



# How Video Content Changes Fashion Blog as a Medium

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## **ABSTRACT**

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The subject of this thesis is the use of video material in fashion and lifestyle blogs. The aim is to research how video material can be used in blogs and see how this changes the blog as a medium. The purpose of this study is to gain a deeper understanding of video blogging phenomena and blog reader behaviour so that bloggers are able to utilise video material on their blogs more effectively and diversely.

The task in this thesis is to determine how the attitudes of blog readers change when bloggers move to video storytelling. In addition, the thesis report discusses the topics and situations where using a video format on the blog can be beneficial.

The theoretical framework consists of a definition and discussion of traditional text blogs and video blogs. It addresses questions such as what are the typical features of media fashion blog and how online video has taken over social media networks.

The data collecting methods for the research were the practice of making blog videos and the expert and blog reader interviews. This study is qualitative in nature so that it is possible to gain a broad picture of the subject.

The results indicate that videos make the blog content more versatile, personal and relatable. The interviewees found personality and the ability to relate to the blogger very important. The readers thought that they can get to know the person behind the blog better through a video. It was also discovered that video material is sometimes easier to comprehend than text. The expert and blog reader interviewees agreed that lifestyle and educational content works well in video format.

Even though the opinions on videos were mostly positive, the results also highlight the fact that video cannot completely replace traditional blogs. There are still situations when the readers prefer written texts over videos. As videos are now one of the most popular forms of content online, the readers also expect good quality from the videos.

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Key words: blog, video, vlog, internet marketing, social media.

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## 1 INTRODUCTION

Blogs are now more professional than ever before. When compared to early years of blogging, blogs have changed from simple online diaries into effective communication and marketing platforms. Nowadays bloggers are interested in serving their audience better and even earning money from blogging.

Social media is constantly developing and offering new platforms for bloggers to utilize. Video sharing has become more popular and is now easier with new social media applications such as Snapchat and Instagram Stories. It has been researched that video will account for 80% of all internet traffic by the year 2019 (Cisco 2019). As the video consumption is growing, bloggers will have to adapt and learn new skills to keep up with the development. The aim of this thesis is to research how bloggers can utilize video material in the blogs and see how this will change a blog as a medium.

The writer of this thesis has followed Finnish and foreign blog scene by reading and watching hundreds of bloggers and video bloggers for over ten years. I have been interested in blogging myself and also been a 'typical blog consumer' who is interested in reading about topics that many lifestyle bloggers write about, such as fashion, cooking, traveling and interior decorating. I am also professionally interested in blogs, as I work in the marketing field. I see that professionally written blogs have a great potential as marketing platforms.

The writer of the thesis has seen how the blogging scene has developed over the years. Ten years ago, bloggers never thought that they would earn money by writing a blog. Over the years blogs started slowly getting more commercial as corporates started to see their marketing value.

Nowadays readers are used to seeing commercials on blogs and accept them if they are marked correctly as advertisements (Dagmar 2018). Bloggers have become influencers whose opinions matter to their followers. Bloggers have created their own platforms that work like media. In Unelmahommissa book Hanne Valtari (2017) describes her work place as one person's media office and

says she is “her own medium’s chief editor, photographer, editor, producer, columnist, moderator and an IT support”. Blogs have become professional multi-media channels where bloggers’ personal brands are emphasized more than before (Manifesto 2016).

The genre of fashion blogs was chosen as the main subject of the thesis because they have been around for a long period of time. In Finnish media fashion blogs were mentioned in 2007, when Helsingin Sanomat wrote an article about young girls who write fashion blogs as a hobby (Helsingin Sanomat 2007). As this article still compared blogging hobby to collecting stamps, only couple of years later attitude towards fashion bloggers had changed. In 2012 fashion blogs were, both in Finland and internationally, one of the most popular genre of blogging. Most well-known bloggers had become social media influencers, whose blogs had tens of thousands of readers. (Noppari & Hautakangas 2012, 11-12.)

Fashion blogs usually consist of much larger range of subjects than just style. Bloggers write widely about their living, traveling, relationships and free time activities. These days term ‘lifestyle blog’ is commonly used when speaking about diary-like fashion blogs. (Noppari & Hautakangas 2012, 18.) In this thesis the word fashion blog is being used, because it is still a commonly used term, and this way the thesis can be linked to earlier mentions and conversations of the topic.

I was interested to research how fashion blogs are changing now when video content is taking over the social media. Why and how fashion bloggers could utilize video material in their blogs? Do the readers still want to read traditional blogs posts or are they more interested in video content? In this thesis it was examined how a fashion blog will change as a medium when the blogger starts to make videos.

## 2 DEFINING BLOGS AND VIDEOBLOGS

### 2.1 Blogs

Blog is a web page used for publishing text and other multimedia content. The texts are published in chronological order and the newest publication can be seen on top of the blog page. The blog can be written by one or multiple persons. (Alasilta 2009, 20.)

One of the most important features in blogs is the readers' possibility to comment on the blog's content. Anyone can add comments and even criticize the writer. In the comment section readers can also offer additional information or new links that may interest the other readers. (Aalto & Uusisaari 2009, 63.) Commenting possibility is not necessary to have and some bloggers have intentionally chosen not to allow any commenting on their blogs.

Blog is not a synonym for an online diary, since the blog does not necessarily need to be a journal or a diary. Online diaries existed already before blogs and they do not need to have the same features as blogs, for example the commenting possibility. Blogs and online diaries are very similar formats, since many people still use blogs as a platform for their diaries. Online diary is one subgenre of the blogs. (Alasilta 2009, 22.)

Blogs can be divided into categories based on a subject that blogger writes most about. There are for example fashion, lifestyle, food, photography and crafts related blogs. (Blogilista verkkosivut 2018.)

There are many reasons to start writing a blog. Blogging can benefit the writer's personal or professional life. The blog can also be written to help others.

According to Huffpost (2016), blogs can be platforms to share knowledge or peer support. Many people have some sort of field of expertise that they can teach to others. Educating others can also be beneficial for the writer if they are able to monetize their blogs by selling different products or services.

“Blogs are a great channel for diverse communication like news reporting, conversations, creating new ideas, entertaining, marketing, networking, self-development and sharing information.” (Kortesuo 2014, 63.)

## **2.2 Fashion blog as a place of marketing**

Nowadays fashion blogs can be seen as their own media that works similarly than traditional media, such as newspapers and television. As blog is a community builder and a social tool, from the beginning they have been used to have conversations and to connect with other people. (Alasilta 2009, 27.) Fashion bloggers form a tight interaction with other bloggers and their readers. These networks have become very important for the bloggers themselves and are also a resource that make fashion blogs interesting for different sponsors and partners. (Noppiari & Hautakangas 2012, 16.)

Fashion blogs interest very particularly defined audience – young women who are interested in style. In marketer’s point of view, the targeted audience is a great strength for bloggers who want to earn money from blogging. (Noppiari & Hautakangas 2012, 136.)

Bloggers sell their brand, expertise and status as an influencer. They earn money from various sources, like banner advertisement, affiliate marketing and content collaborations with companies. Some blogging portals may pay a monthly salary for bloggers, but independent bloggers earn money from different work projects. (Rämö & Valtari 2017, 268-274.)

Very typical marketing content for blogs is product placement when the blogger reviews products in their blogs. It is still important to notice that bloggers want to produce this kind of content also spontaneously without commercial collaborations. (Noppiari & Hautakangas 2012, 137-138.)

The readers trust blogger’s opinions and marketing in blogs is not usually seen negatively since the readers can benefit from the campaigns. One’s motive to even read blogs can be the tips blogger gives for webstore sales or new boutiques. (Noppiari & Hautakangas 2012, 139.) Bloggers want to engage their

audience by building expectations and offering benefits for them. Bloggers often organise contests and give away free products from their collaborator companies (Noppari & Hautakangas 2012, 67.) Up to 44% of 15-29 years old women trust the bloggers recommendations and experiences. In comparison, only 20% of them trust traditional advertisements when they are looking for references to buy something. (Dagmar 2018.) This shows that fashion blogs can be seen as trusted media which can even compete against traditional media, such as women's magazines.

### **2.3 Videoblogs**

Video blogging is one form of blogging, where the content is published in video format. In 2010's video bloggers, also known as 'vloggers', have become a huge online phenomenon. Video blogs can be seen as video diaries that are viewed online. The most popular Finnish video bloggers can have over hundred thousand viewers. (Lehtola 2014.)

Video blogs have become popular in a very short period of time. Finnish communication agency Manifesto Consulting researched video blogs for the first time in 2015 in their annual blog research Blogibarometri. In Blogibarometri 2015 they say that most vital changes in blogging industry in one year have been the stronger role of video bloggers and the more diverse use of different social media channels. Video blogs are younger generation's hobby at the moment and the vloggers are younger than traditional bloggers. Two thirds of video bloggers are under 21 years old and almost half of them are men. Only 13% of general bloggers are male. The most common theme of the video blogs is humour, which may explain the sex differences between vlogs and blogs. (Manifesto 2015.)

Globally the most popular video blog genres are comedy, gaming, vlogs (video diaries) and product review videos. In fashion and beauty genre the most popular types of videos are 'haul' and 'favourites' videos. These are both video types where the blogger shows off products they have either received as gifts or bought themselves. Typically, they include first impressions or reviews of the products that are briefly presented on a camera. (Mediakix 2016.)



Finnish video blogs can have over 250 000 unique viewers monthly. Marketing companies are slowly finding vlogs, though they have not been in contact with vloggers as much as with traditional bloggers. (Manifesto 2015.)

There are some differences between vloggers and traditional bloggers. Video bloggers considers themselves more as entertainers, celebrities and role models, but traditional bloggers want to be seen as experts and journalists of the new age (Manifesto 2016). Also, the viewers watch video blogs mainly for the entertainment and to spend time. Traditional blogs are read because of information, inspiration and new ideas. (Dagmar 2018.)

### **3 VIDEO CONTENT TAKES OVER ONLINE PLATFORMS**

#### **3.1 Video content becomes popular on social media**

The first known video blog was posted in January 2000 by Adam Kontras who recorded his cross-country move from Columbus to Los Angeles, as he searched for a job in show business. At that time, only few people were watching, since fewer people were online in general, and the Internet connections were very slow. (Kaminsky 2010, 37.)

Founding of YouTube in 2005 increased the number of video viewers exponentially and the amount of video bloggers and producers of personal video content exploded. According to USA Daily, more than one hundred million videos were already watched daily on YouTube in 2006. (Kaminsky 2010, 38.)

Online video sharing on YouTube has increased extremely since then. In 2019 one billion hours of videos are watched daily and YouTube is used in 91 countries in 80 different languages (YouTube 2019). Online video sharing has grown rapidly, thanks to high-speed internet access, the rise of social media and introduction to smartphones (Medium 2016).

The amount of video content keeps increasing on social media networks like Instagram, Snapchat and Facebook. For example, Instagram was first just an image sharing platform, but in recent years it has made video sharing more accessible by adding new features such as Instagram Stories, Instagram Live and IGTV. These are a great addition to the platform because the features are easy to use and from the marketing point of view, great for building brand awareness, growing engagement and driving traffic to wanted websites. (Chacon 2019.)

Facebook is still keeping its place as the reigning social media network with its 2.32 billion monthly active users. Videos have become one of the most popular type of content on the website. Facebook's video content includes both live streaming videos and videos that are uploaded to the network. With 8 billion views

a day, Facebook videos also generate more engagement than other types of posts on the network. (Sprout Social 2019.)

### 3.2 Video content as a part of traditional blogs

Videos have become popular on blogs as well, as they can be an easy way to bring additional information to the topic of the blog post. Finnish fashion blogger Marianne Sendenali (2019) says that combining text and video on the blog is also very time effective, because the blogger can create content of the same topic for both channels. For example, she has created a blog post called “How to become successful in 2018?” where she listed her advice in both video and text. The video was linked on the blog post alongside the text.

In most cases videos are used alongside blog texts, because it is an easy way to demonstrate something. Videos are popular in food, handicraft and fashion blogs. In food blogs videos are a great way to show the different procedures of cooking. This kind of cooking videos have been used for example in a Finnish food blog Peggyn pieni punainen keittiö as seen in Picture 1.

#### Itse tehdyt bataattisipsit videoresepti

Olen saanut paljon kyselyitä sipsien valmistuksesta. Toiveita on tullut myös itse tehtyjen sipsien videoreseptistä. Toiveet on kuultu ja taadaaaa.... itse tehdyt bataattisipsit- videoresepti odottaa jo katselijoita, joten kurkkaa vinkit uusimmalta videoltani!



#### Tärkeät vinkkitokset

- Laita sipsit aina yksittäin uunipellin päälle, ei limittäin. Limittäin, sipseistä ei tule rapeita.
- Viipaleet pitää olla mahdollisimman ohuita, jotta niistä tulee extrarapeita.
- Viipaleet pitää kääntää kerran, jotta rapsakkuus tulee kunnolla pintaan.

Search this website

#### Tervetuloa pieneen punaiseen keittiöön



Pienessä punaisessa

keittiössä leivotaan, tehdään hyvää kotiruokaa ja brittiläisiä makuja rennolla fiiliksellä. Kiireettömät aamiaiset, kaunis kattaus sekä hauskat teemajuhlat piristävät arjen tiimellyksessä. Väiillä essu heitetään nurkkaan, pakataan matkalaukku ja lähdetään makumatkalle valmiiseen pöytään. Ruoka maistuu yhdessä aina paremmalta, joten tervetuloa menoon mukaan! -Peggy-

**YHTEISTYÖ-  
KUMPPANIT:**

PICTURE 1: Example of how a cooking video is embedded on Finnish food blog Peggyn pieni punainen keittiö. (Thomas 2018)

Peggyn pieni punainen keittiö blog's post is a good example of how videos are embedded on the blog, so the readers do not have to go to a separate YouTube channel to view them. Publishing videos on the blog helps the readers to find content better and it is easy to give some extra information alongside the video. On food blogs it is common to write the video recipe's full instructions in the blog text.

On fashion blogs videos are usually about shopping or styling clothes. Fashion YouTubers typically create 'lookbooks' which are showcasing different outfits (Mediakix 2017). Globally one of the most popular types of fashion videos are 'haul' videos where the blogger shows what clothes they have bought (Mediakix 2016). Traditional bloggers who do not consider themselves as YouTubers often create similar video content to their fashion blogs.

### **3.2.1 Videos in Finnish fashion blogs in early 2010's**

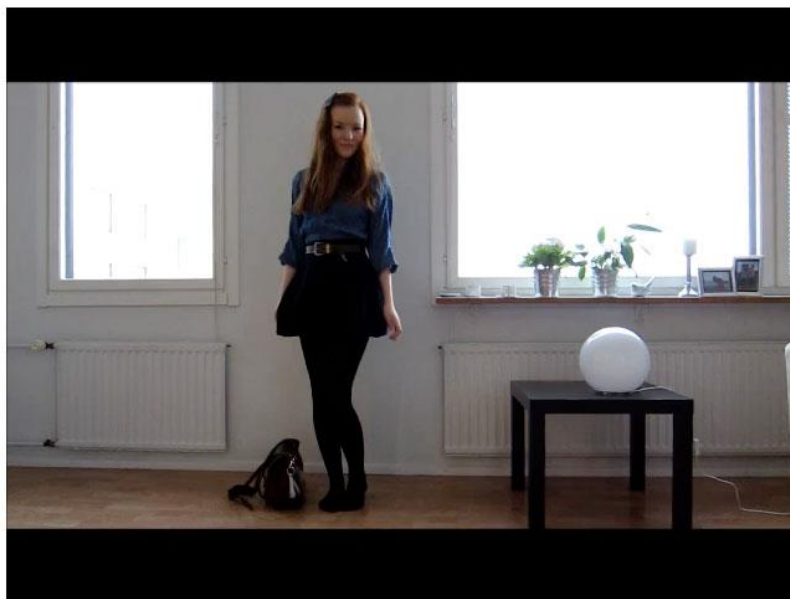
In the early stages of blogging it was rare to see video material of other people, because there were no video platforms on social media, such as Snapchat or Instagram Stories. In early 2010's the bloggers got inspiration to start making blog videos from other bloggers online. Videos made a 'wow factor' because they showed a new perspective of the blogger. (Sendenali 2019.)

The writer of this thesis has noticed that many bloggers have tried using videos on their blogs during the last ten years. In early 2010's, videos were posted unregularly, and they were usually very short and unedited. The videos were kept simple and usually the blogger just showed off their outfit of the day like Ida Hanhiniemi on her blog '365 days with Ida' in February 2011 (Picture 2). When she posted her first video on the blog, Hanhiniemi asked her reader's opinion about the new format and said, "comparing to just images, I think you can get a better view of the clothes on a video" (Hanhiniemi 2011).

TIISTAI  
8 I fell in love again

HELMIKUU 2011 /// muoti

80  
KOMMENTTIA



Untitled from ida365 on Vimeo.

Hahaa, ensimmäinen videopostaukseni kautta aikojen! Multa ei luonnistuisi mitkään turhanpäiväiset höpöttelyt kameran edessä, enkä aio tehdä kotiesittely-videota, mutta videot osana blogia tuntuvat hauskoilta – siksipä näättekin päivän asun tällä kertaa videomuodossa. Mitäs sanotte, kannattaisiko kuvata päivän asustus videolle useamminkin? Musta tuntuu, että videolta saa paremman käsityksen vaatteista, kuin pelkistä kuvista. :- ) Mulla on Canonilta lainassa vielä hetken ajan PowerShot S95 (josta lisää myöhemmin!), joten voisin parit videot kuvata ennen kuin palautan kameran.

PICTURE 2: One example of a blogger trying out video format for the first time on the blog. (Hanhiniemi 2011)

Marianne Sendenali (2019) recalls that in early 2010's the videos were made specifically for the blogs. Blog posts that included a video were called 'video posts'. Videos were uploaded online via YouTube, Vimeo or other video services, but the readers watched videos on the blog, not on a separate YouTube channel.

One reason that bloggers did not make videos regularly could have been the lack of good video camera equipment and editing skills. Marianne Sendenali (2019) says she first learned to edit videos because she had tried it at school. In early 2010's, videos were a new and still developing format, which bloggers did not know how to utilize in their blogs.

Blog videos started coming more popular during year 2014. In 2015 the popularity of video blogging grew significantly (Manifesto 2015). Traditional bloggers

noticed the popularity of video content online and wanted to offer this to their readers. Also, the video features in cameras improved and made it easier for bloggers to start making videos.

*Translation: This week a new friend of mine suggested that we would have an outfit shoot together. But instead of the normal outfit photos he had something else on his mind – VIDEO! And what a fun project this turned out to be. Thank you Arttu for a beautiful video! What do you think? Would you like to see more outfits in motion in the future? :) And hey go check out [Arttu's beautiful blog](#) as well!*



Poncho *Lindex*\*, takki // coat *Never Denim*\*, farkut // jeans *Never Denim*\*, pusero // shirt *Tommy Hilfiger*\*, kengät // shoes *Fiorentini & Baker*, aurinkolasit // sunglasses *Monki*, hansikkaat // gloves *Calvin Klein*\*, sormus // ring *vintage*



TAGS

Ajattelin tänään asusteet design  
editorial Helsinki Hiukset Höpsöä  
höpötyksiä I love food  
Inspiraatioita kauneus  
Kaupallinen kampanja kengät kilpailu  
kulttuuri laukut Löydöt

PICTURE 3: The first outfit video in a popular Finnish fashion blog Pupulandia (Rotonen 2015)

In October 2015 a famous Finnish fashion blogger Jenni Rotonen posted a first outfit video on her blog Pupulandia (Picture 3). The video was filmed by Arttu Mustonen who was also interviewed later for this thesis. This video got a great response from Rotonen's readers on social media and on the blog over 15 readers left positive comments on the video. Many hoped to see more video material in the future. One reader said that video is a very refreshing form for an outfit post. Video shows well how clothes move, which you cannot always see from still images. (Rotonen 2015.)

The positive feedback has encouraged the bloggers to start making more videos. Marianne Sendenali (2019) says that she has gotten good feedback from her YouTube videos and it seems that her readers enjoy watching them. Whenever she keeps a break from filming videos she will receive messages on social media asking if she will keep making them.

### **3.2.2 In 2019 blog videos are more popular than ever before**

Blogibarometri 2017 research shows that the bloggers use multimedia channels more than ever before. With social media's real-time services, the bloggers have become influencers who utilize different multimedia channels for different purposes. This way their content is displayed in the most advantageous manner and they can serve their followers more widely. (Manifesto 2017.)

The need to use multichannel services perplexes especially the long-term bloggers. Bloggers would like to know what is good quality video content, what kind of devices are needed and how much time should be spent on making videos. (Manifesto 2017.)

Freelance videographer and blogger Arttu Mustonen has worked with dozens of Finnish lifestyle bloggers. Mustonen (2017) says that most of the bloggers he has worked with, have been very interested in learning about videos and want to start producing more video material. Making videos is seen as a new challenge. If the bloggers do not publish videos regularly, they have at least started making some sort of short videos like travel vlogs. (Mustonen 2017.)

Mustonen (2017) tells that he has only met a couple of bloggers who have not been interested in video making. In his opinion, there is no need for everyone to start making videos, but it is a beneficial skill for anyone who works with social media. Bloggers who do not have the time or the interest in filming and editing videos it may be a good investment to hire a professional to make them.

Filming videos is different to taking photographs. Some bloggers are used to quick photoshoots where the pictures are taken from the same, presentable angle. At first it may feel daunting how 'raw' the video is. Talking on the video may feel exciting, but Mustonen (2017) thinks that social media applications such as Snapchat have helped people to become more comfortable in front of the camera.

Even though blogger's older followers may still enjoy reading traditional blogposts, especially younger followers want information faster and this is one

reason why videos have become so popular. Watching a video does not require as much concentration as reading a full blog post. (Mustonen 2017.)

The diverse use of multimedia channels can, for example, be seen on Finnish blogger Alexa Dagmar's blog. Dagmar is one of Finland's top fashion bloggers who writes her blog professionally (Suomen Blogimedia 2019). Dagmar has managed to keep her blog interesting and popular over the years and one reason for this is her curious attitude towards new media channels such as videos and podcasts. Dagmar uses social media channels such as Facebook and Instagram, and she also posts videos regularly on her blog and YouTube channel (Dagmar 2019). She also records a podcast with her blogger colleague Linda Juhola. Podcasts are radio shows that can be produced on a low cost and anyone can listen to them anytime they desire. Juhola and Dagmar's Nonsense podcast have become extremely popular and has got already over 1 million downloads. (Helsingin Sanomat 2019.)

Long written blog posts can these days be filmed as a video on social media or recorded as a podcast. Bloggers and influencers believe that the use of multimedia channels will keep increasing in the future. 50 percent of the social media influencers believe that video services like YouTube keeps increasing its significance. (Manifesto 2018.)



## **4 CASE ANNIE MINK BLOG VIDEOS**

As a part of this thesis seven blog videos were executed for fashion blogger Anni Minkkinen. The purpose of this practice was to learn to produce good blog video content and see how the blog readers would react to different form of content. The videos were later used in the blog reader interviews to get feedback on them. All of the videos were filmed and published between February and October 2016.

Chapter 4.1 explains what kind of videos were produced with blogger Minkkinen. Chapter 4.2 goes deeper into the video production and shows how the videos were made. The results of the practice are analysed in the Chapter 4.3.

### **4.1 What kind of videos were made**

The writer of this thesis and blogger Anni Minkkinen filmed seven blog videos for Minkkinen's blog Annie Mink. Her blog's theme is sustainable and ethical fashion. Minkkinen mainly writes about the clothes that she has found from designer markets, second hand stores or flea markets. Most of her blog posts showcase her outfits that she creates using clothing from small designer brands or vintage shops. Her aim is to inspire other people to use clothes that they already own or shop them ethically from flea markets or smaller clothing brands.

The idea was to create videos that would suit Annie Mink blog's style. The videos were to be published in Minkkinen's blog just like regular, written blog posts. The theme of the videos would be the same as her regular blog posts, but the aim was to find some ideas that would work better with moving image rather than just text and photographs.

Approximately one day was used watching different kind of YouTube videos for inspiration. The aim was to find bloggers who posted similar, fashion related content as Minkkinen. Especially vloggers called Jenn Im, Samantha Maria and The Fashion Citizen inspired us because they all made fashion related videos like lookbooks and second hand clothing hauls, which would suit Minkkinen's style as well.

Right away we got many video ideas that we wanted to try making for Minkkinen's blog. Because we did not have much experience in filming videos, we decided to try to make different styles of videos and experiment with them. The videos that were chosen to make were:

- Event reports from vintage and second hand fairs (two videos)
- Styling clothes and 'Outfit of the Day' kind of videos (three videos)
- Thrift store haul, where Anni Minkkinen shows what she bought from different flea markets (one video)
- Introducing Minkkinen's favourite vintage shops (one video)

These were all subjects that Minkkinen already wrote about in her blog. The writer of the thesis and the blogger wanted to see if these topics would work better in video form.

#### **4.2 How the videos were made**

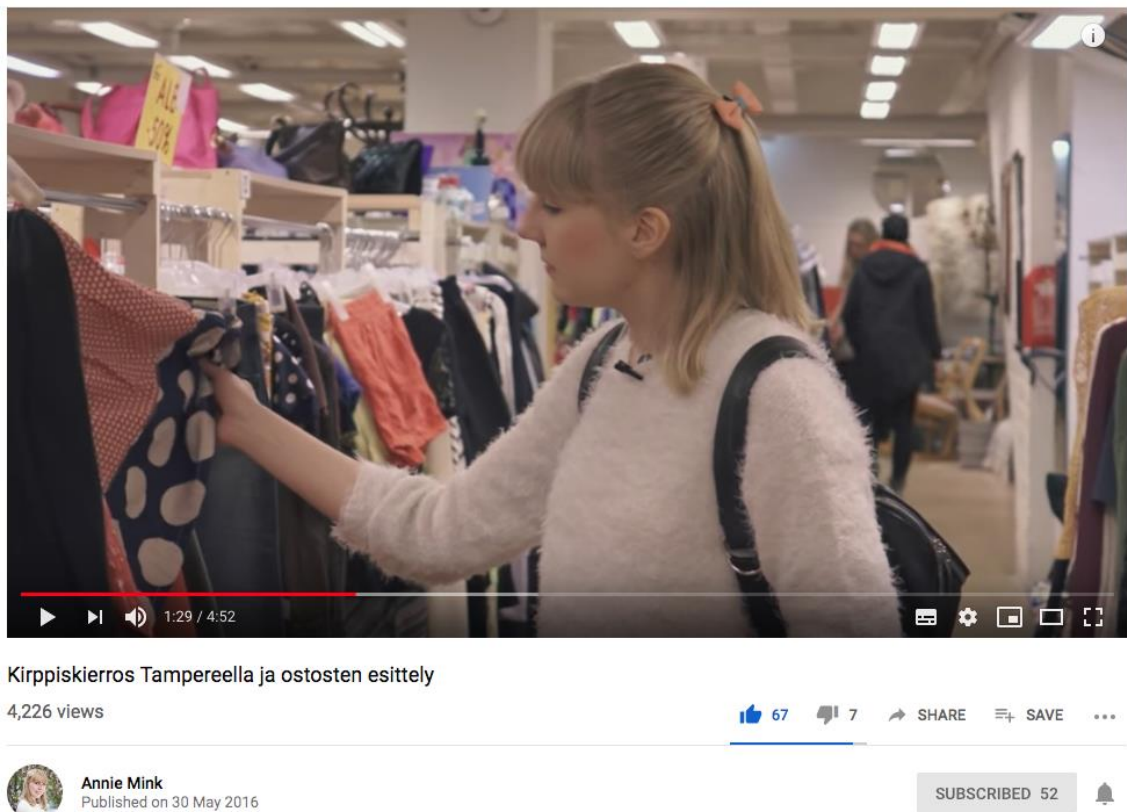
Because Anni Minkkinen did not have any experience in filming videos, it was decided the writer of this thesis would film and edit the videos for her blog. In fashion videos it is also crucial that the blogger herself is seen on the video, because many of the videos are about showing off clothes.

Shooting videos with Minkkinen was easy for us because we had already taken pictures together for her blog. We also knew each other beforehand so communicating the wishes and targets for the project went smoothly. Shooting videos was very similar to taking photographs, but the process needed slightly more planning and shooting time.

I executed the technical side of filming and editing the videos because they were part of my thesis and I had more experience in making videos. The content of the videos was decided together, but Minkkinen planned her own outfits and speeches for the videos. The videos were created for her fashion blog, so it was important that the blogger herself participated in the process.

### 4.2.1 Planning of the videos

First, the videos were planned together with Anni Minkkinen. A small script was written for each video and the shooting locations were decided. The scripts were kept simple because the videos were short and sometimes needed improvisation on the location. For example, when shooting a lookbook, the best angles and shooting spots were chosen on the location. Before the shooting, only which outfits were going to be in the shoot were decided. It was also important to make sure to film video clips of each clothing piece so that the outfits would be complete on the video.



PICTURE 4. Example of ‘follow me around’ method where Minkkinen is being followed in the flea market while looking for clothes. (Annie Mink 2016)

### 4.2.2 The filming and editing techniques

The event reports and flea market shopping videos were shot with ‘follow me around’ method so they were not planned very strictly. Minkkinen was followed in an event or a shop and the aim was to capture nice looking shots of her in the

environment as seen in Picture 4. We had watched similar kind of videos for inspiration, so we knew what kind of shots we wanted to get. These were for example, Minkkinen looking at clothes, holding them and trying them on. It was also important to capture the atmosphere of the location, so some clips of the environment were also shot - some close ups for the details and some further away for general picture of the place. We usually got new ideas on the shooting location as the environment inspired us. For the outfit videos many of the nice shooting spots were found just by walking around and testing out them in practice.

The camera gear that was used was very simple. There were two different cameras, a tripod and a microphone. The cameras were Sony RX10 and Canon 5D digital single-lens reflex (DSLR) cameras and the microphone was Rode VideoMic Pro Rycote. Canon 5D was used for static outfit videos with the tripod and Sony RX10 was used on the go in events and flea markets because of the camera's small size and built-in stabilisation.

The shootings took place in Minkkinen's home town Tampere, Finland. The makers usually spend around an hour planning and writing the script for each video. The shooting time for one video was approximately three hours and the editing took four to five hours. The editing took the longest because the writer of the thesis was still learning how to use the editing program Adobe Premiere. Also couple of hours were used to find royalty free music for the videos, so that there would not be any copyright issues with publishing the videos.

### **4.2.3 Shooting of the videos**

The first video was shot in Vapriikki Vintage event in January 2016. The video was very short and simple. Shots of the event and Minkkinen's outfit were shot that day. The purpose of the video was to show the atmosphere of the event. The video was published on the blog in February 2016. Minkkinen shared some of her thoughts about the event in the blog post. Normally there would have been many photographs from the event in the blogs post but this time the video replaced the pictures. Later during the Summer 2016 similar event video from Suvi-Vintage was also shot in Tampere.

The second video that was made was filmed and published in April 2016. The video was part of a blog post where Minkkinen introduces one of her favourite vintage shop Kätkö Vintage for the readers. A permission to film in the shop was asked and after the filming, Minkkinen's speech for the background was recorded. On the video the blogger is looking around in the shop and at the same time the viewer can hear her explaining why she likes this particular shop. Minkkinen published some photographs of Kätkö Vintage on the blog post, but this time she did not write much text. The readers could hear from the video what she likes about the shop.

The third video was a second hand clothing haul where the blogger showed clothes that she had bought from different flea markets and second hand shops. It was shot in April and published in May 2016. The aim was to combine a typical haul video with showcasing some of Minkkinen's favourite places to shop clothes. The idea was that the video would be more interesting for the readers because they would see where the blogger bought the clothes and hear her hints for good second hand finds.

The video was shot on two different days because there was a need to go around in two different shops and after that the blogger was filmed in her home showing on camera what she bought. The filming of this video took about two to three hours each day. This was a first video where Minkkinen talked to the camera, so it was obviously very exciting for her. She had prepared her speeches beforehand, but there was a need for several takes because it was difficult to remember everything without making any mistakes. Even though she did not have experience in talking to the camera, everything went smoothly.

The fourth, sixth and seventh videos were all lookbooks where Minkkinen showcased different outfits on one video (Picture 5). The lookbooks are similar to 'outfit of the day' kind of blog posts that Minkkinen and many other fashion bloggers publish on their blogs. These blog posts usually contain many pictures of the blogger and her clothes. Lookbook video was a different way of producing similar content that fashion bloggers usually post.

The lookbooks were the most time-consuming video type. One of the videos which contained four outfits, was filmed in two different days. Filming the video clips of each outfit took approximately one hour. Also moving to different locations and changing of clothes took several hours. Two of the videos that contained only three outfits were filmed in one day each, but the shooting days were always really long, approximately five to six hours.



PICTURE 5. One example of Minkkinen’s lookbook video where she shows off four different outfits. (Minkkinen 2016)

### 4.3 The outcome and what was learned

There were all together seven blog videos that were filmed and published on Annie Mink blog. The videos were uploaded on YouTube where it was easy to share them onto the blog.

Videos represented Minkkinen’s style well and they also got some positive feedback from the readers. Minkkinen’s blog is quite small, so there were not a lot of comments on the blog posts, but on her social media channels we got some good feedback about the videos. For example, one viewer commented “This is video is made so nicely! More of these, please!” on her YouTube channel (Annie

Mink, 2016). Many readers hoped to see more videos in the future which showed that people really enjoyed watching her videos.

Because YouTube is part of Google, the Google Analytics was used to see how many views each video got. The most popular video was Minkkinen's flea market haul. This video has gotten over 4000 views when the other videos have gotten about 200 views (Annie Mink, 2016). One reason for this was due to the fact that the haul videos were very popular on YouTube (Mediakix 2016). YouTube has recommended Minkkinen's haul video for people who have watched similar videos on YouTube before.

Flea market haul is also the only video where Minkkinen talks to the camera. Some viewers commented that Minkkinen has a very calm and pleasant voice which is nice to listen to. Hearing the tone of voice and seeing the facial expressions on the video gives the readers an ability to connect with the speaker on a more personal level (Wistia 2017). This gives a reason why the video was more popular than the others.

Anni Minkkinen enjoyed creating blog videos and would like to make more of them in the future. Minkkinen has the same problem as many other bloggers that she does not have enough time and skills to make videos on a regular basis. Making videos takes more time than regular blog posts and they are difficult to execute without anyone else's help. She has not published more videos after the thesis project but says that it is possible that she will start making them again in the future.

## **5 INTERVIEWS: HOW VIDEO CHANGES BLOG AS A MEDIUM?**

The main question of the thesis was 'how the video content changes fashion blog as a medium'. A qualitative research was selected as the research method to get a deeper understanding of this topic. This is an observation method of gathering non-numerical data (Eskola & Suoranta 1998). In this case the information was gathered by interviewing people. Aspiration of the research was to understand more the video blogging phenomenon by examining what the readers and bloggers think about it.

The qualitative research aims be non-hypothetical, but it is important to notice that the researcher's previous experiences may create some kind of expectations for the results. It is important to recognize these expectations and not let them restrict the research arrangements or results. Then again, the expectations may help the researcher to get surprised or to learn something new about the topic. (Eskola & Suoranta 1998.)

The methods of executing the research are explained in Chapter 5.1 and the results are told in Chapter 5.2. The results are analysed more deeply in Chapter 5.3.

### **5.1 Execution of the research**

Most of the interviews were executed between January and April 2019. The interviews consisted of two groups: the experts of blogging industry (2 people) and blog readers (6 people). One expert interview for the thesis was already made on 8<sup>th</sup> of August 2017 when I interviewed blogger and videographer Arttu Mustonen. Another expert interview was made with blogger Marianne Sendenali on 26<sup>th</sup> of January 2019. After this there were six blog reader interviews that were all made during March and April 2019. The interviews took place in various cafeterias in Helsinki or at the interviewees' homes in Helsinki, Tampere and Jyväskylä. All of the interviews were made individually. Each of them was recorded on interviewee's permission on a mobile phone's recorder and later transcribed into text. Because all of the interviews were made in Finnish, the



transcribed texts were later translated into English for the thesis. The interviews lasted approximately from 10 to 40 minutes depending on how much the interviewee knew about the subject beforehand.

The blog readers group consisted of six women who had watched vlogs and read blogs on a regular basis. Their age varied from 25 to 29 years, so they were from the age group that reads blogs the most. 38% of 15 to 29 year old Finnish women read domestic blogs every week. It is important to notice that selected interviewees were slightly older than the people who watch YouTube videos the most. Finnish YouTube videos are mostly viewed by younger people from 15 to 24 year olds. 76% of them watch Finnish YouTube videos sometimes and 49% of them watch videos weekly. (Dagmar 2018.) Results of the research could have been different if the interviewer had also interviewed younger people.

The group of blog readers were all acquaintances of the interviewer and were selected because the interviewer knew that they had read blogs and watched video blogs in the past. The interviewer did not want the acquaintance to affect the results of the research, but this cannot be guaranteed absolutely. The interviews were made as objectively as possible and the interviewer did not share any hypothesis or her thoughts on the topic beforehand. The interviewees were only told shortly about the subject of the thesis.

The interviewer did not know the expert interviewees personally beforehand. They were found via social media and selected because of their expertise in blogging industry. Both of the experts had written a blog and filmed videos professionally for several years.

All of the interviewees were asked to join the interview on social media (WhatsApp, Facebook and Instagram) or via email. There was no possibility to pay reward of the interview, so all the interviewees agreed to take part in the research because of their own interest in the topic and willingness to help.

For the blog readers the structure of the interview was mostly the same. First, all of the six interviewees were shown three videos and three blog post from Annie Mink fashion blog. Links to these videos and blog posts can be viewed in

Appendix 1. The videos were the same that were introduced earlier in Chapter 5 of the thesis. The videos and blog posts were grouped in three so that there was one video and blog post about same topic. The idea of this was to compare how different subjects work in text and video formats. The videos and blog posts were:

**Subject 1: Second hand haul.** On the video Minkkinen shows what she bought from different flea markets and second hand stores. On the blog posts she has taken pictures of vintage clothes she has bought recently and tells about them in the blog text.

**Subject 2: Showcasing a favourite second hand store.** On the video Minkkinen introduces her favourite vintage shop Kätkö Vintage. On the blog post she showcases her other favourite second hand store Tarina Kirpputori.

**Subject 3: Lookbook.** On the video Minkkinen shows four different summer outfits. On the blog posts there are images of three outfits that she has worn during summer. She tells about the clothing choices in the text.

The blog readers were all asked the same questions. Sometimes the order of the questions varied due to how discussion proceeded. Sometimes the interviewer also asked the interviewee to specify something if the answer was not comprehensive enough. The questions were:

1. Which one did you prefer, the videos or the blog posts that you just viewed? Or were they both as enjoyable? Why?
2. Do you generally enjoy more watching videos or reading traditional blog posts? Why?
3. Do you think that the videos change the fashion blog somehow? How?
4. What kind of video content you enjoy watching?
5. Does video format work better in some situations or subjects?
6. Do you consume videos and blog texts at different times and situations?
7. Are you still interested in reading traditional text blogs?

In some interviews the discussion proceeded into different topics. For example, one of the interviewees wanted to specify what kind video blogs she likes and

does not like. The interviewer let the interviewees tell freely about the subject because this could reveal some interesting factors that would have not been heard by only asking the questions above.

Structure of the expert interview varied between the two participants. Mustonen and Sendenali were interviewed from different point of views. Mustonen represented professional videographer who had worked with various clients and other bloggers. His questions consisted of more technical questions like “What makes a good blog video?” We also discussed blog videos in general because he has got a good overview of the business. Sendenali was interviewed to get a blogger’s point of view in video making. She was asked more personal questions like the reason why she decided to start making blog videos. All of the questions and answers for expert interviews can be seen in the Appendices 2 and 3.

## **5.2 Results of the research**

### **5.2.1 Blog readers’ thoughts on regular blogs and video blogs**

The blog readers divided into two when asking if they preferred Minkkinen’s videos or blog posts. Half of the interviewees enjoyed more reading the blog texts when the other half liked the videos more. This was due to many reasons. Some of the interviewees did not like Minkkinen’s videos because they were made a certain way, for example the editing was too slow. Two interviewees also mentioned that because they like regular text blogs more in general, they also preferred text posts in Minkkinen’s case. The other half that enjoyed more the videos, said that the content was easier to follow and comprehensive in the video form. They also mentioned that they liked the atmosphere and the music of the videos.

Most of the blog readers told that they read more regular text blogs than watched vlogs. Only two interviewees watched more videos on their free time. These two interviewees had read more blogs before but had recently started watching more videos. They told that these days there are more videos available on blogs, YouTube and Instagram. These two interviewees enjoy watching videos because they find the content more relatable and authentic. Interviewee 1 said that it is

easier to get to know the person behind the blog because the video reveals blogger's personality more than the text and images.

Many of the interviewees mentioned that blog texts are easier to read, because it is possible to skip the parts of the texts that are not that interesting. Blog texts are faster to read, and they can be read anywhere. Videos usually require possibility listen to the sound, so they can only be watched at home or with headphones. All of the interviewees agreed that they watch videos when they have more time to concentrate on them.

### **5.2.2 Blog readers' thoughts on how video changes the blog**

Many of the interviewees mentioned that the video reveals the blogger's personality more than text and images. The videos make blogs more lively and authentic. The way that bloggers talk and appear on videos can affect the reader in a positive or a negative way. If the video is not done well and the blogger speaks too slowly or annoyingly, this can affect the reading experience negatively.

In most cases the videos were seen positively because they add value and variety to the blog's content. Interviewee 3 said that well-made, short videos enhance the written text. Interviewee 5 also mentioned that she understands and remembers the content of the video better than written text that she has read.

Many also said that videos create a feeling and an atmosphere that you cannot achieve with only text and images. Minkkinen's outfit video was described to be very visual and nice to watch because of the calm atmosphere that the music and the beautiful imaginary created.

### **5.2.3 What kind of video content blog readers enjoy watching**

Most of the interviewees thought that educational content is easier and more pleasant to watch on a video. Many said that they would rather watch a video than read a long blog text about a new topic. Educational topics that were mentioned were cooking, dog training and environmental and ecological subjects.

Interviewees 5 and 6 mentioned that they liked watching cooking videos because it is easier to see the right techniques on the video.

Interviewee 5 enjoys most watching 'My Day' vlogs. These are a type of videos where the blogger shows what he/she is doing for a day. Interviewee finds the content interesting because the blogger's everyday life is relatable. Interviewee 4 also said that video works better for showing regular weekdays because reading about them would not be so interesting.

Some interviewees thought that outfit posts work well in video form. Interviewee 6 said fashion videos work well on video because in five seconds it is possible to see how clothes fit and behave in movement. To achieve this same with images there would have to be several pictures from different angles. Interviewee 1 said that fashion videos and the text should complement each other on the blog. If there is already a video on the blog there is no need to be several images and lots of text in the same topic's blog post.

Most of the interviewees said that there is no specific subject that works better in video form. The quality of the video mattered more than the subject. Interviewee 6 said that she could watch a video about anything if the speaker was talented.

#### **5.2.4 Comparison between blog posts and videos**

The blog readers were asked to compare Minkkinen's blog posts and videos that were made about the same subject. The topics of the blog posts and videos are told in Chapter 5.1.

The blog readers did not agree in most cases. With the second hand haul subject most of the interviewees liked the video more, but two interviewees said that they enjoyed the blog text more. The interviewees who liked the video, said that they could get better view of the purchased clothes because the blogger showed them on her. The video also showed some clips from the flea markets that Minkkinen visited which was not the case on the blog text. Video and blog text were moderately different in this case which may affect the reason why video was liked

more. The two interviewees who liked the text more, said that the text was more informative than the video.

The video and the blog text which showcased Minkkinen's favourite vintage shops did also receive mixed opinions. Video about Kätkö Vintage was only 1 minute 30 minutes long, so some of the interviewees thought that it was too short. Blog post about Tarina Kirpputori flea market was longer and had several images of the place. Many said that the blog post was more informative, but the video had better atmosphere. Interviewee 3 said that video 'brought the place closer to her' as if she had been there at the flea market herself.

When discussing the outfit video and the blog post, the video got a lot of positive feedback. Many of the blog readers enjoyed the music and the visuality of the video. Though, Interviewee 2 said that outfit videos are a very old format and not that current anymore. She said that outfits are so easy to show on Instagram these days that she is not that into fashion videos anymore. If she had seen something similar about ten years ago she would have been really excited.

Even though the opinions were mixed, in the end the videos of Minkkinen were liked slightly more than the blog texts. It is important to notice, like one interviewee pointed out, that the videos and blog posts were difficult to compare because they were not made entirely from the same topic. Even though the videos and blog posts formed pairs with each other, they were not from the same subject. The comparison would have been easier if, for example, the vintage shop that was showcased on the video and the blog would have been the same one and the content of the posts would have been exactly the same.

### **5.2.5 Expert interview with Arttu Mustonen**

Arttu Mustonen has written his blog 'MUSTARTTU' since 2015. He also has a similarly named YouTube channel and has made videos professionally for different clients and other bloggers. He was interviewed because of his profound knowledge of Finnish blogging industry and skills in film making. The whole interview can be seen on Appendix 2.

Mustonen (2017) thinks that one reason why videos have become so popular is that they do not require as much concentration than reading a written blog post. Especially younger followers enjoy watching them, but older people still might want to read traditional blogs.

When asking what makes a good blog video, Mustonen (2017) lists a few things. It is important to keep the video compact enough and not make it too long. The blogger needs to have very good storytelling skills if the video is very long. He also mentions that it is good to concentrate on having quality audio, especially if there is speech on the video. For some extra elements he mentions sound effects and fine cuts in editing to make the video more interesting.

Mustonen (2017) thinks that well-lit and beautiful imagery is important, but the bloggers should not be too concentrated on that. He reminds, that videos can be filmed on almost any camera and in the beginning there is no need to buy a very expensive camera to start making videos. The good camera does not necessarily make the video any better, it is more about other things like storytelling. He wants to remind beginners that videos do not have to be perfect in the beginning and that one will slowly keep learning more as they continue making videos.

### **5.2.6 Expert interview with Marianne Sendenali**

Marianne Sendenali has written her lifestyle blog called 'Marianne Sendenali' since 2011 and started making videos to the blog already in 2012. The subjects of the videos vary from fashion and interior decorating to sharing her everyday life with the readers. She was interviewed to get a blogger's point of view in video making. Her whole interview can be seen on Appendix 3.

When asking what kind feedback Sendenali has gotten from her videos, she recalls that the feedback has been mostly positive. On video the readers get to see what she is like in real life and her readers have enjoyed that. She has gotten a feeling that people are interested in the regular life behind the perfect blog pictures. (Sendenali 2019.)

She has been surprised by some of the subjects that have been very popular on her YouTube channel. For example, the videos where she shows different clothes or her purchases have always been the most popular ones which she did not expect. She told that people are very curious and that the culture on YouTube is very different to traditional blogs. On YouTube people are more provocative to get clicks on their videos. They might use praises like 'I almost died' or 'I got robbed' on the video's title to get attention.

Sendenali has never separated her YouTube channel and blog. She told that it is beneficial to use both video and text on her blog. For example, she has created a blog post called "How to become successful in 2018?" where she told five tips on a video and five on the blog text (Sendenali 2018). This way she could link two platforms together, but also save some time because she did not have to create different content for each channel.

Sendenali (2019) mentions that nowadays bloggers are not only seen as bloggers or vloggers. They have become influencers who use multiple different media channels. Different types of content may also be required in commercial sponsorships. Some of Sendenali's clients have asked for video content as a part of collaboration which is very common in the industry these days.

### **5.3 Analysing the results of the research**

The research was executed to find answers to the question 'how video changes fashion blog as a medium'. The amount of the interviewees was relatively small since the method of research was qualitative. Target of the research was to collect deeper knowledge of how bloggers could utilize video material in their blogs. Any generalisations of the results cannot be made, but there were some interesting factors that came up in both blog reader and expert interviews. Results that were found are following:

- Video adds value to the blog
- Blog's content becomes more realistic and relatable
- Video content is easier to comprehend
- Video works well for lifestyle content



- Quality of the video is important
- Video does not replace written blog texts

The first thing that came up in the expert and blog reader interviews was that the video content adds value to the fashion blog's content. All of the interviewees agreed that videos can be a positive addition to the blog if the videos are done well. Some points that were mentioned in the interviews were that the blog's content becomes more versatile, interesting, personal and relatable.

Relatability was a value that was mentioned the most, so it was separated as its own point in these research results. Interviewees found the personality and the ability to relate to the blogger very important. The readers think that they can get to know the person behind the blog better through a video. The combination of video and audio shows blogger's gestures, facial expressions and a tone of voice, which cannot be sensed only from text and images. One blog reader said that she has really enjoyed watching videos where the blogger has told a very emotional and personal story. She thinks it is very brave to let people see all the feelings and emotions on camera. This shows that video is a good format for communicating emotions and it helps the viewer to relate to the story.

Also bloggers themselves feel that they can bring a more realistic feel to the blog with videos. Marianne Sendenali (2019) has gotten feedback saying that she seems very similar in real life than on her videos. She thinks that video presents more of her real life, because in the pictures only the best moments are captured. She says that the way blogger speaks on the video reveals a different aspect of her than just reading text on the blog.

The third thing that was discovered in the blog reader interviews was that people sometimes find video material easier to comprehend than text. Many of the blog readers told that they would like to watch video material of new things that they wanted to learn. By watching a video new skills and information are easier to understand and remember afterwards.

When asking what kind of content works in video format, all of the expert and blog readers agreed that lifestyle content is really good for videos. Blogger Sendenali

(2019) likes to film her everyday life to the readers and they seem to enjoy that they can take part in it. Expert interviewee Mustonen (2017) also says that family related vlogs are popular these days. He also mentions recipe videos which are a good extension for written blog posts.

A couple of blog readers also commented that they expect good quality from the blog videos. Interviewee 6 said that these days there are so many videos available online that she only chooses to watch videos that are made well. Even if the topic of the video was interesting, she does not want to spent time on bad quality videos. She highlights the importance of good audio quality. The speech on the video needs to be hearable and the music quietly on the background. She also mentions that the way blogger speaks needs to be interesting and attractive enough to keep her watching the whole video. She admits that she requires better quality from the videos than the blog posts that she reads.

Even though there may be some expectations for the quality, Mustonen (2017) still wants to remind bloggers not to be too intimidated to start making videos. He says that the videos do not need to be perfect and these days even mobile phones can be used to film good quality video material.

The interviews also revealed that the videos cannot completely replace written blog posts. Interviewees told that there are still many situations when they preferred blog texts over videos. As reading does not require hearing the sound, blog text can be read almost anywhere, for example, on a bus when traveling to work. Many also found that written blog posts are more informative. Blog texts can also be browsed easily, and the reader can select the sections that she wants to read. Specific information is also easier to find from the text. All of the interviewees agreed that the videos work best as a part of the blog and they are a positive addition in between the regular blog posts.

## **6 CONCLUSIONS AND FOLLOW UP RESEARCH**

The initial goal of this thesis was to examine if video content changes fashion blog as a medium. This was done by creating video content for a blogger and afterwards interviewing blog readers and experts of the industry about video blogging. The results of research could be useful for people working in the media field and bloggers who would like to utilize video material on their blogs.

### **6.1 Conclusions**

The results of the research revealed that videos change fashion blogs into more versatile and personal media. The blog reader interviewees saw videos as a positive addition to the blog's content. Readers also found that they could get to know the blogger better via videos, because video material was seen more realistic and relatable. This shows that videos can be a good way to bring more personal touch to the blog.

The results suggest in which cases using video material on blogs could be beneficial. One example of this is educational content which many of the readers said they would rather watch on video. Readers thought that by watching a video the new information is easier to understand and remember afterwards. For bloggers it can be a good idea to film videos to the blog when there is a need to showcase a new technique or information to the readers.

Videos can also be a good way of communicating emotions. Some readers told that they enjoyed watching videos where the blogger told a very emotional and personal story. Blogger's gestures, facial expressions and tone of voice on video reveal more emotions than just images and text. This shows that video is powerful format for communicating feelings and it helps the viewer to relate to the story.

There was no subject that all interviewees agreed on working better in video format. Many of them enjoyed lifestyle content, for example, videos where the blogger shows her everyday life. The quality of the video mattered more to the blog readers than the subject of the video. Both the expert and the blog reader interviewees said that good blog videos are not too long in duration and have

good quality of audio. Visual elements such as fine cuts in editing and beautiful imaginary were also appreciated.

Even though videos were mostly seen positively, the research also showed that video cannot completely replace written blog posts. Many of the blog readers still enjoy reading traditional blog posts. Blog posts are found more informative and easier to consume at any time of the day. The readers do not want to watch videos about every subject, but occasionally posted they make the blog more interesting for the reader.

By making blog videos, the writer of the thesis learned to film videos in practice. Making of the videos revealed how much time the filming takes and what is required from the blogger who starts to make them. The blogger needs to be willing to learn new skills and engage to the project fully. The effort usually pays off as many blog readers told in the interviews that they liked watching videos.

## **6.2 Follow up research**

The possible follow up research could be arranged on a larger scale to gain a boarder and deeper understanding of consumers' motivation to watch videos. Also, more bloggers could be interviewed to get more experiences and opinions on making videos. Quantitative research could also provide valuable and different information about the subject.

The methods of the follow up research could also be slightly more exact than in this thesis. The range of the blog reader interviewees could vary more. Now the results are only from six blog readers who were relatively same aged and read more blogs on their free time. The results could be different if the interviewees were younger and watched more vlogs on their free time.

The comparison between Minkkinen's blog posts and videos was not very exact either. Videos and blog posts used in the interviews were not made exclusively for the interviews as they were just a selection of original posts of Annie Mink blog. This can be seen positively because the posts were original and realistic, but also negatively because comparison between them was difficult. One

interviewee said that the comparison would have been easier if the videos and blog posts had the exactly same topic. This could have been done by creating video and blog material only for the interview purpose. It would be interesting to see if this would affect the results of the research.

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## APPENDICES

### Appendix 1. Videos and blog posts of the blog reader interviews

These are the videos and the blog posts that were shown to blog readers during the interviews. Three videos were selected from the seven blog videos that were executed for the thesis with Anni Minkkinen. Three blog posts about the same subjects of the videos were chosen from Annie Mink blog. The blog readers were asked to compare videos and blog posts and give feedback about them.

#### **Subject 1: Second hand haul**

Video: Flea market tour in Tampere and haul (Kirppiskierros Tampereella ja ostosten esittely) <https://www.youtube.com/watch?v=kmJZNdVbgYE>

Blog post: The latest vintage finds (Viimeisimmät vintage-löydöt) <https://www.lily.fi/blogit/annie-mink/viimeisimmat-vintage-loydot/>

#### **Subject 2: Showcasing a favourite second hand store**

Video: Kätkö Vintage <https://www.youtube.com/watch?v=pOeUu5qfBZ4>

Blog post: The loveliest flea market in Tampere (Tampereen ihanin kirpputori) <https://www.lily.fi/blogit/annie-mink/tampereen-ihanin-kirpputori/>

#### **Subject 3: Lookbook**

Video: Summer Outfits Lookbook <https://www.youtube.com/watch?v=5JkE4wg9MbE>

Blog post: These are so me! (Nää on Niin Mua!) <https://www.lily.fi/blogit/annie-mink/naa-on-niin-mua/>



## Appendix 2. Interview with Arttu Mustonen

Arttu Mustonen is a freelance videographer and professional blogger from Helsinki, Finland. He has made professionally videos for different brands and other bloggers. He was interviewed 8.8.2017 in Helsinki.

### **Do you think that bloggers want to produce more videos these days?**

Mustonen: Yes, very clearly. Many bloggers have started making some sort of videos. If they do not publish videos weekly, they might however, make compilations from trips, for example.

### **What do you think is the reason why videos are so popular at the moment?**

Mustonen: Especially the young do not have patience to read anymore. Older people, however, still enjoy reading. Bloggers who have older readers most likely will continue writing blog posts, but younger readers would like to receive information faster. To watch a video, you do not need to concentrate as much, you may even just listen to the speech. I think this might be one of the reasons. People want the information faster and the video format is very convenient for that.

### **Do you know any bloggers who have not wanted to start video making?**

Mustonen: I have heard of only a few, maybe slightly older bloggers who have not wanted to start making videos. They might be scared of making something new. Of course, it requires many things to start making videos. I do not think that everybody necessarily has to participate in this. If making videos does not feel natural, then there is no need to force it.

### **Yes, and making videos requires that the person is not camera shy?**

Mustonen: Yes, but I have noticed that new applications like Snapchat have taught people to be more natural in front of the camera. Well, I cannot say that I feel the most natural on there, but for me and many others Snapchat has helped

not to be so afraid of being in front of the camera. Taking photographs is much easier, because you may know how to make good poses and what are your best angles for the image. In photographs you do not need to talk, either, but the video captures everything, all your angles et cetera. For some it might feel daunting how 'rough' the moving image can be.

**So, you have to get used to being in front of the camera, little by little?**

Mustonen: Yes.

**You have many bloggers as friends and work colleagues. How do they feel about making videos? Are they interested in learning this new skill?**

Mustonen: The bloggers I have worked with, have always been very excited and interested about it. For most video making is a new challenge and they are very interested in learning new skills, for example video editing.

**What are the benefits in both learning to make videos yourself or buying a service from professional videographer?**

Mustonen: When you hire a professional, you will have more time to focus on other things. Making videos will take much time. Saving some time might be a great benefit for a blogger.

If you learn to make videos yourself, you will of course, save money. I also think, that making videos is a skill that is beneficial today. At least there is not any disadvantages in learning this skill. I have noticed that video is increasingly becoming 'the format', especially if you work with social media.

**Does video work as a part of traditional blog, alongside text and images?**

Mustonen: I think that for some people yes and for some no. If the readership is older generation, they might not be as interested in videos. For most bloggers I think videos work very well. They are especially popular within young readers. Videos work great for lifestyle and food themed blogs. For example, a recipe

video is an extension of the text and you will see on the video how to prepare the food.

**So video works well with food, hobby crafts and fashion where the video supports the images and text?**

Mustonen: Yes, and I guess that family related video diaries are also popular? Videos will make the blogger's content versatile. I believe that the popularity of videos will continue growing.

**What makes a good blog video?**

Mustonen: Of course, it depends on a video, but it is preferable that the video is quite short. Only if you are making a very informative video or telling an interesting story, the length of the video does not matter that much.

I enjoy watching videos that have interesting cuts and variety in angles. You can utilize multiple cameras so that you have more than one angle. Interesting storytelling is something you can never learn enough, so that is very important.

I believe that you can make very nice videos quite easily. For example, I do not think the camera equipment determines whether the video is good or not. I have sometimes thought of making videos just with my iPhone so that nobody would even notice. These days iPhones have incredible video quality. You can even shoot 4K with them.

**Do you have any tips for beginners?**

Mustonen: If you have enthusiasm and interest in video making, you do not necessarily have to buy a very expensive camera at first. Of course, not all of the cameras work well for the videos, but for example, the newest iPhones are fine. You can have great quality with smart phone cameras if you have good lighting.

Pay attention to the audio quality. If there is speech on the video, it may be a good idea to invest in external microphone. If you are shooting outside, it is good to ensure the wind is not buzzing on the background.

Small sound effects are also a nice addition. They are usually not noticeable but will make a difference. It is also important to remember that you will learn by doing. Nobody is perfect in the beginning.

### Appendix 3. Interview with Marianne Sendenali

Marianne Sendenali has written her lifestyle blog since 2011. From the beginning she has also included video material in her blog. I interviewed her to hear a blogger's point of view in video making. She was interviewed 26.1.2019 in Espoo.

#### **How long have you been writing a blog?**

Sendenali: Since 2011.

#### **When did you make your first videos for the blog?**

Sendenali: The first videos for the blog came already in the early state of the blogging. I would say in 2012? But my separate Youtube channel and growing the channel started only couple of years ago in 2016. But blog related videos have been there almost from the beginning.

#### **How did you get the idea to start making videos?**

Sendenali: All in all, social media is so that you get inspiration from other creatives. Maybe it was something new that you saw people differently on the videos. Back then you had only seen people – there were no Snapchat or Instagram Stories – so when you saw someone talking there (on the video), they were really very, very different. Because now there are all these live videos and so on. So you see them very differently, but back then it was like “wow”.

#### **How did you learn how to make videos back then?**

Sendenali: Well I remember that we had actually made a video at school, with some MovieMaker and I just reminisced that and tried. Or I remembered that we had used a PC and you could get this kind of editing program. So just like that.

But nowadays, for my, hopefully, much better-quality videos when comparing to my first ones, I have just watched Youtube videos (tutorials). Couple of years ago

I bought an editing program and learned how to use it by spending one weekend watching editing videos on how to do it.

In a way I think it is good that you can learn by yourself, you don't even have to - or I have not had to go to a photography school, because I have really been able to do it by myself.

**Do you remember if other bloggers made videos back then (in early 2010's)?**

Sendenali: Back then it was a 'video post', because nowadays when you make videos you are a vlogger. But then it was a video post, I remember that term and it meant that there was a video on the blog, not like 'there is a video on Youtube'. The video was just uploaded by using Youtube, or even Vimeo or some other channel, it may have not even been on Youtube. But maybe even then Youtube was so easy to use, so that it was used then.

**How have your readers reacted to your videos?**

Sendenali: I feel that you get a more realistic picture of the person through it. And generally, I have gotten feedback, now that I have made more YouTube videos and these blog videos back then, that in real life I am just like in the videos. So, from the videos you have been kind of able to show the real side (of yourself), because from the pictures you only see it so, that only the best pictures have been chosen from the situation. And it can be that one always chooses (pictures) from the same angle, because they think they look good in it. But the video kind of showcases more real life.

Also the speech instead of writing gives a different view of the person. Because everybody reads it (the text) in their minds with their own voice.

**What kind of feedback have you gotten from the videos? Do you remember any specific comments?**

Sendenali: Maybe some haul videos, when you show for example clothes, I have noticed that they have been surprisingly popular which I hadn't believed myself. If you show what you have bought, they have almost always been the most popular ones. Or if you show your home, or something, that you reveal something that normally other people would not know or see about you. For example, before coming here (to the interview) I posted a blog post about all my previous jobs and salaries, and my blog almost went down because so many people went there at the same time to read it. These kind of things, that almost everyone is interested in, even though you would not know the other one personally. There is a similar feeling to these videos.

Especially the YouTube world is like that. On blog posts people don't like clickbait headlines. You get immediately a feeling that you don't want to click on it and give it a view. But on YouTube there has always been that kind of videos, and titles are more provocative. There can be something like "I almost died", or something "I almost got robbed" when there is actually a really short moment on the video, even a small thing, that is related to that title. There has always been more attention seeking.

**Are the videos essential part of your blog? Or have you tried to keep your YouTube channel and blog separate?**

Sendenali: They are kind of the same, because I have tried to keep the same brand in both of them. So, there are same topics in both. I might have done, for example, a blog post called "10 things that help you to become successful" or something like that. And then you have for example five points on the video and the other five on the blog post. So, they both utilize each other.

**Are there benefits in combining blog texts and video?**

Sendenali: At least for me it has helped, because it is sometimes hard to do different materials for each platform. So, it helps me to keep the focus, because I cannot do too much of it (blogging). Especially at the moment, how I would utilize YouTube and videos, would be to make a video post. So, I would make a blog

post and combine the video to it. I had my moment with YouTube but now it is kind of going. If I was to make a video it would be more for the blog.

### **How do the videos change your blog in your opinion?**

Sendenali: I think they add value. Because many times if I find a new blogger I usually want know more about them. So, if they had videos, at least I would watch them or would be interested in seeing them on the video. Because, like we have been talking, you just get a more realistic picture of what the person is like. It is not just somebody behind the pictures that you can't imagine yourself.

### **Do you think that the videos are a 'must' these days and everyone should learn how to make them?**

Sendenali: At least in the blog industry, you cannot really say that someone is just a blogger or a vlogger, because you are more like a social media influencer. Or just an influencer because you do all kinds of material and even though you wouldn't make videos for the blog, you sort of have to have Facebook and for example, Instagram. And on Instagram it is easy for anyone to make videos for Instagram Stories or Instagram Live. I think it is a good idea to utilize videos at least on there. And it will benefit your blog as well, because people will see on Instagram what they can read from your blog.

Nowadays you really cannot be just a blogger, but back then when I started, I just had my blog. It was my only channel but these days influencers kind of have a portfolio of all kinds of different channels.

### **Is there a certain purpose that you use videos for? Does it work better in some situations?**

Sendenali: In my opinion, or at least on blogs, I have noticed that people are even more interested in everyday life than perfectly set pictures. Just like what blogging actually was before. In my opinion these "my day" kind of posts that show what happens in your day work really well (as videos). Because you can show clothes in pictures just as well. It is kind of nice to follow along what happens in (the



blogger's) day, so that is what I would use it (video) for. I am actually just planning on a video about a little different day, so you could be able to come along behind the scenes.

And now that I think about it, for example Alexa Dagmar, who is one of the biggest bloggers in Finland, she has a total new feel to it, now that she has a podcast and videos. She has different content in each channel.

It is great if you have lots of followers and they will come to each new channel that you create. It is great for the sponsors as well, or it is interesting on this field how the companies can benefit from it and all these influencer collaborations.

**You have also used videos for sponsored content, like showed some clothes that you have received from a company.**

Sendenali: Yes, it is good for things like that, and usually the company has asked for it, because they would like to have a video, a blog post and an Instagram post. It usually comes already from their side. I am part of Indiedays portal and the commercial collaborations that I get through them, the companies want content for every channel. Just a blog post is not enough even though it is a blog collaboration.

**Do your readers ask for video content?**

Sendenali: Now that I think about it, I have received direct messages on Instagram asking, "if I am still making videos". I just sold my video lights because they took so much space, so I cannot really do them as actively as last year. If I had been really patient and continued actively (making videos), you never know where the YouTube channel and the blog would be now. Because you will notice that as one channel grows, the other one grows as well. But in that sense my blog has always been my "main channel". The growth of the YouTube channel is something that I have followed and actually, the following of the channel grew very quickly. I think from about 20 followers the amount increased to 3000 in couple of months. I just lost interest in making them (videos). I would love to film them, but I just wish someone else edited them for me!

Now that I have activated again (after a break), I find it easier to activate on the blog rather than to start making videos on top of that. But we will see, after my graduation I will have so much more time again.





