table 3, model 3), at a significance level of 0.05. Thus there is no interaction effect between the different independent variables. The significant effect of the number of followers on the number of comments remains in place in model 3.

Vividness is taken into account in the first model, which includes whether a blog post has vivid elements or not. That means vividness is a dichotomous variable in model 1. However, it is interesting to develop the level of vividness by looking at how many images, videos and audios are used in a blog post to develop the level of vividness. This information is included in the dataset. On this basis, it is possible to create model 4, which takes into account images and videos. This sample does not contain audio, and this variable is ignored in model 4. The relationship of images and the number of comments, and videos and the number of comments are illustrated in Figure 2.

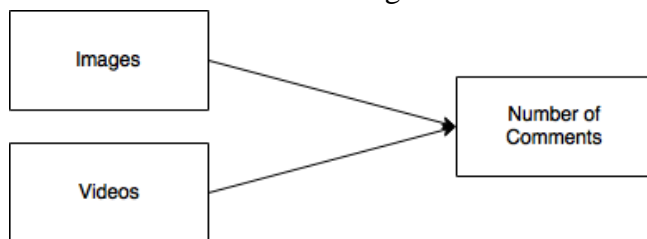


Figure 2. Additional Analysis Level of Vividness

The results in model 4 show no significant effect. Unfortunately, nothing can be said about the relationship of the level of vividness to the number of comments on a blog post. Further research will need to be conducted in this area to create more clarity.

The data collection also includes the modality of sponsorship disclosure, i.e. the manner in which the blogger discloses a sponsorship. This can be textual or audiovisual. However, the bloggers in the research sample disclose their sponsorship only in text. This shows that measuring modality of sponsorship disclosure is not useful for this research. It may be better to investigate modality of sponsorship disclosure in a study of video blogs (vlogs).

Model 2 shows a significant effect for number of followers, i.e. the status of the blogger, on the number of comments. That is why a distinction is made in this additional analysis between a high status (>500 followers) and a low status blogger (\leq 500 followers). A person is considered a micro-influencer with followers between 500 and 10,000 (Norris, 2017). A lower limit of 500 followers is thought of as the boundary between low status bloggers and high status bloggers. Looking at the dataset, this is the a reasonable definition to retain, as the median of the dataset is 119 followers.

This additional analysis examines various effects of the independent variables on the number of comments in two other samples, a sample with blog posts of bloggers with high status and a sample with blog posts of bloggers with fewer followers. First, the negative binomial regression analysis is performed with the sample of high status bloggers' posts (Model 5). This sample consists of 42 blog posts. This overall model is not significant ($p = .138$). It is worth noting that this model shows us some significant effects. The first of these is the effect of interactivity on the number of comments ($p < 0.01$). Interactive blog posts lead to fewer comments ($IRR = 8.255E-22$), i.e. there is a negative effect. The explicitness of sponsorship disclosure also shows significant effects ($p < .01$). No sponsorship disclosure ($IRR = 4.303E-15$) and implied sponsorship disclosure ($IRR = 4.105E-16$) lead to fewer reactions than explicit sponsorship disclosure.

The next model, model 6, consists of all the low status bloggers' posts. This sample has a total of 98 blog posts. The overall model is significant ($p = < 0.05$). There is a significant effect of the gender of the blogger ($p < 0.05$), in which male bloggers receive more comments than female bloggers ($IRR = 7.185$). In this model there is one significant interaction effect, message length \times interactivity ($p < 0.01$). This interaction effect suggests a reinforcing effect of message length and a dampening effect of interactivity. However, the effect is very small. Therefore, it is difficult to draw conclusions from this. Model 5 and model 6 indicate that a different strategy is needed for bloggers with high status and those with low status.

The theory and the method of this study have found that implied sponsorship is a difficult construct. In other words, it is difficult to indicate exactly what implied sponsorship disclosure is. In addition, writers are aware of the fact that bloggers include implied sponsorship disclosure. When you read a blog post as someone who is not an expert in the field of sponsorship disclosure, you may not notice an implied sponsorship disclosure. If this is the case then there should be no difference between no disclosure and implied disclosure. The results from model 5 show indications of little difference between no sponsorship disclosure and implied sponsorship disclosure. Therefore, an additional analysis was performed, in which the blog posts with no sponsorship disclosure and with implied sponsorship disclosure are taken together as one dummy of explicitness of sponsorship disclosure. Comparing model 7 to model 3 shows us no differences in significant effects. This indicates that there is indeed no difference in the number of responses between no sponsorship disclosure and implied sponsorship disclosure.

Finally, model 8, containing only Dutch blog posts, was created. 126 blog posts are included in this sample. The language of the blog post was significant in model 2, which is why the subsample of only Dutch blog posts was taken. This model shows one major significant effect ($p < 0.05$): the positive effect of positivity on the number of comments (IRR = 895277.369). Thus a positive Dutch blog post will receive more comments. The number of followers once again has a significant effect ($p < 0.05$), although the effect is small (IRR = 1.001). A significant effect was also found in the interaction effects. Positivity \times message length is significant ($p < 0.05$), with a small positive effect (IRR = 1.001). For positivity it is a reinforcing effect. For message length it is a dampening effect.

A model created with only English blog posts is not possible because the model produces no results. This is likely caused by the small dataset of English blog posts.

Altogether, it can be concluded that the number of followers and the language of the blog post affect the number of comments significantly. It has also been found that different strategies are needed for bloggers with high and a low status. A further conclusion is that implied sponsorship is difficult to observe. Very little difference is found in a model where no sponsorship disclosure and implied sponsorship disclosure are taken together and a model where they are considered separately. In addition, it has been shown that effects are present when the sample consists exclusively of Dutch-language blog posts. The next chapter further elucidates these results.

5. Discussion and Conclusion

In this fifth chapter an answer for the main research question is formulated and the limitations of the research are addressed, followed by recommendations for further research and practice.

5.1 Discussion and Conclusion

The goal of this research is to create more clarity about the success of a blog post. To this end, multiple blog post characteristics were included in this study. In total, 162 blog posts were analyzed. Of these 162 blog posts, 158 blog posts appeared useful for this study. Five hypotheses were tested with respect to the number of comments of the blog post. In addition, the model controlled for five variables. The main research question was as follows:

“To what extent do different blog post characteristics (positivity, message length, vividness, interactivity and explicitness of sponsorship disclosure) influence the number of comments on the blog post?”

Based on the results of this study, it can be concluded that the status of the blogger determines which strategy he or she must use to create a successful blog post. For a blogger of high status this means that he or she should leave out interactive elements in the blog post. Lastly, for high status bloggers explicit sponsorship disclosure is needed to receive the most comments in comparison with no sponsorship disclosure or implied sponsorship disclosure. For a blogger of low status, male bloggers are better off. In addition, the difference between no sponsorship disclosure and implied sponsorship disclosure is minimal, as implied sponsorship disclosure is difficult for the readership to observe. In the case of Dutch blog posts, positive blog posts are the most successful.

Thus from the analysis, several conclusions can be drawn. Although the effect was small, it was found that the number of followers positively affects the number of comments. This shows that the status of the blogger is correlated with the number of comments. Therefore, a distinction is made between bloggers with high status (>500 followers) and bloggers with low status (\leq 500 followers).

From this distinction, it is found that bloggers with high status are more successful when writing blog posts without interactive elements. This goes against the expectation. One possible reason for this difference from the expectation may be that interactive elements in the blog posts, like questions, are not perceived as interaction by the blogger with the reader (Thorson & Rodgers, 2006). At the end of the blog post, many bloggers ask a question to their

audience. Therefore, a question can easily be ignored as an interactive element. Readers do not see this as a reason for commenting. Bloggers must add more to the mix than just a question, e.g. a contest.

Sponsorship of blog posts is currently a frequent topic of discussion. Sponsoring blog posts is a complicated issue because of credibility, among other things. How credible a blogger is found to be is determined by his or her readership. A blogger can influence his or her credibility only indirectly. One way to control this is how the blogger handles a sponsored blog post. Implied sponsorship disclosure is not the optimal way to deal with a sponsorship because it leads to fewer comments than explicit sponsorship disclosure. The same applies for no sponsorship disclosure. One reason for this could be that readers expect a sponsorship to be omitted. However, careful consideration must be given to this conclusion because the overall model is not significant.

A male blogger with low status is more successful than a female blogger with low status. In addition, an interaction was found between message length and interactivity.

The effect of implied sponsorship disclosure has also been addressed in this study. In previous literature conclusions have been drawn about implied sponsorship disclosure. However, it appears from this study that implied sponsorship disclosure is difficult for the readers to recognize. The readership may not know that bloggers can implicitly indicate sponsorship.

Finally, Dutch blog posts were looked at separately in the sample, because of the significant effect of the language of the blog post. This model emphasizes that more positive Dutch blog posts receive more comments. In addition, it was found that among the Dutch blog posts, higher blogger status leads to more comments and the positive effect of positivity on the number of comments is dampened by the message length.

5.2 Limitations

Although the validity and reliability are carefully taken into account, there are some limitations in this research. One of these can be found in the dataset. The dataset consists of only one product category and is from one specific blog platform. Little differentiation is found for some characteristics. Almost every blog post is positive, vivid and interactive in this product category on Blog Society. Another limitation is that the modality of sponsorship disclosure shows no variation in this dataset, as every sponsorship disclosure was textual. The measurement method presents a further limitation. Positivity is measured by Microsoft Azure.

This method has not been previously used in comparable studies. Other commonly used methods, such as OpinionFinder, did not work within such a short time frame. Therefore, the choice was made to use Microsoft Azure as measurement method for positivity. Fortunately, almost all blog posts contained all the targeted characteristics. The most frequently absent characteristic was the date of the blog post. Therefore, it is not possible to determine the day the blog was posted and the age of the blog post, both of which were control variables. For reliability issues only 10 blog posts were coded by two coders, and it would have been preferable to test the whole sample with two different coders. However, this would have been too time-consuming for the second coder.

In addition to these methodological limitations, this research also has conceptual and theoretical limitations. Only blog post characteristics are taken into account in the conceptual model. Characteristics of the blogger are not included in the model, except the gender of the blogger as a control variable. However, it was found that the number of views of a blog post says much about the status of the blogger because companies and PR bureaus use the number of views as an indication of what a blogger can provide for a company. Perhaps the number of views is more relevant for the status of the blogger than the number of followers, since a certain number of blog post readers will not follow the blogger and a certain number of followers will not read the blog post. Both vividness and interactivity are dichotomous variables in this study. For vividness, there are no indications of different levels of vividness. However, for interactivity there are suggestions that not every interactive element has the same impact on the number of comments. By incorporating interactivity as a dichotomous variable, valuable information is lost. Thus, it is not possible to see which forms of interactivity impact the number of comments to what extent.

5.3 Further Research

For further research it is of importance that another sample be taken. This could be a sample from fashion and beauty blog posts collected in a different way, or it could be a completely different sample from another product category. Blog posts in other languages would also be of value in further research. Hopefully, another sample of blog posts would provide a more differentiated sample. Modality of sponsorship would be more easily measured in a sample of vlogs (video blogs) rather than blogs. In blog posts, most bloggers disclose a sponsorship textually (all of them in the sample for this study). In vlogs, vloggers can choose to mention a

sponsorship, show it textually in their video or add the disclosure to the description of the video.

In further research, positivity could be measured better in a different way. Previous literature has found that tools such as OpinionFinder are useful for measuring the sentiment of a text. For comparable analysis it would be valuable if the data had more than one coder. In addition, further research should examine possible influential blog post characteristics that were not taken into account in the current study. A blog post characteristic that should be added in similar studies is the number of views. For many companies, the number of views determines the compensation they offer the blogger. The present study has shown that the status of the blogger influences the number of comments. A suggestion for further research is to look at this difference between low and high status bloggers in detail and use datasets of only low status bloggers or only high status bloggers. The brand of the product or service may also affect the number of comments. Therefore, further research should take the brand into account.

For interactivity, further research could provide more clarity about the effect found in this study. In previous literature (De Vries et al., 2012), a distinction is made between different levels of interactivity. Because this distinction is not clearly explained in the study of De Vries et al. (2012), interactivity was treated as a dichotomous variable in the current study. However, the results of this study indicate that there should be a scale for different levels of interactivity because the expected effect was not present. Further research should create a scale of different levels of interactivity to gain a better understanding of its effects.

5.4 Implications

The findings of this study hold implications for both the scientific field and the societal field. In the scientific field this study provides a basis to contribute to the literature regarding explicitness of sponsorship disclosure of blog posts, which assumes that explicit sponsorship disclosure leads to a higher number of comments than implied sponsorship disclosure or no disclosure in the context of high status bloggers. Explicitness of sponsorship disclosure has proved to be an important blog post characteristic. This enriches the literature about sponsorship of blog posts. In addition, this research suggests no difference between implied sponsorship disclosure and no sponsorship disclosure.

By the objective method of measurement, respondents need not be informed first of the four different ways of disclosure. As a result, respondents are not aware of the fact that

bloggers can implicitly indicate a sponsorship. In terms of society in general, this means that bloggers must disclose a sponsorship explicitly instead of by implication or not at all in their blog posts. Implied sponsorship disclosure is not recognized by the audience. This may influence the attitude of the reader. Thus, explicit sponsorship disclosure is probably the best way to disclose a sponsorship from the standpoint of blog post success.

On the basis of this study, it can be concluded that the status of the blogger is significantly correlated with the number of comments. This means that managers would do well to send their products to bloggers with many followers. For bloggers, this means that it is important for them to attract as many followers as possible. Thus, it is desirable for managers to engage in a cooperation with the blogger. However, attracting more followers is easier said than done. Therefore, this study provides different advice for high and low status bloggers. For bloggers with more than 500 followers this means that they should write blog posts with no interactive elements. Instead of implied sponsorship disclosure or no sponsorship disclosure, more successful blog posts have an explicit sponsorship disclosure. For bloggers with 500 followers or fewer it is easier to write successful blog posts if the blogger is male.

Furthermore, writing blog posts in Dutch leads to greater success in the context of this study, thus bloggers are advised to blog in Dutch. Naturally, it is important to take into account the context of blog posts on the Dutch blog platform Blog Society.

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Appendices

Appendix 1 – Collection of Blog Posts

Number	Name of the blog post	Name of the blogger
1	H&M Shoplog Juli 2017	doormariska.nl
2	Top 5 Essie Nagellak	thepinkperfectionist
3	Currently loving #juli - o.a. nieuw haar!	noomsinnerbeauty.nl
4	OOTD: skeckers en king louie	marstyle.nl
5	la dolce vita with dolce & gabbana	dutchbloggeronthemove.com
6	How to Longlasting make-up	Curvacious
7	tijd voor een nieuwe portomonnee	zosammieenzo.nl
8	Anastasia brow wiz in dark brown review	kaya-quintana.nl
9	mijn 7 tips tegen droog en beschadigd haar	imfeelinggood.nl
10	word de nieuwe sale queen met deze 5 tips	styletimes.nl
11	vakantie outfit, avondje uit!	itstheastyle.blog
12	prachtige jurken voor jou als bruidsgast!	girlsofhonour.nl
13	Stijlvolle en duurzame garderobe + tips	lifestylebylinda.nl
14	10 zomerjurkjes onder €50,-	budgetmeisje.nl
15	mijn eerste "zwangerschap" fotoshoot	marusilifestyle.nl
16	mijn ervaring met duurzame fashion	morestylethanfashion.com
17	10x schoenen opbergen inspiratie	shopperella.net
18	happy feet: 5 tips voor mooie voeten	carrotscrunchesandcandy.nl
19	tourist fashion, grootste trend in 2018	lexpander.com
20	Welk verzorgingsproduct gebruik jij?	mellaah.nl
21	unboxing: bluxbox juni 2017	esmeelifestyle.nl
22	de 5 zomer musthaves!	lizlovelife.nl
23	vakantie essentials	thoughtsinstyle.com
24	dress to impress basic zomersale items gespot	foodinsta.nl
25	after pregnancy wishlist	upstreammag.nl
26	espadrilles galore! 12x onze favo's voor de zomer	whateverisgoodforthesouldoat.com
27	japansfashion lookbook: Sukajan jacket style	mireillemali.com
28	Getest! 2 zomerkleurtjes van essie	byfrancoiseblog.com
29	Cetaphil hydraterende dagcrème met SPF 30	knapegezond.nl
30	Shopperdeshop favourites van modemusthaves	diolifestyle.nl
31	Perfecte tan met collistar magic face drops	me-licious.com
32	kleur mij mooi	elioheres.com
33	mijn ochtend skincare routine	christinevstheworld.com

34	Column: make-up is a party and you're invited!	meetmemagazine.be
35	Review // freeman manuka honey + tea tree oil mask	hola-nova.be
36	the beauty bakery producten	sentinelli.nl
37	Houten horloges	elsarblog.com
38	ben jij blij met je lijf?	cravingwatchers.nl
39	capsule wardrobe - zomer wishlist	bluebellforest.nl
40	De beauty producten voor een zomerse beach look!	theavantguardian.com
41	Mijn zomer fashion favoriet 2: shorts!	yourlifestylenotebook.nl
42	just a little sunshine the body shop	Beautifuldisaster.nl
43	lookbook: life is better in pool slides	thecitizelle.be
44	Déze onademar bikini's moet je hebben	mybikinimusthaves.com
45	review aquarius palette	thebiggerblog.com
46	ik gaf mezelf botox cadeau	dailycupofblablaba.com
47	Getest: DD cream van Sans soucis	harimaristeit.nl
48	Het mini hakje mag weer onder je schoen	trendbubbles.nl
49	De trouwjurk van Miss Nederland	didie.nl
50	9x voeding voor een mooie huid	mitusmeatlessfood.com
51	Wat is fast fashion en wat doet het met ons?	dailydoseofdaph.com
52	Waar moet je op letten als je online tweedehands kleding koopt? (7 tips)	karenz.nl
53	review: netflix' girlboss, van struggles naar succes	vrouwendievanserieshouden.nl
54	Welke type onderbroek jij draagt toont je karakter	mamsatwork.nl
55	Dit worden de festival trends volgens Coachella	wander-lust.nl
56	badmode trends ss17! - I need vitamin sea	vyella.nl
57	Mijn nieuwe roze sneakers!	happynewday.nl
58	Lusch charity pot	wateetjedanwel.nl
59	Mijn spring & usmmer fashionstyle	yvetteschrijft.nl
60	trend: sproeten laten tatoeëren	poesch.nl
61	OOTD onverwachts uit eten <3	marushilifestyle.nl
62	Trainingsbroek als fashion statement...?	urstyle.nl
63	review rasul behandeling	bagelsenbackbends.nl
64	Nederlandse stijl icoons	belvivre.nl
65	mugshot model op de catwalk bij phillipp plein	fashicon.nl
66	achter de schermen bij een modellen fotoshoot	heleenschrijvershof.nl
67	5 tips zo vind je de perfecte jeans Anna raad je aan	annaradha.com
68	Arganolie: alle voordelen voor je haar en huid	sightdish.nl
69	Vijf manieren om een hoed te decoreren	missdiy.nl

70	Favorieten januari 2017	silkeblogs.com
71	Waarom je ijs moet gebruiken in je beauty routine	alyzofashionnews.com
72	5 DIY-maskers voor verschillende haartypes	popcornenpumps.nl
73	tips voor de verzorging in de winter	mamaliefde.nl
74	5 ingrediënten die de elasticiteit van je haar verbeteren	curlyhairtalk.nl
75	solden voor mannen: 10 herkenbare situaties	bloke.be
76	mijn nieuwste mooie kringloopvondst	muchable.nl
77	Wat neem ik mee?	justlikelieke.wordpress.com
78	Gestipte broek met trui	mendiewijker.nl
79	De foute kersttrui trend ik snap er niks van!	metmirjam.com
80	De 5 lekkerste parfums voor in de winter	lovinglifeiseasy.nl
81	Selected by streept	streept.com
82	Zoektocht naar de perfecte winterjas	beauty-unboxing.nl
83	15x de leukste glitters	talkingaboutlifeandstyle.nl
84	skin specialist: genieten van een zachte huid!	maudgeniet.nl
85	Budget beauty	eenkleinstukjevanmij.nl
86	#40days40outfits de eerste 15 dagen	mylittlehappines.nl
87	instafeed #2	sarahmari.com
88	cruelty free beauty	awkwardduckling.nl
89	ourbubble x resuk herfst essentials	ourbubble.nl
90	Voor iedere bips de juiste slip	hallosunny.blogspot.nl
91	Balancing face oil, natuurlijk voedende verzorging	ilovedetox.nl
92	Miskoop voorkomen? Lees mijn 5 tips!	bloggerista.nl
93	Budget outfit van €19!	mamablogger.nl
94	Cosplay interview met Esmeralda	filmgeek.nl
95	Dit zijn de bikini trends voor 2016!	weartravellers.nl
96	mijn instagram closetsale	adupoflife.nl
97	Shoptip: Sam Friday	bydawn.nl
98	3x foaming shower gel	relaxze.nl
99	Nieuw - Kneipp body mouse	trendymommy.nl
100	Biosolis natuurlijke zonneproducten - musthave dit voorjaar	welovewebshops.nl
101	outfit connecting the dots	thankgoditsmonday.nl
102	Inspiratiepost - nude festival look	styledbyromy.nl
103	fitgirl Friday: alicia	manifesty.nl
104	Amy Winehouse herdacht in Amsterdam	wilmatakesabreak.nl
105	Dé sneakers voor de wijnliefhebber!	leclubdesvins.nl
106	Backstage bij de NFS Fashion Show	byjosechan.com
107	confettinagels	allihoppa.nl
108	Platform sneakers zó draag je ze	blogofys.nl

109	look: lentejas en tijdloze favorieten	cottonandcream.nl
110	IMG models breidt bestand uit met mannelijke plus-size modellen	greatbodyskin.com
111	massagestaaf	michielziet.wordpress.com
112	Outfit: Sunny Winterdays	glampacker.nl
113	Hat Fever	fashionstatementsbyq.com
114	Nivea verzorgende body milk + win	byaranka.nl
115	Welke ketting bij welke halslijn?	rubriek.nl
116	Wil je wat volume poeder in je haar?	allinmam.com
117	Primark lente en zomercollectie 2016	budgetproof.nl
118	Je huid mooi houden in de winter	goodfoodlove.com
119	Hip in China: Bloemetjes in je haar	goyvon.com
120	Beauty World at De Bijenkorf Amsterdam just raised the bar	30smagazine.wordpress.com
121	Masque Magic! - de fijnste maskers voor dit najaar	beautybyzizi.com
122	Hoe maak je beachy waves (met kort haar!)	acupoflife.nl
123	Trend kleuren ss 2016	eiland-meisje.nl
124	kapsels: creatief met vlechten	mysimplyspecial.com
125	Paris Citytrip #1	commendescoco.nl
126	Een goede reden om je lange haren af te knippen	moreplease.nl
127	9 essentiële kledingtips voor Italië	ditisitalie.nl
128	New in Bellini glasses	makepeoplestare.com
129	Hefstcollectie: Anna sui voor O'neill	stylebyspy.nl
130	Beijing street style	reselinde.me
131	Den Haag Hotspot: Shoeby flagship concept store	inhetvliegtuig.nl
132	Fashion in XXL	pinkpress.nl
133	Hoe overleeft een roodharige de zomer	deedylicious.nl
134	Gezonde krullen: 7 hair care tips voor lang haar	macblogster.nl
135	Mijn BAG2BAG en ik	healthbyhanneke.nl
136	FASHION: Festival musthaves!	donnaluisa.blogpost.nl
137	Boho Bliss	nenz.net
138	Travel looks: What to wear this summer?	grabyourbags.nl
139	Prijzen Chanel tassen stijgen met 20% in Europa	fashionjunks.nl
140	Je haar wassen zonder shampoo Grow Gorgeous	kimterstege.nl
141	The body shop stash	makemeblush.nl
142	De beste tijd om naar Londen te gaan	liveliketom.com
143	The one with Kendall Jenner and Ross's monkey	xannsplace.com
144	Project: a new summer wardrobe	oohlalau.nl
145	Hema longer lasting lipsticks	thebeautyassistant.nl

146	Acht keer fijne mannelijke modebloggers	annelisedevries.com
147	Fijn plekje // GeitenWollenWinkel in Amsterdam	modernehippies.nl
148	de coolste film kerst sweaters	defilmkijker.com
149	Najaars Outfits 2014/2015	dudesanddons.nl
150	Review & swatches: mac soar lip pencil & mac honeylove lipstick	fabulicoushomelife.blogspot.com
151	afvallen buik: 3 beste tips voor een platte en dunne buik	echtgezondafvallen.nl
152	Stella Mccartney top	chloesterk.nl
153	Sleek Arabian Nights I-Divine eyeshadow palette	womanistical.nl
154	Gezondheid oil pulling (met kokosolie): onzin pulling	lindsayvallen.nl
155	Smartwinkelen in Londen	appevent.com
156	Tips om je zekerder te voelen in bikini	lisanneleeft.nl
157	Parfum Divin de Caudalie	beautytalk.be
158	Denim dungarees	queenofjetlags.com
159	Event: Ilofefashionbloggers Q&A	watzijzegt.com
160	FESTIVAL: Coachella 2014	somoneginger.com
161	Review damn good soap baardolie met pipet	debaard.nl
162	Nail art golden alympic nails by Helena	younailedit.net

Appendix 2 – Results Pre-test

Blog post:	Review // Freeman Manuka Honey +Tea Tree Oil Mask
Blogger:	Hola Nova
Dependent variable:	
Number of comments:	2
Independent variables:	
Positivity:	Positive
Message length:	442 words
Level of vividness:	9 photos - Vivid
Level of interactivity:	No interaction
Explicitness of sponsorship disclosure:	No disclosure
Modality of sponsorship disclosure:	No disclosure
Control variables:	
Gender of the blogger:	Women
Status of the blogger:	36 followers – no famous
The day a blog post went online:	Wednesday
Age of blog post:	17 days
Language:	Dutch

Blog post:	The Beauty Bakery Skin Frosting, Donut Soap en Bath Heart
Blogger:	Sentinelli
Dependent variable:	
Number of comments:	4
Independent variables:	
Positivity:	Positive
Message length:	530 words
Level of vividness:	5 photos - Vivid
Level of interactivity:	Interactivity
Explicitness of sponsorship disclosure:	No disclosure
Modality of sponsorship disclosure:	No disclosure

Control variables:	
Gender of the blogger:	Women
Status of the blogger:	1099 followers - famous
The day a blog post went online:	Friday
Age of blog post:	23 days
Language:	Dutch

Blog post:	Houten horloges met persoonlijke, gegraveerde tekst – mode -
Blogger:	ElsaRblog
Dependent variable:	
Number of comments:	4
Independent variables:	
Positivity:	Positive
Message length:	554 words
Level of vividness:	5 photos - Vivid
Level of interactivity:	No interaction
Explicitness of sponsorship disclosure:	Explicit disclosure
Modality of sponsorship disclosure:	Textual disclosure
Control variables:	
Gender of the blogger:	Women
Status of the blogger:	94 followers – no famous
The day a blog post went online:	Thursday
Age of blog post:	11 days
Language:	Dutch

Blog post:	Minimalistische make-up weekendje weg
Blogger:	Nooms Inner Beauty
Dependent variable:	
Number of comments:	0
Independent variables:	
Positivity:	Positive
Message length:	297 words
Level of vividness:	3 photos

Level of interactivity:	No interaction
Explicitness of sponsorship disclosure:	No disclosure
Modality of sponsorship disclosure:	No disclosure
Control variables:	
Gender of the blogger:	Women
Status of the blogger:	50 followers – not famous
The day a blog post went online:	Monday
Age of blog post:	20 days
Language:	Dutch

Blog post:	Keune care vital nutrition mask
Blogger:	Kaya-Quintana
Dependent variable:	
Number of comments:	2
Independent variables:	
Positivity:	Positive
Message length:	516 words
Level of vividness:	6 photos
Level of interactivity:	Interaction
Explicitness of sponsorship disclosure:	Implied disclosure
Modality of sponsorship disclosure:	Textual disclosure
Control variables:	
Gender of the blogger:	Women
Status of the blogger:	1298 followers – Famous
The day a blog post went online:	Monday
Age of blog post:	20 days
Language:	Dutch

Blog post:	Make-up Revolution
Blogger:	It's the A style
Dependent variable:	
Number of comments:	1

Independent variables:	
Positivity:	Positive
Message length:	453 words
Level of vividness:	10 photos
Level of interactivity:	No interaction
Explicitness of sponsorship disclosure:	No disclosure
Modality of sponsorship disclosure:	No disclosure
Control variables:	
Gender of the blogger:	Women
Status of the blogger:	33 followers – Not famous
The day a blog post went online:	Saturday
Age of blog post:	29 days
Language:	Dutch

Blog post:	Just a sunshine Body Shop
Blogger:	Beautiful Disaster
Dependent variable:	
Number of comments:	16
Independent variables:	
Positivity:	Negative
Message length:	320 words
Level of vividness:	8 photos
Level of interactivity:	Interaction
Explicitness of sponsorship disclosure:	No disclosure
Modality of sponsorship disclosure:	No disclosure
Control variables:	
Gender of the blogger:	Women
Status of the blogger:	566 followers – Not famous
The day a blog post went online:	Friday
Age of blog post:	23 days
Language:	Dutch

Blog post:	Lookbook: life is better in pool slides
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Blogger:	The Citizelle
Dependent variable:	
Number of comments:	18
Independent variables:	
Positivity:	Positive
Message length:	250 words
Level of vividness:	10 photos
Level of interactivity:	Interaction
Explicitness of sponsorship disclosure:	No disclosure
Modality of sponsorship disclosure:	No disclosure
Control variables:	
Gender of the blogger:	Women
Status of the blogger:	190 followers – Not famous
The day a blog post went online:	Monday
Age of blog post:	27 days
Language:	Dutch

Blog post:	Ik testte de drie matte + budget cityproof lipsticks van NYC
Blogger:	Mellaah
Dependent variable:	
Number of comments:	2
Independent variables:	
Positivity:	Positive
Message length:	375 words
Level of vividness:	6 photos
Level of interactivity:	Interaction
Explicitness of sponsorship disclosure:	Implied disclosure
Modality of sponsorship disclosure:	Textual disclosure
Control variables:	
Gender of the blogger:	Women
Status of the blogger:	2150 followers – Famous

The day a blog post went online:	Monday
Age of blog post:	27 days
Language:	Dutch

Blog post:	Essence eye & face palette 02 Rise & Shine
Blogger:	The pink perfectionist
Dependent variable:	
Number of comments:	11
Independent variables:	
Positivity:	Positive
Message length:	721 words
Level of vividness:	5 photos
Level of interactivity:	Interaction
Explicitness of sponsorship disclosure:	No disclosure
Modality of sponsorship disclosure:	No disclosure
Control variables:	
Gender of the blogger:	Women
Status of the blogger:	1330 followers – Famous
The day a blog post went online:	Friday
Age of blog post:	30 days
Language:	Dutch

Appendix 3 – Interrater Reliability Check

Blogger	Number of comments	Positivity	Message length	Vividness	Interaction	Explicitness of sponsorship disclosure	Modality of sponsorship disclosure	Gender	The number of followers	Language
annaradha.com	0	59	112	Vivid (1 image, 1 video)	1	4	3	2	0	Dutch
annaradha.com	0	58	126	1 video 1 image	1	4	3	2	0	Dutch
budgetmeisje.nl	0	54	262	Vivid (2 images)	1	4	3	2	162	Dutch
Budgetmeisje.nl	0	54	264	2 images	1	4	3	2	166	Dutch
byfrancoiseblog.com	1	54	273	Vivid (2 images)	1	4	3	2	245	Dutch
byfrancoiseblog.com	3	54	273	2 images	1	4	3	2	243	Dutch
I'm feeling good	12	52	619	Vivid (2 images)	1	4	3	2	132	Dutch
imfeelinggood.nl	12	52	644	2 images	1	4	3	2	133	dutch
knapgezond.nl	0	55	897	Vivid (2 images)	1	4	3	2	Unknown	Dutch
knapgezond.nl	0	53	898	3 images	1	4	3	2	Unknown	Dutch
marstyle.nl	4	53	469	Vivid (21 images)	1	2	1	2	81	Dutch
marstyle.nl	5	53	472	21 images	1	2	1	2	131	Dutch
me-licious.com	3	52	524	Vivid (10 images)	1	2	1	2	78	Dutch
me-licious.nl	3	53	524	10 images	1	2	1	2	84	Dutch
muchable.nl	46	54	278	Vivid (6 images)	1	4	3	2	1031	Dutch
muchable.nl	46	54	278	6 images	1	4	3	2	1031	Dutch
sentinelli.nl	4	52	509	Vivid (5 images)	1	4	3	2	1108	Dutch
sentinelli.nl	4	52	509	5 images	1	4	1	2	1115	Dutch
wander-lust.nl	0	54	332	Vivid (9 images)	1	4	3	2	68	Dutch
wander-lust.nl	0	54	361	9 images	1	4	3	2	69	dutch

Appendix 4 – Descriptive Statistics, Frequencies and Correlations

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Number of comments	158	0	189	7,99	19,316
Positivity - Percentage (0% very negative - 100% very positive)	158	32,00	74,00	53,4937	3,33815
Message length	158	39	1660	480,75	289,489
DumVividness	158	,00	1,00	,9810	,13691
DumInteractivity	158	,00	1,00	,5759	,49577
NoDisclosure	158	,00	1,00	,8671	,34056
ImpartialDisclosure	158	,00	1,00	,0063	,07956
ImpliedDisclosure	158	,00	1,00	,0823	,27566
Valid N (listwise)	158				

Explicitness of sponsorship disclosure

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Explicit	7	4,4	4,4	4,4
Implied	13	8,2	8,2	12,7
Impartial	1	,6	,6	13,3
No disclosure	137	86,7	86,7	100,0
Total	158	100,0	100,0	

Correlations

		Number of comments	Positivity - Percentage (0% very negative - 100 % very positive)	Message length	DumVividness	DumInteractivity	NoDisclosure	Impartial Disclosure	Implied Disclosure
Number of comments	Pearson Correlation	1	-,025	,003	,055	,034	,033	,050	-,098
	Sig. (2-tailed)		,755	,972	,490	,671	,684	,534	,221
	N	158	158	158	158	158	158	158	158

Positivity - Percentage (0% very negative - 100 % very positive)	Pearson Correlation Sig. (2- tailed) N	-,025 ,755 158	1 158	-,389** ,000 158	,062 ,436 158	,023 ,771 158	,064 ,427 158	-,036 ,655 158	-,031 ,703 158
Message length	Pearson Correlation Sig. (2- tailed) N	,003 ,972 158	-,389** ,000 158	1 ,000 158	-,276** ,000 158	,039 ,627 158	-,109 ,171 158	,049 ,538 158	,004 ,955 158
DumVividn ess	Pearson Correlation Sig. (2- tailed) N	,055 ,490 158	,062 ,436 158	-,276** ,000 158	1 ,000 158	,068 ,394 158	,082 ,305 158	,011 ,890 158	-,127 ,112 158
DumIntera ctivity	Pearson Correlation Sig. (2- tailed) N	,034 ,671 158	,023 ,771 158	,039 ,627 158	,068 ,394 158	1 ,964 158	,004 ,245 158	-,093 ,245 158	-,023 ,777 158
NoDisclos ure	Pearson Correlation Sig. (2- tailed) N	,033 ,684 158	,064 ,427 158	-,109 ,171 158	,082 ,305 158	,004 ,964 158	1 ,010 158	-,204* ,010 158	-,765** ,000 158

ImpartialDis closure	Pearson Correlation	,050	-,036	,049	,011	-,093	-,204*	1	-,024
	Sig. (2- tailed)	,534	,655	,538	,890	,245	,010		,766
	N	158	158	158	158	158	158	158	158
ImpliedDis closure	Pearson Correlation	-,098	-,031	,004	-,127	-,023	-,765**	-,024	1
	Sig. (2- tailed)	,221	,703	,955	,112	,777	,000	,766	
	N	158	158	158	158	158	158	158	158

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

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

Appendix 5 – Assumptions

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,134 ^a	,018	-,028	19,583	2,042

a. Predictors: (Constant), ImpliedDisclosure, Message length, DumInteractivity, ImpartialDisclosure, DumVividness, Positivity - Percentage (0% very negative - 100 % very positive), NoDisclosure

b. Dependent Variable: Number of comments

One-Sample Kolmogorov-Smirnov Test

		Number of comments
N		158
Poisson	Mean	7,99
Parameter ^{a,b}		
Most Extreme Differences	Absolute	,596
	Positive	,596
	Negative	-,137
Kolmogorov-Smirnov Z		7,490
Asymp. Sig. (2-tailed)		,000

a. Test distribution is Poisson.

b. Calculated from data.

Descriptive Statistics

	N	Mean	Variance
Number of comments	158	7,99	373,108
Valid N (listwise)	158		

Appendix 6 – Negative Binomial Regression Analysis

Model 1

Omnibus Test^a

Likelihood Ratio Chi-Square	df	Sig.
8,995	7	,253

Dependent Variable: Number of comments

Model: (Intercept), Positivity, MessageLength, DumVividness, DumInteractivity, NoDisclosure, ImpartialDisclosure, ImpliedDisclosure

a. Compares the fitted model against the intercept-only model.

Parameter Estimates

Parameter	B	Std. Error	95% Wald Confidence Interval		Hypothesis Test			Exp(B)	95% Wald Confidence Interval for Exp(B)	
			Lower	Upper	Wald Chi-Square	df	Sig.		Lower	Upper
(Intercept)	1,547	4,1545	-6,595	9,690	,139	1	,710	4,699	,001	16156,407
Positivity	-,037	,0606	-,155	,082	,367	1	,545	,964	,856	1,085
MessageLength	,000	,0008	-,002	,001	,089	1	,765	1,000	,998	1,001
DumVividness	2,875	1,7113	-,479	6,229	2,823	1	,093	17,728	,619	507,332
DumInteractivity	,246	,3420	-,424	,916	,517	1	,472	1,279	,654	2,500
NoDisclosure	-,373	,8002	-1,941	1,195	,217	1	,641	,689	,144	3,305
ImpartialDisclosure	,628	2,1158	-3,519	4,775	,088	1	,767	1,874	,030	118,505
ImpliedDisclosure (Scale)	-2,003	,9850	-3,934	-,072	4,135	1	,042	,135	,020	,930
(Negative binomial)	3,772	,4937	2,918	4,875						

Dependent Variable: Number of comments

Model: (Intercept), Positivity, MessageLength, DumVividness, DumInteractivity, NoDisclosure, ImpartialDisclosure, ImpliedDisclosure

a. Fixed at the displayed value.

Model 2

Omnibus Test^a

Likelihood Ratio Chi- Square	df	Sig.
22,292	12	,034

Dependent Variable: Number of comments

Model: (Intercept), Positivity, MessageLength, DumVividness, DumInteractivity, NoDisclosure, ImpartialDisclosure, ImpliedDisclosure, NumberOfFollowers, AgeOfBlogpost, DumGender, DumLanguage, DumDayofPosting

a. Compares the fitted model against the intercept-only model.

Parameter Estimates

Parameter	B	Std. Error	95% Wald Confidence Interval		Hypothesis Test			Exp(B)	95% Wald Confidence Interval for Exp(B)	
			Lower	Upper	Wald Chi-Square	df	Sig.		Lower	Upper
(Intercept)	-34,800	3,5535	-41,765	-27,835	95,908	1	,000	7,701E-16	7,275E-19	8,152E-13
Positivity	-,041	,0625	-,164	,081	,440	1	,507	,959	,849	1,084
MessageLength	-,001	,0007	-,002	,001	,770	1	,380	,999	,998	1,001
DumVividness	36,810 ^a	9690795004091954,000	,000	,000
DumInteractivity	,249	,3440	-,425	,923	,524	1	,469	1,283	,654	2,517
NoDisclosure	1,122	,7566	-,361	2,605	2,200	1	,138	3,072	,697	13,533
ImpartialDisclosure	1,583	1,9622	-2,263	5,429	,651	1	,420	4,871	,104	227,944
ImpliedDisclosure	-,347	,9551	-2,219	1,525	,132	1	,717	,707	,109	4,597
NumberOfFollowers	,001	,0002	,000	,001	7,792	1	,005	1,001	1,000	1,001
AgeOfBlogpost	4,072E-5	,0005	-,001	,001	,007	1	,936	1,000	,999	1,001

DumGender	,637	,5987	-,537	1,810	1,131	1	,288	1,890	,585	6,112
DumLanguage	1,191	,5546	,104	2,278	4,611	1	,032	3,290	1,109	9,754
DumDayofPosting (Scale) (Negative binomial)	-,429 1 ^b	,4507	-1,312	,454	,906	1	,341	,651	,269	1,575

Dependent Variable: Number of comments

Model: (Intercept), Positivity, MessageLength, DumVividness, DumInteractivity, NoDisclosure, ImpartialDisclosure, ImpliedDisclosure, NumberOfFollowers, AgeOfBlogpost, DumGender, DumLanguage, DumDayofPosting

a. Hessian matrix singularity is caused by this parameter. The parameter estimate at the last iteration is displayed.

b. Fixed at the displayed value.

Model 3

Omnibus Test^a

Likelihood Ratio Chi-Square	df	Sig.
31,448	18	,026

Dependent Variable: Number of comments

Model: (Intercept), Positivity,
MessageLength, DumVividness,
DumInteractivity, NoDisclosure,
ImpartialDisclosure,
ImpliedDisclosure,
NumberOfFollowers,
AgeOfBlogpost, DumGender,
DumLanguage,
DumDayofPosting,
Int_Pos_Mes, Int_Pos_Vivid,
Int_Pos_Inter,
Int_Pos_IExplicitness,
Int_Mes_Vivid, Int_Mes_Inter,
Int_Mes_Expl, Int_Vivid_Inter,
Int_Vivid_Expl, Int_Inter_Expl
a. Compares the fitted model
against the intercept-only model.

Parameter Estimates

Parameter	B	Std. Error	95% Wald Confidence Interval		Hypothesis Test			Exp(B)	95% Wald Confidence Interval for Exp(B)	
			Lower	Upper	Wald Chi-Square	df	Sig.		Lower	Upper
			(Intercept)	74,765	91,4101	-104,396	253,925		,669	1
Positivity	-2,128	1,7659	-5,589	1,333	1,452	1	,228	,119	,004	3,792
MessageLength	-,001	,0045	-,010	,008	,058	1	,809	,999	,990	1,008
DumVividness	35,960 ^a	4142192858782704,000	,000	,000
DumInteractivity	2,145	2,0297	-1,833	6,123	1,117	1	,291	8,540	,160	456,159
NoDisclosure	4,457	3,0222	-1,466	10,381	2,175	1	,140	86,267	,231	32239,106
ImpartialDisclosure	4,602	2,9836	-1,246	10,449	2,379	1	,123	99,654	,288	34525,798
ImpliedDisc	1,566	2,158	-2,664	5,796	,526	1	,468	4,787	,070	328,947

losure		2								
NumberOfFollowers	,001	,0002	,000	,001	6,760	1	,009	1,001	1,000	1,001
AgeOfBlogpost	,001	,0005	,000	,002	1,193	1	,275	1,001	1,000	1,002
DumGender	,810	,6012	-,369	1,988	1,813	1	,178	2,247	,692	7,299
DumLanguage	,917	,5461	-,153	1,988	2,821	1	,093	2,502	,858	7,297
DumDayofPosting	-,361	,4371	-1,218	,495	,684	1	,408	,697	,296	1,641
Int_Pos_Mes	,001	,0004	,000	,001	2,820	1	,093	1,001	1,000	1,001
Int_Pos_Vivid	0 ^b	1	.	.
Int_Pos_Inter	-,091	,1298	-,346	,163	,494	1	,482	,913	,708	1,177
Int_Pos_Explicitness	-,560	,4504	-1,442	,323	1,545	1	,214	,571	,236	1,381
Int_Mes_Vivid	0 ^b	1	.	.
Int_Mes_Inter	-,003	,0017	-,006	,001	2,106	1	,147	,997	,994	1,001
Int_Mes_Expl	,000	,0011	-,002	,002	,047	1	,829	1,000	,998	1,002
Int_Vivid_Inter	0 ^b	1	.	.
Int_Vivid_E	0 ^b	1	.	.

xpl										
Int_Inter_E	-,487	,5285	-1,523	,549	,849	1	,357	,615	,218	1,731
xpl										
(Scale)	1 ^c									
(Negative binomial)	2,708	,3780	2,059	3,560						

Dependent Variable: Number of comments

Model: (Intercept), Positivity, MessageLength, DumVividness, DumInteractivity, NoDisclosure, ImpartialDisclosure, ImpliedDisclosure, NumberOfFollowers, AgeOfBlogpost, DumGender, DumLanguage, DumDayofPosting, Int_Pos_Mes, Int_Pos_Vivid, Int_Pos_Inter, Int_Pos_Explicitness, Int_Mes_Vivid, Int_Mes_Inter, Int_Mes_Expl, Int_Vivid_Inter, Int_Vivid_Expl, Int_Inter_Expl

- a. Hessian matrix singularity is caused by this parameter. The parameter estimate at the last iteration is displayed.
- b. Set to zero because this parameter is redundant.
- c. Fixed at the displayed value.

Model 4

Omnibus Test^a

Likelihood Ratio Chi-Square	df	Sig.
33,117	20	,033

Dependent Variable: Number of comments

Model: (Intercept), Positivity,

MessageLength,
DumInteractivity, NoDisclosure,
ImpartialDisclosure,
ImpliedDisclosure,
NumberOfFollowers,
AgeOfBlogpost, DumGender,
DumLanguage,
DumDayofPosting,
Int_Pos_Mes, Int_Pos_Vivid,
Int_Pos_Inter,
Int_Pos_Explicitness,
Int_Mes_Vivid, Int_Mes_Inter,
Int_Mes_Expl, Int_Vivid_Inter,
Int_Vivid_Expl, Int_Inter_Expl,
Images, Videos
a. Compares the fitted model
against the intercept-only model.

Parameter Estimates

Parameter	B	Std. Error	95% Wald Confidence Interval		Hypothesis Test			Exp(B)	95% Wald Confidence Interval for Exp(B)	
			Lower	Upper	Wald Chi-Square	df	Sig.		Lower	Upper
(Intercept)	-744,536	88,3064	-917,613	-571,458	71,086	1	,000	4,900E-324	,000	6,589E-249
Positivity	13,845	1,7067	10,500	17,190	65,806	1	,000	1029699,959	36305,644	29204329,529
MessageLength	7,219E-6	,0046	-,009	,009	,000	1	,999	1,000	,991	1,009
DumInteractivity	2,286	2,0131	-1,660	6,232	1,290	1	,256	9,836	,190	508,605
NoDisclosure	4,614	2,9550	-1,178	10,406	2,438	1	,118	100,899	,308	33051,384
ImpartialDisclosure	4,766	2,9414	-,999	10,531	2,626	1	,105	117,490	,368	37471,137
ImpliedDisclosure	1,769	2,1353	-2,417	5,954	,686	1	,408	5,862	,089	385,181
NumberOfFollowers	,001	,0002	,000	,001	6,862	1	,009	1,001	1,000	1,001
AgeOfBlogpost	,001	,0005	,000	,002	1,521	1	,218	1,001	1,000	1,002
DumGender	,796	,5949	-,370	1,962	1,791	1	,181	2,217	,691	7,114

r										
DumLanguage	,924	,5444	-,143	1,991	2,880	1	,090	2,519	,867	7,323
DumDayofPosting	-,441	,4400	-1,304	,421	1,006	1	,316	,643	,272	1,523
Int_Pos_Mes	,001	,0004	-5,680E-5	,001	3,267	1	,071	1,001	1,000	1,001
Int_Pos_Vivid	15,872 ^a	7821653,115	,000	,000
Int_Pos_Interpreter	-,067	,1255	-,313	,179	,288	1	,591	,935	,731	1,196
Int_Pos_Explicitness	-,545	,4360	-1,400	,309	1,564	1	,211	,580	,247	1,363
Int_Mes_Vivid	0 ^b	1	.	.
Int_Mes_Interpreter	-,002	,0017	-,006	,001	1,854	1	,173	,998	,994	1,001
Int_Mes_Explicit	,000	,0011	-,002	,003	,175	1	,676	1,000	,998	1,003
Int_Vivid_Interpreter	0 ^b	1	.	.
Int_Vivid_Explicit	0 ^b	1	.	.
Int_Inter_Explicit	-,509	,5235	-1,535	,517	,944	1	,331	,601	,216	1,678
Images	-,022	,0264	-,074	,029	,722	1	,395	,978	,928	1,030
Videos	-,305	,2322	-,760	,150	1,725	1	,189	,737	,468	1,162
(Scale)	1 ^c									

(Negative binomial)	2,666	,3735	2,026	3,508						
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Dependent Variable: Number of comments

Model: (Intercept), Positivity, MessageLength, DumInteractivity, NoDisclosure, ImpartialDisclosure, ImpliedDisclosure, NumberOfFollowers, AgeOfBlogpost, DumGender, DumLanguage, DumDayofPosting, Int_Pos_Mes, Int_Pos_Vivid, Int_Pos_Inter, Int_Pos_IExplicitness, Int_Mes_Vivid, Int_Mes_Inter, Int_Mes_Expl, Int_Vivid_Inter, Int_Vivid_Expl, Int_Inter_Expl, Images, Videos

- a. Hessian matrix singularity is caused by this parameter. The parameter estimate at the last iteration is displayed.
- b. Set to zero because this parameter is redundant.
- c. Fixed at the displayed value.

Model 5

Omnibus Test^a

Likelihood Ratio Chi-Square	df	Sig.
22,160	16	,138

Dependent Variable: Number of comments

Model: (Intercept), Positivity, MessageLength, DumVividness, DumInteractivity, NoDisclosure, ImpartialDisclosure, ImpliedDisclosure,

NumberOfFollowers,
 AgeOfBlogpost, DumGender,
 DumLanguage,
 DumDayofPosting,
 Int_Pos_Mes, Int_Pos_Vivid,
 Int_Pos_Inter,
 Int_Pos_IExplicitness,
 Int_Mes_Vivid, Int_Mes_Inter,
 Int_Mes_Expl, Int_Vivid_Inter,
 Int_Vivid_Expl, Int_Inter_Expl
 a. Compares the fitted model
 against the intercept-only model.

Parameter Estimates

Parameter	B	Std. Error	95% Wald Confidence Interval		Hypothesis Test			Exp(B)	95% Wald Confidence Interval for Exp(B)	
			Lower	Upper	Wald Chi-Square	df	Sig.		Lower	Upper
(Intercept)	-14,020	119774,0511	-234766,846	234738,806	,000	1	1,000	8,150E-7	,000	. ^a
Positivity	,257	,1641	-,065	,578	2,442	1	,118	1,292	,937	1,783
MessageLength	,021	,0153	-,008	,051	1,973	1	,160	1,022	,992	1,053

DumVividness	26,252	119774,0503	-234726,573	234779,077	,000	1	1,000	251871658959,372	,000	. ^a
DumInteractivity	-48,546	,4674	-49,462	-47,630	10785,981	1	,000	8,255E-22	3,302E-22	2,063E-21
NoDisclosure	-33,079	3,1398	-39,233	-26,925	110,995	1	,000	4,303E-15	9,145E-18	2,025E-12
ImpartialDisclosure	0 ^b	1	.	.
ImpliedDisclosure	-35,429	3,7039	-42,689	-28,169	91,494	1	,000	4,105E-16	2,888E-19	5,836E-13
NumberOfFollowers	7,911E-5	,0001	,000	,000	,362	1	,548	1,000	1,000	1,000
AgeOfBlogpost	,001	,0005	,000	,002	1,138	1	,286	1,001	1,000	1,002
DumGender	,447	1,1036	-1,716	2,610	,164	1	,686	1,563	,180	13,597
DumLanguage	-,386	,7725	-1,900	1,128	,250	1	,617	,680	,150	3,089
DumDayofPosting	,039	,4660	-,874	,952	,007	1	,933	1,040	,417	2,592
Int_Pos_Mes	,001	,0003	-6,311E-5	,001	3,145	1	,076	1,001	1,000	1,001
Int_Pos_Vivid	0 ^b	1	.	.

Int_Pos_Interaction	,049	,1018	-,151	,248	,231	1	,631	1,050	,860	1,282
Int_Pos_Explicitness	0 ^b	1	.	.
Int_Mes_Vivid	0 ^b	1	.	.
Int_Mes_Interaction	,003	,0017	-,001	,006	2,731	1	,098	1,003	,999	1,006
Int_Mes_Expl	,005	,0039	-,003	,012	1,468	1	,226	1,005	,997	1,012
Int_Vivid_Interaction	0 ^b	1	.	.
Int_Vivid_Expl	0 ^b	1	.	.
Int_Inter_Expl (Scale)	12,111 ^c	181911,705	,000	,000
(Negative binomial)	,964	,2419	,590	1,5\77						

Dependent Variable: Number of comments

Model: (Intercept), Positivity, MessageLength, DumVividness, DumInteractivity, NoDisclosure, ImpartialDisclosure, ImpliedDisclosure, NumberOfFollowers, AgeOfBlogpost, DumGender, DumLanguage, DumDayofPosting, Int_Pos_Mes, Int_Pos_Vivid, Int_Pos_Interaction, Int_Pos_Explicitness, Int_Mes_Vivid, Int_Mes_Interaction, Int_Mes_Expl, Int_Vivid_Interaction, Int_Vivid_Expl, Int_Inter_Expl

a. Set to system missing due to overflow

b. Set to zero because this parameter is redundant.

c. Hessian matrix singularity is caused by this parameter. The parameter estimate at the last iteration is displayed.

d. Fixed at the displayed value.

Model 6

Omnibus Test^a

Likelihood Ratio Chi- Square	df	Sig.
28,153	17	,043

Dependent Variable: Number of
comments

Model: (Intercept), Positivity,
MessageLength, DumVividness,
DumInteractivity, NoDisclosure,
ImpartialDisclosure,
ImpliedDisclosure,
NumberOfFollowers,
AgeOfBlogpost, DumGender,
DumLanguage,
DumDayofPosting,
Int_Pos_Mes, Int_Pos_Vivid,
Int_Pos_Inter,
Int_Pos_IExplicitness,
Int_Mes_Vivid, Int_Mes_Inter,
Int_Mes_Expl, Int_Vivid_Inter,

Int_Vivid_Expl, Int_Inter_Expl

a. Compares the fitted model against the intercept-only model.

Parameter Estimates

Parameter	B	Std. Error	95% Wald Confidence Interval		Hypothesis Test			Exp(B)	95% Wald Confidence Interval for Exp(B)	
			Lower	Upper	Wald Chi-Square	df	Sig.		Lower	Upper
(Intercept)	124,640	103,0850	-77,403	326,683	1,462	1	,227	1,350E+54	2,422E-34	7,526E+141
Positivity	-2,348	1,9573	-6,184	1,489	1,439	1	,230	,096	,002	4,431
MessageLength	-,003	,0055	-,014	,007	,403	1	,526	,997	,986	1,007
DumVividness	0 ^a	1	.	.
DumInteractivity	,079	2,5606	-4,940	5,098	,001	1	,975	1,082	,007	163,619
NoDisclosure	2,651	2,8614	-2,957	8,259	,858	1	,354	14,171	,052	3864,086
ImpartialDisclosure	2,127	3,1284	-4,005	8,258	,462	1	,497	8,388	,018	3859,445
ImpliedDisclosure	1,057	1,9709	-2,806	4,920	,288	1	,592	2,878	,060	137,023
NumberOfFollowers	,004	,0025	-,001	,008	2,185	1	,139	1,004	,999	1,008

AgeOfBlog post	,000	,0009	-,002	,002	,040	1	,841	1,000	,998	1,002
DumGender	1,972	,8207	,363	3,580	5,773	1	,016	7,185	1,438	35,890
DumLanguage	,898	,6890	-,453	2,248	1,698	1	,193	2,454	,636	9,471
DumDayof Posting	-1,378	,7394	-2,827	,071	3,474	1	,062	,252	,059	1,074
Int_Pos_Mes	,001	,0008	-,001	,002	1,006	1	,316	1,001	,999	1,002
Int_Pos_Vivid	0 ^a	1	.	.
Int_Pos_Interpreter	-,194	,3280	-,837	,449	,351	1	,553	,823	,433	1,566
Int_Pos_Explicitness	-,571	,5033	-1,558	,415	1,288	1	,256	,565	,211	1,515
Int_Mes_Vivid	0 ^a	1	.	.
Int_Mes_Interpreter	-,007	,0034	-,014	-,001	4,829	1	,028	,993	,986	,999
Int_Mes_Explicit	,001	,0013	-,002	,003	,551	1	,458	1,001	,998	1,003
Int_Vivid_Interpreter	0 ^a	1	.	.
Int_Vivid_Explicit	0 ^a	1	.	.
Int_Interpreter_Explicit	,107	,6834	-1,232	1,446	,025	1	,876	1,113	,292	4,247

(Scale)	1 ^b								
(Negative binomial)	2,973	,5333	2,092	4,226					

Dependent Variable: Number of comments

Model: (Intercept), Positivity, MessageLength, DumVividness, DumInteractivity, NoDisclosure, ImpartialDisclosure, ImpliedDisclosure, NumberOfFollowers, AgeOfBlogpost, DumGender, DumLanguage, DumDayofPosting, Int_Pos_Mes, Int_Pos_Vivid, Int_Pos_Inter, Int_Pos_Explicitness, Int_Mes_Vivid, Int_Mes_Inter, Int_Mes_Expl, Int_Vivid_Inter, Int_Vivid_Expl, Int_Inter_Expl

a. Set to zero because this parameter is redundant.

b. Fixed at the displayed value.

Model 7

Omnibus Test^a

Likelihood Ratio Chi-Square	df	Sig.
30,352	16	,016

Dependent Variable: Number of comments

Model: (Intercept), Positivity, MessageLength, DumVividness, DumInteractivity, NumberOfFollowers, AgeOfBlogpost, DumGender, DumLanguage,

DumDayofPosting,
 Int_Pos_Mes, Int_Pos_Vivid,
 Int_Pos_Inter,
 Int_Pos_IExplicitness,
 Int_Mes_Vivid, Int_Mes_Inter,
 Int_Mes_Expl, Int_Vivid_Inter,
 Int_Vivid_Expl, Int_Inter_Expl,
 Dum_impartial_test,
 Dum_no_implied_test

a. Compares the fitted model
 against the intercept-only model.

Parameter Estimates

Parameter	B	Std. Error	95% Wald Confidence Interval		Hypothesis Test			Exp(B)	95% Wald Confidence Interval for Exp(B)	
			Lower	Upper	Wald Chi-Square	df	Sig.		Lower	Upper
(Intercept)	80,060	75,9669	-68,832	228,952	1,111	1	,292	5882603 5041725 4700000 0000000 0000000 ,000	1,278E-30	2,708E+99
Positivity	-	1,449	-4,978	,704	2,173	1	,140	,118	,007	2,022

MessageLength	2,137	7									
DumVividness	30,241 ^a	1359492	.	.	.
DumInteractivity	1,608	1,886	-2,089	5,306	,727	1	,394	4,994	,124	201,460	
NumberOfFollowers	,001	,0002	,000	,001	6,841	1	,009	1,001	1,000	1,001	
AgeOfBlogpost	,000	,0005	-,001	,002	,850	1	,357	1,000	,999	1,002	
DumGender	1,074	,5859	-,074	2,222	3,361	1	,067	2,928	,929	9,230	
DumLanguage	,956	,5477	-,117	2,030	3,049	1	,081	2,602	,889	7,614	
DumDayofPosting	-,378	,4393	-1,239	,483	,741	1	,389	,685	,290	1,621	
Int_Pos_Mes	,001	,0004	,000	,001	2,640	1	,104	1,001	1,000	1,001	
Int_Pos_Vivid	0 ^b	1	.	.	
Int_Pos_Inter	-,094	,1310	-,351	,163	,517	1	,472	,910	,704	1,177	
Int_Pos_Explicitness	-,560	,3716	-1,288	,168	2,270	1	,132	,571	,276	1,183	
Int_Mes_Vivid	0 ^b	1	.	.	

Int_Mes_Inter	-,002	,0018	-,006	,001	1,955	1	,162	,998	,994	1,001
Int_Mes_Expl	,000	,0008	-,001	,002	,078	1	,781	1,000	,999	1,002
Int_Vivid_Inter	0 ^b	1	.	.
Int_Vivid_Expl	1,338	,6251	,113	2,564	4,584	1	,032	3,813	1,120	12,982
Int_Inter_Expl	-,351	,4936	-1,318	,616	,506	1	,477	,704	,268	1,852
Dum_impartial_test	0 ^b	1	.	.
Dum_no_implied_test	0 ^b	1	.	.
(Scale)	1 ^c									
(Negative binomial)	2,734	,3809	2,081	3,593						

Dependent Variable: Number of comments

Model: (Intercept), Positivity, MessageLength, DumVividness, DumInteractivity, NumberOfFollowers, AgeOfBlogpost, DumGender, DumLanguage, DumDayofPosting, Int_Pos_Mes, Int_Pos_Vivid, Int_Pos_Inter, Int_Pos_IExplicitness, Int_Mes_Vivid, Int_Mes_Inter, Int_Mes_Expl, Int_Vivid_Inter, Int_Vivid_Expl, Int_Inter_Expl, Dum_impartial_test, Dum_no_implied_test

a. Hessian matrix singularity is caused by this parameter. The parameter estimate at the last iteration is displayed.

b. Set to zero because this parameter is redundant.

c. Fixed at the displayed value.

Model 8

Omnibus Test^a

Likelihood Ratio Chi-Square	df	Sig.
32,238	17	,014

Dependent Variable: Number of comments

Model: (Intercept), Positivity, MessageLength, DumInteractivity, NoDisclosure, ImpartialDisclosure, ImpliedDisclosure, NumberOfFollowers, AgeOfBlogpost, DumGender, DumLanguage, DumDayofPosting, Int_Pos_Mes, Int_Pos_Vivid, Int_Pos_Inter, Int_Pos_IExplicitness, Int_Mes_Vivid, Int_Mes_Inter, Int_Mes_Expl, Int_Vivid_Inter, Int_Vivid_Expl, Int_Inter_Expl, DumVividness

a. Compares the fitted model against the intercept-only model.

Parameter Estimates

Parameter	B	Std. Error	95% Wald Confidence Interval		Hypothesis Test			Exp(B)	95% Wald Confidence Interval for Exp(B)	
			Lower	Upper	Wald Chi-Square	df	Sig.		Lower	Upper
(Intercept)	-735,611	91,1273	-914,217	-557,005	65,163	1	,000	3,375E-320	,000	1,247E-242
Positivity	13,705	1,7625	10,251	17,159	60,466	1	,000	895277,369	28297,532	28324786,780
MessageLength	-,001	,0044	-,010	,007	,099	1	,753	,999	,990	1,007
DumInteractivity	2,080	2,0275	-1,893	6,054	1,053	1	,305	8,008	,151	425,876
NoDisclosu	4,573	3,020	-1,346	10,493	2,293	1	,130	96,871	,260	36066,1

re		3								09
ImpartialDisclosure	4,566	2,971 2	-1,257	10,390	2,362	1	,124	96,205	,285	32531,2 95
ImpliedDisclosure	1,609	2,121 1	-2,548	5,767	,576	1	,448	4,999	,078	319,453
NumberOfFollowers	,001	,0003	,000	,001	5,606	1	,018	1,001	1,000	1,001
AgeOfBlogpost	,001	,0005	,000	,002	2,292	1	,130	1,001	1,000	1,002
DumGender	1,069	,6520	-,209	2,347	2,688	1	,101	2,912	,811	10,452
DumLanguage	0 ^a	1	.	.
DumDayofPosting	-,326	,4401	-1,188	,537	,548	1	,459	,722	,305	1,711
Int_Pos_Mes	,001	,0003	4,729E- 5	,001	4,392	1	,036	1,001	1,000	1,001
Int_Pos_Vivid	15,971 b	8630665 ,039	,000	,000
Int_Pos_Interaction	-,089	,1315	-,347	,169	,457	1	,499	,915	,707	1,184
Int_Pos_Explicitness	-,606	,4496	-1,487	,275	1,815	1	,178	,546	,226	1,317
Int_Mes_Vivid	0 ^a	1	.	.
Int_Mes_Interaction	-,003	,0018	-,006	,001	2,351	1	,125	,997	,994	1,001
Int_Mes_E	,000	,0010	-,002	,002	,046	1	,831	1,000	,998	1,002

xpl											
Int_Vivid_I	0 ^a	1	.	.	.
nter											
Int_Vivid_E	0 ^a	1	.	.	.
xpl											
Int_Inter_E	-,509	,5293	-1,546	,529	,923	1	,337	,601	,213	1,697	
xpl											
DumVividn	0 ^a	1	.	.	.
ess											
(Scale)	1 ^c										
(Negative	2,587	,3809	1,939	3,453							
binomial)											

Dependent Variable: Number of comments

Model: (Intercept), Positivity, MessageLength, DumInteractivity, NoDisclosure, ImpartialDisclosure, ImpliedDisclosure, NumberOfFollowers, AgeOfBlogpost, DumGender, DumLanguage, DumDayofPosting, Int_Pos_Mes, Int_Pos_Vivid, Int_Pos_Inter, Int_Pos_IExplicitness, Int_Mes_Vivid, Int_Mes_Inter, Int_Mes_Expl, Int_Vivid_Inter, Int_Vivid_Expl, Int_Inter_Expl, DumVividness

a. Set to zero because this parameter is redundant.

b. Hessian matrix singularity is caused by this parameter. The parameter estimate at the last iteration is displayed.

b. Fixed at the displayed value.