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Appendix A

Motivations for Using Social Media Chart

Motivations	Authors
<ol style="list-style-type: none">1. Information2. Entertainment3. Social aspects	Stafford, Stafford and Schkade, 2004
<ol style="list-style-type: none">1. Information seeking2. Convenience3. Personal fulfillment4. Political surveillance5. Social surveillance6. Expression and affiliation	Kaye, 2005

1. Rational motives 2. Emotional motives	Krishnamurthy and Dou, 2008
1. Socializing 2. Entertainment 3. Self-status seeking 4. Information	Park, Kee and Valenzuela, 2009

<ol style="list-style-type: none">1. Information,2. Entertainment3. Social interaction and community development4. Self-actualization5. Self-expression	Shao, 2009; Courtois, Mechant, De Marez, & Verleye, 2009
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<ol style="list-style-type: none">1. Convenient Information Seeking2. Anti-Traditional Media Sentiment3. Expression/Affiliation4. Guidance/Opinion Seeking5. Blog Ambiance6. Personal Fulfillment7. Political Debate8. Variety of Opinion9. Specific Inquiry	Kaye, 2010
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Appendix B

Sample Survey

Section 1: Please answer the following questions about your Internet habits.

1. How often do you use social media?
 - a. Daily
 - b. Weekly
 - c. Monthly
 - d. Never

2. What forms of social media are you likely to use?
 - a. Blogs
 - b. Facebook
 - c. Twitter
 - d. Instagram
 - e. Pinterest

3. Do you read blogs?

a. Yes

b. No

4. How often do you read blogs?

a. Daily

- b. Weekly
- c. Monthly
- d. Never

5. What type of blogs do you read?

- a. Hobby
 - i. Please describe
- b. Fashion/beauty
- c. DIY
- d. Food/Cooking
- e. Other
 - i. Please describe

Section 2: Psychographics

Below is a series of statements. Please indicate the extent to which you feel they describe you.

1. I often am the first amongst my family and friends to try new things.

Strongly disagree disagree neutral agree strongly agree

2. The Internet is the best place to get information about products and services

Strongly disagree disagree neutral agree strongly agree

3. I consider myself computer-savvy

Strongly disagree disagree neutral agree strongly agree

4. I like browsing on the Internet.

Strongly disagree disagree neutral agree strongly agree

5. I often go to the Internet to preview products.

Strongly disagree disagree neutral agree strongly agree

6. I often go to the Internet for product reviews or recommendations.

Strongly disagree disagree neutral agree strongly agree

7. I like to go shopping with my friends.

Strongly disagree disagree neutral agree strongly agree

8. I'd have a hard time searching the Internet to find what I need.

Strongly disagree disagree neutral agree strongly agree

9. I enjoy buying things on the Internet.

Strongly disagree disagree neutral agree strongly agree

10. Friends and family members often come to me when they have questions
relating to the Internet.

Strongly disagree disagree neutral agree strongly agree

Section 3: Below is a series of statements about blogs. Please indicate the extent to which you disagree or agree with the statements.

I typically access blogs...

1. to get information

Strongly disagree disagree neutral agree strongly agree

2. to access information at any time

- | | Strongly disagree | disagree | neutral | agree | strongly agree |
|--|-------------------|----------|---------|-------|----------------|
| 3. because it's easy to access information | | | | | |
| 4. for a wide variety of information | | | | | |
| 5. to keep up with current events | | | | | |
| 6. because blogs provide the most up-to-date information | | | | | |
| 7. for specific information of interest | | | | | |
| 8. because I want to learn something new | | | | | |
| 9. for links to more information sources | | | | | |
| 10. for depth of information | | | | | |

Strongly disagree disagree neutral agree strongly agree

11. for access to experts

Strongly disagree disagree neutral agree strongly agree

12. because bloggers save me time looking around for important news

Strongly disagree disagree neutral agree strongly agree

13. to communicate with friends who have blogs

Strongly disagree disagree neutral agree strongly agree

14. for information for my own blog

Strongly disagree disagree neutral agree strongly agree

15. to express my opinions

Strongly disagree disagree neutral agree strongly agree

16. to make a social connection with others

Strongly disagree disagree neutral agree strongly agree

17. to be in contact with like-minded people

Strongly disagree disagree neutral agree strongly agree

18. to feel involved

Strongly disagree disagree neutral agree strongly agree

19. because blogs are independent of traditional media

Strongly disagree disagree neutral agree strongly agree

20. for credible information (not found in traditional media)

Strongly disagree disagree neutral agree strongly agree

21. to relieve boredom

Strongly disagree disagree neutral agree strongly agree

22. because I'm addicted to them

Strongly disagree disagree neutral agree strongly agree

23. because they help me relax

Strongly disagree disagree neutral agree strongly agree

24. to compare my opinions to others

Strongly disagree disagree neutral agree strongly agree

25. to keep up with social issues and trends

Strongly disagree disagree neutral agree strongly agree

26. because blogs are exciting

Strongly disagree disagree neutral agree strongly agree

Section 4: For the following please indicate the extent to which the following statements reflect how you feel about fashion blogs?

I typically use fashion blogs...

1. to get product information

Strongly disagree disagree neutral agree strongly agree

2. for a wide variety of information on fashion, style and beauty

Strongly disagree disagree neutral agree strongly agree

3. to keep up with current events and trends in fashion

Strongly disagree disagree neutral agree strongly agree

4. because blogs provide the most up-to-date information on fashion

Strongly disagree disagree neutral agree strongly agree

5. for specific product information

Strongly disagree disagree neutral agree strongly agree

6. because I want to learn something new about fashion or beauty

Strongly disagree disagree neutral agree strongly agree

7. for links to more information sources

Strongly disagree disagree neutral agree strongly agree

8. for access to style and fashion experts

Strongly disagree disagree neutral agree strongly agree

9. to communicate with friends who have fashion blogs

Strongly disagree disagree neutral agree strongly agree

10. for information for my own style blog

Strongly disagree disagree neutral agree strongly agree

11. to express my opinions about styles, fashion and trends

Strongly disagree disagree neutral agree strongly agree

12. to make a social connection with others

Strongly disagree disagree neutral agree strongly agree

13. to be in contact with like-minded people

Strongly disagree disagree neutral agree strongly agree

14. to feel involved in the fashion industry

Strongly disagree disagree neutral agree strongly agree

15. because blogs are independent of traditional media

Strongly disagree disagree neutral agree strongly agree

16. for credible information (not found in traditional media)

Strongly disagree disagree neutral agree strongly agree

17. to relieve boredom

Strongly disagree disagree neutral agree strongly agree

18. because I'm addicted to them

Strongly disagree disagree neutral agree strongly agree

19. because they help me relax

Strongly disagree disagree neutral agree strongly agree

20. to compare my opinions to others

Strongly disagree disagree neutral agree strongly agree

21. to keep up with fashion news and trends

Strongly disagree disagree neutral agree strongly agree

22. because fashion blogs are exciting

Strongly disagree disagree neutral agree strongly agree

Section 5: The following questions ask for basic information about you. Please be assured that your information will be kept confidential.

1. Please enter your age in the space provided. _____
2. What is your gender?

- a. Male
 - b. Female
3. What is your race?
- a. Asian
 - b. African American

- c. Native American
- d. White/Caucasian
- e. Other