

(B)logging in the Consumer's Mind:  
How Narrative Fluency Boosts the Power of Persuasion in Blog Marketing

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### **Abstract**

Narrative fluency, as the ease with which a narrative is understood, is suggested to have a positive influence on how effective blog marketing can brand a product (a smartphone). That positive influence is suggested to be mediated by how fluently and (in consequence of that) how extensively the reader imagines the blog. The extent of imagery is suggested to increase by this causal chain up to levels where absorption with the blog's content sets in. Participants were randomly assigned to read a review blog (a product test experience with low narrative fluency) or a personal blog (a product-related personal episode with high narrative fluency), both blogs implied the same favorable brand image of the product. Participants completed a questionnaire after reading the blog, assessing narrative fluency, blog branding of the favorable brand image, imagery fluency, product imagery and narrative absorption. It is found, that blogs with high narrative fluency are more effectively branding a favorable brand image than blogs with low narrative fluency. Additionally, it is found, that that relationship is positively mediated by increased narrative absorption. Third, it is found that blogs with high narrative fluency are more effective in branding brand attitudes and beliefs about symbolic benefits than blogs with low narrative fluency. It is concluded, that differential branding effects depend on the level of narrative fluency, partially due to the suggested mediation of the narrative fluency - blog branding relationship by narrative absorption. The found correlations are in accordance with the central, multiple beneficial role narrative fluency plays in blog branding. Significant positive correlations are found between self-reported narrative fluency and imagery fluency, between imagery fluency and extent of imagery and between extent of imagery and narrative absorption. In conclusion, the importance of narrative fluency for successful blog marketing interventions is highlighted and ways to improve blog marketing management accordingly are suggested.

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### 1.1. Introduction

Social media are media, which support their users to communicate and interactively exchange information via digital channels (Geißler, 2010). These digital channels facilitate communication and enable their users to generate, change and exchange user generated content (Alby, 2006). However, social media are not all the same. Some are more suitable to achieve certain marketing objectives than others. Examples of social media are social networks such as Facebook, in which individual users communicate with other individual users. Blogs are an example of social media with the primary goal to enable users to publish contents on the web. Blogs are defined as online journals where an individual, group, or corporation presents a record of activities, thoughts, or beliefs (Encyclopædia Britannica Online, 2012). Blogs are differentiated by the number of bloggers, which contribute to its publications. Single author blogs are called personal blogs (Wikipedia, 2012), whereas multiple authors can publish information via corporate blogs (if institutions or corporations are the publishers). An authors' blog is a blog of several authors (Wikipedia, 2012). These write as a group on a subject of common interest.

The power of blogging lies in cheap, large-scale publication. Blogs can reach a wide target audience, so blogs are a useful tool to achieve marketing communication objectives. The point is, that there is an asymmetry between the nature of blogs and the nature of social networks. This difference has important consequences for the utility of these different social media to pursuit marketing communication objectives. Marketing communication objectives are: Immediate business success by generating sales or long-term business success by promoting brand equity (Rossiter & Bellman, 2005).

Social networks such as Facebook have a fast-fluctuating nature. The connections between their members are usually weak (Gladwell, 2010) and that category of social media promotes exchange of superficialities amongst their members as in the case of Twitter. The fluctuating nature of social networks is why social networks are better to generate short-term success such as sales increase. Exposure to marketing stimuli on social networks (i.e. a corporate Facebook account) is usually too short-lived to have long-term influences on business success. Social networks are more suitable to increase sales by direct-response marketing or communicating sales promotions. However, a lot of professionals use social networks as tools to influence long-term business success (i.e. the common practice to mention Facebook pages in advertisements). However, the power of social networks as marketing communication tools may be overrated by professionals (Westover, 2010).

Social media such as blogs facilitate generation and exchange of user generated contents. That is why blogs are more suitable to serve long-term business success, such as establishing brand equity; in the case of blogs, marketing communication has a lot of characteristics, which are especially beneficial for brand equity and long-term business success. Blogs can be published at low cost, with unlimited life-time and have a durable influence on blog visitors.

But why do blogs have such a durable influence on blog visitor beliefs and attitudes? Usually, internet surfers visit blogs about topics, in which they have been interested beforehand. Especially in the case of blogs, research has shown that prior involvement of the visitor can be assumed. Blogs are attractive to an increasing number of readers because they offer developed thinking and quality contents (Torun, 2012). Blog visitors are motivated a priori to inform themselves through that elaborated information. Blog visitors use that information to make up their own mind on the issue of their interest. Research by Kaye (2005) supports, that blog visitors normally use that information to inform themselves. A factor analysis performed on 3,747 blog readers responses to that survey revealed that primary motives to visit a blog are information seeking (the factor with by far the highest eigenvalue in Kaye's research) and personal fulfillment (third highest eigenvalue). So, blog readers are often motivated to visit a blog for the information they hope to find on it. Blog readers are willing and ready to learn new information from blogs, as long as that new information has some apparent association to their topic of interest.

So the reason why blog influence is durable is the informative nature of blog visits. This durable influence of blogs and the short-lived influence of social networks marks the asymmetry between the nature of blogs and that of social networks. And that different nature is why blogs are better tools for marketing communications aiming at long-term business success such as brand equity. Social networks are more helpful as a marketing communication tool to enhance short-term success such as sales increase. It is important to note that social media are not all the same and because they have a different nature, they have different utility as marketing communication tools.

### **1.2.1. Blog Marketing and Stealth Blog Marketing**

As indicated, blogs are very suitable to create brand equity. Clever marketers already exploit that potential and engage in a new marketing practice, called blog marketing. Blog marketing uses blogs to promote a brand, company, product, service, event or someother initiative (Kirby & Marsden, 2006). There are three commonplace blog marketing practices: blogs on

third-party blogs (blogvertorials), proprietary brand blogs and ghost-blogs. Blogvertorials are blog entries that promote some kind of product or service, which look the same as other blog entries but are explicitly marked as advertisements. This clever marketing technique exploits the visitors readiness to learn new information, as the advertisement is closely linked to the topic of the visitors interest. Proprietary brand blogs are blogs published by the company itself. An example is the [www.gigaom.com](http://www.gigaom.com) blog of apple, which promotes apple products. These blogs are explicitly framed as marketing communication.

However, blog marketing can lack this frame. This is called a stealth marketing intervention. Stealth blog marketing interventions are marketing communications published with blogs, which are not marked as advertisements. Hence, they are a stealth form of blog marketing. Ghost-blogs are an illustrative example of stealth blog marketing: Ghost-blogs are run and managed by an anonymous author. A ghost-blog can also be a blog written by a company or a person on behalf of a company (Blogossary.com, 2012). Ghost-blogs can be entirely invented blogs with imaginary publishers, with the sole intent to promote some product. Ghost-blogs are more common than one might think, since they are already fabricated by a new branch of service industry (i.e. see <http://www.ghostbloggers.net/>).

### **1.2.2. Blogversations**

Blogvertorials have advanced to a new form of stealth blog marketing, these unmarked blogvertorials are called blogversations (named after the first PR firm, which introduced them). Small-scale publication of blogvertorials is realized by sending leading edge bloggers a product for free. In exchange, they publish a test or something else about the product on their blog. The company hopes that the free gift increases the favorability of these testers. It does so, as has been seen in a try-out of this practice by Nokia some time ago (Tanja, 2007).

Large-scale publication of blogvertorials is done by a new service industry. These services offer stealth marketing solutions for their customer-companies and publish blogvertorials not framed as advertisement. PR firms act as middlemen of companies that want to place stealth blogvertorials or blogversations (publications on blogs about a product not marked as commercial communication) and the actual blogger. PR firms such as 'Blogversations' offer payments to bloggers who write about the topic (the product). They do not to prescribe what the blogger should write. However, the blogger is voluntarily enlisted in the PR firm, so the blogger is pushed to write in the interest of the paying background company (Blogversations, 2004). The published blog entries then are instigated to be overly favorable towards the product or service and are actually nothing else but unmarked



blogvertorials, which serve to promote brand equity. This practice circumvents legal issues, so one should not underestimate the commonness of the practice of publishing blogversations. Blogversations make better use of the informative nature of blogs than blogvertorials to benefit brand equity, because the visitor does not even identify the blog as a marketing communication. That means less critical thinking about what is communicated by the blog. Without such critical contamination of the communicative process, camouflaged blog marketing communications seem to be more effective marketing communication tools than explicit blog marketing communications.

### **1.3. Blog Marketing Increases Customer-Based Brand Equity**

These stealth marketing services would not have come into existence, if they would not deliver some benefit for their customer-corporations. One important benefit and an important motivation to study stealth blog marketing techniques is, that they help to realize brand equity or more specifically, customer-based brand equity. Customer-based brand equity means those marketing effects on consumer-response, which are uniquely attributable to the brand (Keller, 1993). These effects are based on brand knowledge created in consumers' minds by previous marketing programs. Customer-based brand equity can be understood as the asset / investment of a corporation into furnishing the minds of its customers to a more profitable mindset by persuasive marketing communications. Positive customer-based brand equity improves marketing productivity. It should therefore be a goal of the strategic marketing of any CEO, who aspires long-term business success. Customer-based brand equity or favorable brand knowledge can be positively influenced on a number of dimensions. These are brand awareness and brand image. Brand awareness is defined as the strength of the brand node in memory or the likelihood that a brand name comes to mind and the ease with which it does so (Keller, 1993). Brand image is the perception of a brand as reflected by the brand associations in consumer memory.

The potential of blog marketing techniques is foremost to establish the brand image dimension of customer-based brand equity. Other (online) marketing elements are more suitable to enhance the brand awareness dimension of brand equity. For example, banners are better to create brand awareness because their development process is simpler than that of a complete blog website.

On the other side, creating a favorable brand image is the main aim of blog marketing. Blog marketing and especially stealth blog marketing offer unique opportunities to create a favorable brand image with lots of associations. Recall that blog visitors are a priori

motivated to process a considerable amount of information (as long as it is *somehow* associated to their topic of interest). Consumers usually search blogs to deal with an issue in which they are interested and they are motivated to learn detailed information on that topic. This naturally high involvement of blog visitors and motivation to process new (somehow associated) information bears the chance to promote a rich and diverse associative brand node. Especially, stealth blog marketing (i.e. through blogversations) has high potential to establish a new brand image, because critical, secondary appraisals of the blogs' readers are diminished, if the persuasive subtext of a blog is unobtrusive. Accordingly, blogs with unobtrusive persuasive subtext are more persuasive than those with obtrusive persuasive subtext (see Feenstra, 2005). This finding underscores, that blog marketing is a promising tool to establish new brand images.

The current study focuses on the how blog marketing can help to create a favorable brand image (aka blog branding). Keller (1993) has described several types of brand image associations. The effects of blog marketing on these types are to be assessed in this study. The assessed brand associations are: product attributes (what a consumer thinks the product is or has, i.e. technical features), product attitudes (overall evaluations of a brand based on multiple attributes) and product benefits (what the consumer thinks the product can do for them). Benefits are either functional (advantages intrinsic to the consumption of the product), experiential (what it feels like to use the product, related to the need for sensory pleasure and cognitive stimulation) or symbolic (advantages extrinsic to product consumption such as social approval, personal expression or outer-directed self-esteem). All these types of brand associations are assessed in the current study as part of the overall dependent variable of this study, the favorable brand image. This study investigates the effects of blog marketing on a favorable brand image, because favorable brand images contribute to the overall marketing goal to establish positive customer-based brand equity. This study investigates the effectiveness of stealth blog marketing interventions (blogversations), as it appears to be the most promising application of blog marketing to create customer-based brand equity and by that, long-term business success (Rossieter & Bellman, 2005). So, one motivation for the current study is to investigate how to design blog branding interventions to enhance customer-based brand equity. But before that can be investigated, one needs to know how blog branding works and which body of research is relevant for understanding blog branding.

#### **1.4. The Relevance of Narrative Persuasion for Blog Branding**

To understand why blog mediated persuasion (as is the case in blog marketing) is a kind of narrative persuasion, one can compare the definition of narratives and that of blogs. If one does so, it becomes clear, why blog branding works by narrative persuasion. A blog is an online journal where an individual, group, or corporation presents a record of activities, thoughts, or beliefs (Encyclopædia Britannica Online, 2012). A common definition of narratives is, that they include a series of causally linked events that unfold over time (Mar & Oatley, 2008). The conceptual congruence is obvious: A blog, as a record of activities, thoughts or beliefs is a series of causally linked events reported online. Reported events are all directly or indirectly causally linked to the topic of interest, on which the blog publishes. It is that basic linkage of a blogs' events (the topic), which gives continuity to the chain of events, which is published on a blog. That is the essential ingredient of a narrative, a chain of events with continuity or what Green & Brock (2000) call a story line. Hence, blog persuasion can be explained by theories on narrative persuasion. Theories on narrative persuasion were taken as theoretical framework of this research.

#### **1.5. Theories on Narrative Blog Branding and the Relevance of Processing Fluency**

Multiple concepts on narrative persuasion are now integrated in a theoretical framework on narrative persuasion in blog branding. The presented theoretical framework on blog branding integrates concepts of three major theories on narrative persuasion:

The Transportation-Imagery Model of Narrative Persuasion (Brock & Green, 2005; Green & Brock 2000) describes the basic effect of blog branding. The basic effect is, that reading a narrative persuades the reader by influencing beliefs (i.e. on product aspects), which are implied by the events of the story. These events could imply, that a product performs well on a certain product aspect. For example, a story may describe, that some protagonist uses a Smartphone for a long time for various activities, which implies that the battery life of that Smartphone is good. According to this theory, readers of the narrative are likely to adopt that belief on battery life (they think that this is actually true). Narratives persuade their readers, because the readers imagine a narrative world in which the events of the story happen. That is called psychological transportation.

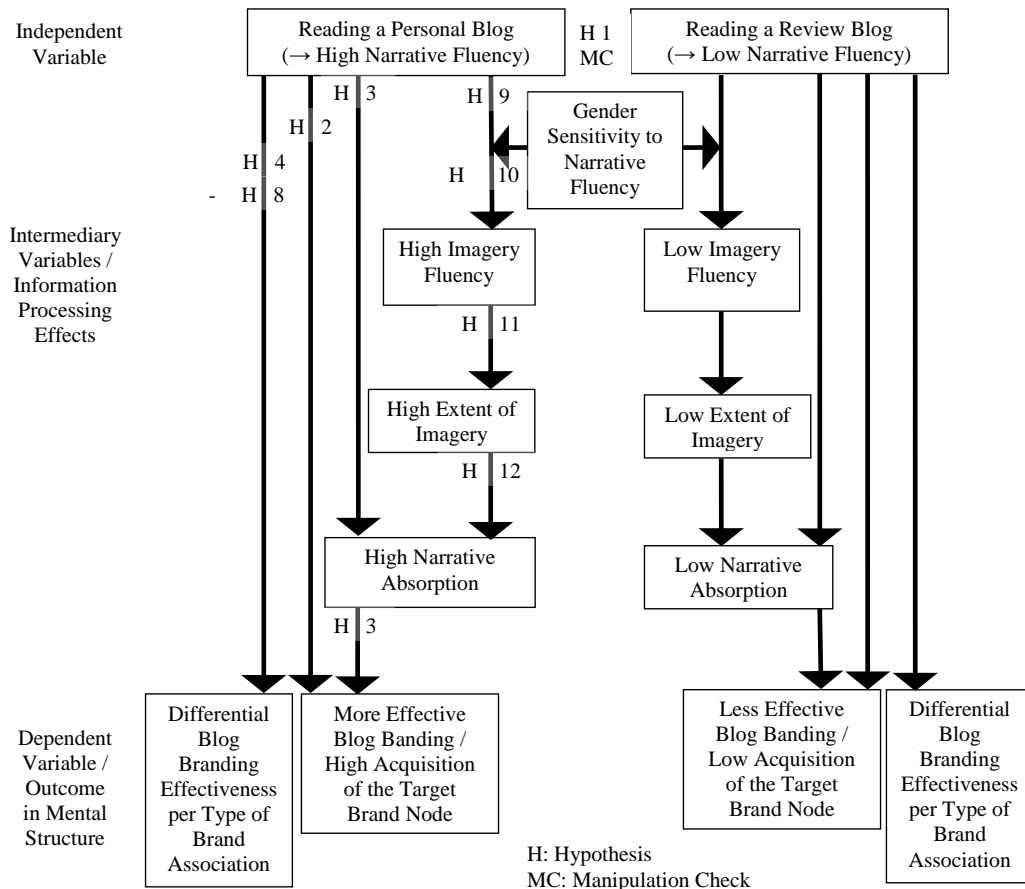
The concept of Narrative Presence (Busselle & Bilandzic, 2009) helps to deepen the understanding of how psychological transportation facilitates narrative blog branding. Concepts like narrative engagement explain in more detail, what psychological transportation is.

The Event-Indexing Model of Narrative Comprehension (Zwaan, Langston & Graesser, 1995; Zwaan & Radvansky, 1998) explains mental processes, which give rise to psychological transportation. These mental processes may function more or less fluently: their processing fluency may be high or low. The current study adds to the literature specifically by explaining an unrecognized type of processing fluency, called narrative fluency.

## 1.6. The Research Question of this Study: How does Narrative Fluency Improve Blog Branding?

How can blogs be improved to increase blog branding effectiveness? This study focuses on the role of processing fluency in increasing blog branding effectiveness. In addition, the roles of narrative fluency and imagery fluency in increasing blog branding effectiveness were also investigated. The literature suggested a preliminary answer to the research question. That answer is proposed in the theoretical framework. Several indicators of high narrative fluency are suggested. The theoretical framework is explained in detail in the successive paragraphs.

## 1.7. Preliminary Theoretical Framework on Narrative Blog Branding



### ***1.7.1. Exposure to a Blog Leads to Blog Branding by Event-Indexing***

Once the visitor of a blog starts to read the narrative text of a blog, he or she construes the state of affairs in an integrated manner. This specific kind of mental representation is called a situation model (Zwaan & Radvansky, 1998). A translation of this scientific definition into everyday language is that by reading a blog, people create a coherent interpretation of what the blog is all about and not just a one-to-one copy of the blog itself. The understanding of what the blog is all about changes as one reads on and learns new details. Situation models of texts dealing with activities, thoughts or beliefs (which are all ‘events’ according to Zwaan & Radvansky, 1998) are known as event-indexing models (Zwaan, Langston, & Graesser, 1995). While reading a blog, the reader encounters a chain of events and the event-index is regularly monitored and updated on multiple dimensions at a time. The dimensions by which events are represented are time, space, protagonist, causality and intentionality (the existence of other dimensions is not excluded, this list is not exhaustive). For example, if a new event takes place at a different location than the event before, than the spatial index needs to be updated.

If one continuously engages in event-indexing (as is the case in blog reading), one creates what Zwaan, Langston, & Graesser (1995) call a microworld, which is a mental simulation of the events, which are interpreted to have happened. This phenomenological ‘microworld’ corresponds to the narrative world one is transported to in the Transportation-Imagery Model. The microworld is thus a result of imagery or continuous event-indexing. In a good story, discontinuity in the chain of events is prevented by a coherent plot. A good story allows the mental simulation of the stories events, which results in a vivid, phenomenological experience of the microworld. What is crucial for the emergence of that phenomenological experience of the microworld is continuity in the chain of events, which is always given in blogs. That is why blog branding works by narrative persuasion and event-indexing.

### ***1.7.2. Index Consistency Intensifies the Experience of Narrative Fluency***

A continuous chain of events is a necessary condition for the experience of a narrative microworld. High narrative fluency is an important condition for that experience. Narrative fluency is a type of processing fluency. Processing fluency is the ease of information processing. Processing fluency has a positive influence on truth judgments (Schwarz, 2004) and liking judgments (Reber, Schwarz & Winkielman, 2004) in general. Hence, processing fluency should have such influences in a narrative blog, too. Since narrative persuasion alters

truth and liking judgments by a narrative blog, processing fluency may play an important role in blog branding.

Alter and Oppenheimer (2009) state that many researchers believe that processing fluency takes a large variety of forms. Alter and Oppenheimer (2009) mention eight general categories and over 15 specific types of processing fluency. Narrative fluency is an unrecognized type of processing fluency.

Narrative fluency emerges from reading narratives with events, which share multiple event-indexes. In detail, narrative fluency is how many indexes of the current situation model of the narrative are shared with the evolving new situation model. The degree of index-consistency (not mere congruence) between two events influences the ease with which each new event in a narrative is integrated into the situation model. Index-congruence means, that the blog reader updates the same type of event-index as he encounters two successive events. Index-consistency means, that not only the same type of event-index is updated whilst processing but that update of the event-index is easily processed, because of some logical linkage between both events. In our example, a protagonist may not only change his location from A to location B but these two locations are also somehow related to another. If location A was a waiting line, then location B could be a stereotypical destination for that waiting line like a ticket sale point. Someone standing in the waiting line arriving at the ticket sale point is an example of an event-index update with index-congruence and consistency. Note that index-consistency always presupposes index-congruence.

In other words, narrative fluency is the ease, with which the situation model of a narrative is updated from one event to the next and that ease comes from the number of consistently shared event-indexes in the succession of newly told events. For high narrative fluency, this index-consistency must occur across several event-indexes at once. For high narrative fluency experiences, the blog must support the construal of a situation model by that multidimensional consistency, because that eases ongoing construal and updating of the situation model. The concept of narrative fluency is anticipated by Zwaan & Radvansky (1998), although they did not make an explicit connection of their idea to the concept of processing fluency. A short citation of their work helps to illuminate the point made here:

*“Incoming events can be more easily integrated into the evolving situation model to the extent that they share indexes with the current state of the model. For example, an event that is temporally and spatially congruous with the previous event, and thus shares temporal and spatial indexes with the previous event, is*

*relatively easy to integrate, whereas a temporally and spatially noncontiguous event is relatively difficult to process, all other things being equal. The reader now has to construct new temporal and spatial indexes. Thus, the event-indexing model makes the general prediction that the processing load during comprehension varies as a function of the number of situational indexes shared between the currently processed event and the current state of the situation model.” (Zwaan & Radvansky, 1998, p.179)*

Processing load and processing ease are like two sides of the same coin or two perspectives upon the same concept (processing fluency). This new type of processing fluency can be called narrative fluency, because it arises from the narrative mode of information processing. This mode of information processing is significantly distinctive, because people are naturally wired for stories and prefer narratives as mental structure for storing and retrieving information (Schank & Abelson, 1995; Schank & Berman, 2002). Note that the original event-indexing model of narrative comprehension by Zwaan, Langston, & Graesser (1995) is *not* limited to narrative *text* comprehension. Accordingly, the here illuminated concept of narrative fluency (as based on their work) is valid for all formats of telling a narrative (i.e. movies, audiobooks, multimedia aspects of blogs, etc.) and has a wide range of practical implications.

### ***1.7.3. Personal Blogs Arouse Higher Narrative Fluency than Review Blogs***

Review blogs (blogs that report a product test experience) have a natural tendency to have less multidimensional linkages (aka index consistencies) than personal blogs (blogs that report some personal episode related to the product). The content of review blogs focuses on technical features. Reporting a lot of technically different features one after another makes it difficult to link the events of such a testing experience on multiple event-indexing dimensions, if no additional narrative context is introduced. Personal blogs report about personal episodes have a higher potential to afford index consistencies, because they offer much more occasion to introduce additive narrative context. That additive narrative context has a natural tendency to have index consistencies, because personal episodes can feature a wider range of similar events than testing experiences. By their profession, review blogs are limited to events, which revolve on technological aspects of a testing experience. One could say, that review blogs are limited to a technological category of events, whereas personal blogs can report about all kinds of events, because anything could happen to the author of a blog. Besides this, the author may just as well tell the visitor about anything what happened to

him or her, because a personal blog is like a public personal diary. That wider range of covered event categories implies, that personal blogs have a higher chance to introduce a chain of events with more index consistencies than review blogs. At random, personal blogs have higher index consistency than review blogs. In consequence, reading a personal blog should cause more intense experiences of narrative fluency than reading a review blog.

#### ***1.7.4. High Narrative Fluency Increases Blog Branding Effectiveness Directly***

As any form of processing fluency, narrative fluency biases truth judgments (i.e. on assertions about product aspects implied by the narrative blog) into a positive direction (Schwarz, 2004). That means, that a brand image implied by a blog is more likely to be perceived as true, if the blog has high narrative fluency. Narrative fluency has therefore a direct positive influence on blog branding effectiveness. Note that this direct effect of narrative fluency on blog branding effectiveness should have relatively strong effects on overall brand attitudes, because processing fluency affects truth and liking judgments positively. These are roughly the same as two most important components of attitudes: beliefs and evaluations. Beliefs are truth judgments stored in memory and evaluations are stored liking judgments. So, increased narrative fluency should be especially effective on brand attitudes.

#### ***1.7.5. High Narrative Fluency Increases Blog Branding Effectiveness Indirectly by***

##### ***Increasing Narrative Absorption***

The Transportation-Imagery Model suggests, that psychological transportation to a narrative world (i.e. absorption with a blog) results in a change of real-world beliefs. That change is biased towards the direction of those beliefs implied by the narrative (i.e. blog contents on product aspects). Of course this means, that high intensity psychological transportation or narrative absorption should result in a relatively strong bias. Branding effects of highly fluent blogs are therefore expected higher than that of blogs with lower fluency. Once narrative absorption increases (due to increased narrative fluency), blog branding effectiveness increases as well.

#### ***1.7.6. Some Types of Brand Associations are Stronger Affected by High Narrative Fluency than Others***

Higher narrative fluency has differently strong branding effects for different types of product benefit associations. Due to higher narrative fluency, experiential benefit associations may more readily be acquired than functional benefit associations, because experiential



associations are based on real live or simulated experiences which offer a more complex retrieval structure than simple functional associations.

Branding symbolic benefit associations maybe stronger affected by higher narrative fluency than experiential benefit associations. From a dual process perspective on human information processing (Toates, 2006), high narrative fluency implies increased higher order information processing ( → increased encoding of abstract, semantic or symbolic information) relative to stimulus bound processing ( → increases encoding of sensual information). That is because the central bottleneck of cognition allows humans to memorize a lot of symbolic information only by grouping it together in chunks. Chunking is done by analytic, higher order processes. High narrative fluency implies high information density (and chunking necessity) because a narrative with an index consistent chain of events must convey more information than narratives with a chain of loosely linked events as each link in itself represents an additional information entity.

If sufficient attentional resources are available to prevent an onset of confusion, higher information density is managed by effortful chunking and in consequence, symbolic information enjoys privileged, superior encoding over experiential and sensual information. This encoding superiority of symbolic information in narratives with high narrative fluency is why reading highly fluent blogs instigates more reliable acquisition of symbolic benefit information than that of experiential benefits.

And finally, branding symbolic benefit associations could profit more from higher narrative fluency than functional benefit associations because highly fluent narratives are understood by grouping together the chain of events in symbolic associations (chunks), regardless of the nature of the events (be they functional, experiential or symbolic).

#### ***1.7.7. High Narrative Fluency Supports Vivid Imagery of the Blogs' Narrative***

Narrative fluency is highly related to imagery fluency but it is conceptually different. In short, narrative fluency is the ease with which a narrative is understood. Narrative fluency supports fluent, vivid simulations of sensory information (imagery fluency is thus positively influenced by narrative fluency), but is different from it, because it draws upon amodal (nonsensual) semantic and episodic knowledge. Narrative knowledge is the raw situation model of the contents of a narrative, without any sensory feel to it. The mere fact of an event happening at a specific place is an example for narrative knowledge and not any vivid sensual imagination of such a place with visions, depth perceptions of the mental eye, etc.

Imagery fluency is the ease with which one is able to imagine (with vividly simulated sensations, i.e. visions, sounds, etc) hypothetical scenarios that have not yet happened (Alter and Oppenheimer, 2009). Narrative fluency influences imagery fluency, because blog-events are indexed upon abstract dimensions such as time and space. These dimensions often activate memories of earlier experienced real-live sensations. For example, a blog could describe how two people have a discussion at a fast-food restaurant. The depiction of the scenery in the blog reminds the reader on own visits of prototypical fast-food restaurants like McDonalds. If that scenery is part of a fluent narrative, then attentional resources are left to embellish the simulated fast-food restaurant with sensual feel. Abundant attentional resources are necessary for a vivid reconstruction of such a micro - McDonalds with images reconstructed from episodic memory. In other words, it is easier to add sensual feel / imagery to the narrative world if narrative fluency is given. Individual differences in narrative fluency sensitivity may make vivid imagination even easier.

#### ***1.7.8. Women Imagine a Highly Fluent Narrative More Fluently than Men***

Systematic differences between men and women predispose women to be more sensitive to higher narrative fluency of a blog than men. There are gender differences in information processing styles due to differential gender role socialization during childhood and factual biological differences between men and women (Putrevu, 2001). The selectivity hypothesis states that men are 'selective processors' who often rely on a subset of highly available and salient cues in place of detailed message elaboration. Women on the other hand are 'comprehensive processors' who attempt to assimilate all available information before rendering judgment and have a better eye for detail. This model also suggests that women have a lower threshold for elaborative processing than men (Putrevu, 2001). The selectivity hypothesis has empirical support (Putrevu, 2001).

What does that mean for the narrative fluency – imagery fluency relationship? Blogs with higher narrative fluency offer development of a situation model across the blog, which associates the events told in the blog in index consistent manner. Index consistent associations between events on multiple dimensions (such as time, space, intentionality, etc) are creatively feasible by enriching the blogs level of detail. To increase narrative fluency in a blog, event-contexts can be introduced, which are related to the other events by index-consistencies. Women tend to assimilate more information than men, so they should have a stronger disposition to notice these index-consistencies, to experience increased narrative fluency and hence, to experience higher imagery fluency. Men on the other side may tend to skip a lot of

details to only get the most salient events whilst processing a blog and may therefore experience less index-consistencies, lower narrative fluency and hence lower imagery fluency.

In other words, based on the selectivity hypothesis, women's imagery fluency is expected to be more responsive to higher narrative fluency than men's imagery fluency. Women have a higher sensitivity than men to experience imagery fluency, because with their lower threshold for elaborative processing, they have a higher training in elaborate, detailed imagination of narrative worlds. Because of that gender specific higher training in imagining narrative worlds (even if men and women read the blog in the same amount of time), they may experience less processing load during imagining narrative worlds, allowing them to imagine the narrative in higher detail. But that is only true if the blog offers high narrative fluency. All that means, that female sensitivity to experience imagery fluency should be higher than male imagery fluency responsiveness.

#### ***1.7.9. Imagery Fluency is Joyful and Motivates More Extensive Imagery***

Once narrative fluency of a blog increases, imagery fluency increases as well. On the other hand, the amount of (smartphone) imagery should increase as imagery fluency (the ease of imagining the blog's scenarios and objects) increases. The simple reason for that association is the hedonic principle of human motivation. High imagery fluency of a blog results in positive feelings. As these feelings become attached to both the blog and the process of imagining it, imagery itself gets positively hedonically marked. Once that is real, imagery becomes intrinsically motivated and the blog reader engages in it on his / her own. That is why increased imagery fluency increases the extent of imagery. But that is only true if the blog is imagery fluent (which is given if it has high narrative fluency).

#### ***1.7.10. Increased Extent of Imagery Makes a Blog More Absorbing***

According to Green & Brock (2000), absorption with the content of a narrative is crucial for narrative persuasion. By transportation into a narrative, mentally simulated world, which is an integrative melding of attention, imagery and feelings (Green & Brock (2000), real-world beliefs (i.e. about a brand) can be affected. Subjection to psychological transportation is experienced by the feeling of being lost in a story (Brock & Green, 2005). Psychological transportation is a process, in which mental capacities become focused on events occurring in the narrative and may generate strong emotions and motivations (Brock & Green, 2005).

The idea of psychological transportation gets useful completion from a corresponding concept of Busselle & Bilandzic (2009). They call something similar narrative presence in their detailed framework on narrative engagement. Narrative presence is the sensation of being present in a narrative world due to focused comprehension processes (creating and updating of situation models of the meaning of the story) and due to cognitive perspective taking (the reader locates himself / herself within the mental model of the story).

Here a number of important links become apparent: Cognitive perspective taking is assumable to occur anyway (due to blog visitors' high involvement). The narrative comprehension processes as delineated in the event-indexing model also have fairly high baseline intensity due to the blog visitors' involvement. On top of that, the blogs' narrative fluency can be high. In that case, the intensity of narrative presence should be boosted to extraordinary high levels. If the attentional focus on comprehension processes is complete or very intense, narrative presence becomes a flow experience and the feeling of being lost in the story arises. Such high intensity narrative presence is called narrative absorption from now on.

The point made here is, that high narrative fluency coincides with higher narrative absorption. The Transportation-Imagery Model suggests that increased imagery about a narrative increases psychological transportation. Because of the causal cascade elaborated above, imagery is expected to be on a relatively high level (because of high narrative fluency), so psychological transportation should be high as well. Integrating these theories means, that highly fluent narratives necessitate the experience of high intensity psychological transportation and elicit narrative absorption as a necessary consequence.

An analogy can be drawn by the psychological consequences of listening to musical masterpieces from Beethoven etc. These masterpieces have such high perceptual fluency, that listening to them automatically results in flow experiences. The point is, that there are stimuli (i.e. narratively fluent blogs), with intrinsically high potential to absorb those individuals exposed to them, giving rise to flow experiences.

### ***1.8. Summary of the Theoretical Framework***

Intermediate variables which are investigated whether they mediate or moderate the relationships between the independent and dependent variables are: self-reported narrative fluency, imagery fluency, extent of imagery and narrative absorption. Narrative fluency is suggested to increase imagery fluency and to have a positive direct effect on blog branding effectiveness. Narrative fluency is suggested to have differential influence on different

branding aspects. Gender is suggested to moderate that relationship in the sense that female imagery fluency is more sensitive to change of narrative fluency than male imagery fluency. Imagery fluency may increase the extent of imagery and extent of imagery may increase narrative absorption.

The main dependent variable is the blogs effectiveness in persuading the reader towards a favorable brand image (aka blog branding). Favorability of the brand node in blog reader memory is the average height of the ratings across all types of smartphone-brand associations (attributes, benefits, attitudes). The current study adopts a heuristic proxy of a brand node, which should be beneficial for company profit under a lot of circumstances. This here taken proxy is a brand node, which encodes information with exclusively positive valence. That means, that only positive product attitudes are displayed throughout the blog and that only benefits and product attributes (i.e. a factually long battery life) which are well realized by the advertised Smartphone are targeted as blog branding aims. For simplicity, blog brand node acquisition is from now on called blog branding effectiveness.

The main dependent variable is derived from the multi-component construct of brand image (Keller, 1993). The components of the construct of brand image (brand attributes, brand attitudes, symbolic benefit beliefs, experiential benefit beliefs, functional benefit beliefs) are the other dependent variables summarized as brand image aspect specific blog branding effects.

## 1.9. Hypotheses

1. Participants which read the personal blog (with supposed higher narrative fluency) self-report higher narrative fluency than participants reading review blogs (with supposed lower narrative fluency). This hypothesis is a manipulation check.
2. Participants, which read personal blogs with higher narrative fluency are subjected to more effective blog branding than participants, which read review blogs with low narrative fluency
3. The relationship between narrative fluency (as manipulated by the exposure to a review or personal blog) and blog branding effectiveness is mediated by higher narrative absorption
4. Personal blogs with higher narrative fluency have larger branding effects on experiential benefits than on functional benefits compared to review blogs with lower narrative fluency

5. Participants which read personal blogs with higher narrative fluency are subjected to more effective symbolic benefit blog branding than participants which read review blogs with low narrative fluency
6. Personal blogs with higher narrative fluency have larger branding effects on symbolic benefits than on experiential benefits compared to review blogs with lower narrative fluency
7. Personal blogs with higher narrative fluency have larger branding effects on symbolic benefits than on functional benefits compared to review blogs with lower narrative fluency
8. Participants which read personal blogs with higher narrative fluency are subjected to more effective blog branding of a favorable brand attitude than participants which read review blogs with low narrative fluency
9. Narrative fluency experiences are positively related to imagery fluency experiences
10. Gender moderates that reading personal blogs (with higher narrative fluency) leads to increased imagery fluency compared to reading review blogs (with low narrative fluency) in the sense that female participants experience higher imagery fluency due to reading higher fluency blogs than male participants
11. Imagery fluency experiences are (presumably due to higher narrative fluency) positively related to extent of imagery
12. Extent of imagery is (presumably due to higher imagery fluency) positively related to experiences of narrative absorption

## **2. Method**

### ***2.1. Design***

The hypotheses were tested in a 2 (Gender: Female vs. Male) x 2 (level of narrative fluency: low (review blog) vs. high (personal blog)) between-subjects design. Both male and female participants were randomly assigned to either the review blog (low narrative fluency condition) or to the personal blog (high narrative fluency condition).

### ***2.2. Independent Variables***

The main independent variable was the level of narrative fluency manipulated in two different blog versions (low and high narrative fluency). As a manipulation check, the ease of processing a narrative is assessed by a modified version of the ease of cognitive access subscale of the Narrative Engagement Scale by Busselle & Bilandzic (2009).

The second independent variable of this study was gender of the participant (male and female). The second independent variable (gender) was controlled by approaching a comparable number of males (41) and females (45) to participate in the study and assigning a comparable number of males and females to both low (44) and high (42) narrative fluency conditions.

### ***2.3. Participants***

Participants (85 German native speakers, one Dutch participant with equivalent German speaking capability) were recruited at the Psychological Institute of the University of Münster and at the University of Twente, by hanging up bulletins at almost any institute of the University of Münster and by sending emails to email lists of students of the University of Twente, which accumulated on the authors student email account over the last several years (a few hundred people were invited by that measure).

Participants were either rewarded by an 8 Euro payment (via credit transfer or by sending money with Paypal) for participating in the roughly 40 minute taking study (number of monetarily rewarded participants: 75) or participated voluntarily with no monetary reward (number of participants without monetary reward: 11).

Table 1 Gender Distribution Across Both Conditions

|        |        | Condition   |              |
|--------|--------|-------------|--------------|
|        |        | Low Fluency | High Fluency |
| Gender | Male   | 21          | 20           |
|        | Female | 23          | 22           |

#### 2.4. Procedure

Each participant was randomly assigned to the low or high narrative fluency condition (both genders were distributed equally), and then the concordant version of the blog was send with the questionnaire by E-mail to the participant. The experiment was designed as a vignette. First, the participants were then given special instructions to read the blog. These instructions (appendix A and B) were designed to arouse involvement in the main topic of the blog (Reviewblog: a Smartphone; Personal Blog: A personal episode of a pop concert), because this factor is usually given if people look up information on blogs voluntarily. To simulate an intrinsic motivation of accommodative strength for both blog versions, the participants were instructed, to imagine that they have been searching the internet for the particular information published by the review or personal blog. To refine and foster that mindset and give some intensity to their involvement, each participant was asked to imagine, that he or she looked up the information because he or she was currently considering buying a new Smartphone (as a common motive to visit Smartphone-Review Blogs) or because he or she wanted to find out, if paying for the tickets and going to the pop-concert on the next occasion is worth the money and effort based on the experiences of others (as plausible motive to search the web for an entry just like the personal blog of this study, which pretends to report primarily on the pop-concert). To foster that motivation to read the blog (or to elicit a comparably high level of involvement as if people are looking up information on blogs due to their own intrinsic motivations), participants had to make up two reasons why they would want to look up the information.

After finishing reading the blog, the participants answered a few questions on their demographics (age, gender, birth date). They also had to write down those two reasons they made up why they would want to look up the information if they were interested in the Blogs apparent main topic (Review Blog: the Smartphone / Personal Blog: the Hardbeatfestival). That way, it was possible to check, if the participants created their individual, authentic Blog-



reading mindset or not. All participants passed that check. Finally, participants filled out the complete questionnaire, including: Modified ease of cognitive access subscale of the narrative engagement scale by Busselle & Bilandzic (2009), modified scale of psychological transportation (Green & Brock, 2000) and modified scale of narrative presence (Busselle & Bilandzic, 2009), the extent of blog-evoked imagery: a modified scale of communication-evoked imagery (Ellen & Bone (1991)), a modified visual imagery vividness scale (Petrova & Cialdini, 2005), a modified PANAS-scale (Watson, Clark & Tellegen, 1988) and the complete Huawei Ascend Y200 (smartphone) favorable brand image scale.

## **2.5. Materials**

### *2.5.1. Blog Formats with Low and High Narrative Fluency*

To operationalize the main independent variable (level of narrative fluency in a blog), two blogs with respectively low and high narrative fluency were created for this study. These blogs were created to have high external validity, so qualitative research on the social norms of smartphone blogging was conducted to infer, what kinds of blogs usually afford which level of narrative fluency. Only types of blogs were included, which offered publications on the topic of smartphones. From this preliminary research, it is concluded, that review blogs have a natural tendency to have lower narrative fluency. That is due to the technical nature of their content; single technical features are less likely to afford index consistent links among depicted events, if no additional narrative context is introduced.

The review blog created for this study reports almost exclusively positive product aspects framed as a testing experience of a tester in daily life, with a clear focus on technical details of the smartphone. Personal blogs telling personal stories appear to have the highest inherent narrative fluency, as they offer much more occasion to introduce additive narrative context, which links the single events on multiple indexes (or entails narrative fluency).

### *2.5.2. Review Blog and Personal Blog*

The content of the review blog can be found in appendix C and the content of the personal blog can be found in appendix D. Both blogs were designed as stealth blog marketing interventions to enhance external validity of this study's findings and relevance for marketing practice. The persuasive subtext was camouflaged by writing both blogs as blogversations with authentic appearance. The blog with low narrative fluency was created as a blogversation-review blog (length: 646 words), which reports an exclusively positive testing experience of a tester. The review blog and has a review blog typical focus on technical

details of the smartphone. The blog with high narrative fluency mimicked a personal blog (length: 2.290 words). The personal blog was a blogversation written to advertise the smartphone brand. The personal blogger tells a dense and flowing story on how she came to like her Huawei Smartphone above others by her experiences with that Smart phone on a pop-concert.

Table 2 Target Brand Image Aspects in Order of Mentioning in Both Blogs

| Type of brand image aspect | Brand image aspects                             |
|----------------------------|---|
|                            | Smartphone as bargain buy                       |
| Product attributes         | Smartphone has a lot of features                |
|                            | Satisfactory processing speed of the mobile     |
| Functional benefits        | Long-lasting battery life                       |
|                            | Pleasantly sharp resolution touch-screen        |
| Experiential benefits      | Good touch-screen size and viewing angle        |
|                            | Quality craftsmanship                           |
| Symbolic benefits          | Good handiness of the smartphone                |
|                            | Beautiful and elegant design                    |
| Overall product attitude   | Intuitive usability                             |
|                            | Extensive software package                      |
|                            | Good mobile multimedia entertainment capability |
|                            | Good photo-camera sharpness                     |
|                            | Favorable attitude of the author on the phone   |
|                            | Smartphone as low-priced                        |
|                            | Smartphone as popular and highly demanded       |

Smartphone-related coverage of both blog versions was held comparable: The same smartphone-related subevents were plotted in both versions of the blog in the same order and described with comparable length (length of smartphone coverage in the review blog: 523 words; length of smartphone coverage in the personal blog: 481 words). The personal blog was complemented with fluency enhancing events (see the narrative fluency analysis of both blogs in appendix E and G). The order of the featured events to communicate each target brand image aspect is shown in Table 2.

Besides controlling for featured kinds of events (as persuasive narrative subtext on smartphone attributes, benefits and attitudes) to enhance internal validity, care was taken that each smartphone-related event was described by a similar amount of words in the review blog and the personal blog. Average word count per Smartphone related event was 29,05 in the review blog and 26, 7 in the personal blog. In the personal blog, narrative content on other topics than the target smartphone brand image as specified in table 2 (length: 1809 words) was increased as a creatively-feasible way to increase narrative fluency of the personal blog (narrative content on other topics than the target smartphone brand image in the review blog: 123 words). Remaining differential blog formatting or blog length to reach the goal level of narrative fluency was not assumed to have different effects on the here researched specific brand image, because a marketing intended brand image is a clearly limited entity of knowledge. So reading about target brand image unrelated story events, which increase narrative fluency is assumed not to have biasing effects on blog branding (except the hypothesized ones). Exposure to target brand image related story events was controlled to be comparable across both conditions of this study (by comparable length of coverage).

### 2.5.3. *Development of Blogs with High vs. Low Narrative Fluency - Stage 1: Heuristically*

#### *Guided Intuitive Creation of Blog Prototypes*

What differs between a blog of high vs. low narrative fluency is the amount of index consistencies among depicted events. Multidimensional event-index consistency is linkage of one and the same subevent with multiple other subevents at the same time by diverse kinds of logical linkages and relationships. The blog with low narrative fluency was supposed to be made up from subevents, which were almost always linked only by single index consistencies.

Creating a blog which (by analysis) offered only a very low number of index consistencies was taken as an approximation of a blog with low narrative fluency. The chain of events in a blog with high narrative fluency has been created with the goal to be linked by

multidimensional event-index consistencies. In particular, the author tried to create two succeeding events in such a manner, that they occurred at the same time and the same place for the same reason as a heuristic strategy to cast a chain of events with a higher base narrative fluency. The explicit nature of index consistent linkages was pretty much arbitrary, as long as two main events in the chain of events were linked by single or multiple index consistencies (or if two main events had several subevents which created such multiple linkages).

#### 2.5.4. *Development of Blogs with High vs. Low Narrative Fluency – Stage 2: Analyzing*

##### *Narrative Fluency in a Cyclic Refinement Process*

After intuitive creation of both blogs with low and high narrative fluency, the quality of the manipulation was increased cyclically by analyzing the narrative fluency of both blogs and rewriting them to have more or less links based on the outcomes of these analyses. Both blogs were recycled in the analysis and readjustment process until the quality of the manipulation was found satisfactory. As decisive indicator for narrative fluency, the average number of index consistent links among subevents per main event was computed after the blog has been analyzed for such indexing consistencies by expert judgment.

In the analysis of narrative fluency, a higher average of linkages among subevents was taken as indicator for high narrative fluency, because subevents linked by a lot of index consistencies (continuity to the chain of events must be a given) are processed by relying more on information from long-term memory which is less effortful and makes the bog easier to understand. These subevent index-consistencies were identified as part of the cyclic refinement process (see appendix F). After estimating the already realized amount of index-consistency, index-consistencies were added, which were somehow implied between preexistent subevents, by adding new contents or by changing the order of preexistent subevents. For example, in the beginning of the personal blog, the protagonist is introduced as located in a scenery, which can be categorized as both the aftermath of a large festival (and as a wasted apartment). That festival aftermath categorization was made explicit in the text in the unrevised version *after* a detailed depiction of the scenery. In the revised version that possible categorization was mentioned *before* and not after the detailed depiction of the scenery. By that, a fluency increasing frame of the scenery was introduced. Processing each detail of the sceneries depiction after introducing that frame was eased by that spatial event index-consistency (i.e. festival aftermath – clanking glass on the ground, a reported tactile sensation of mud, etc., see appendix G).

After the blog refinements have been implemented, narrative fluency refinement was checked by reanalyzing the blog (see appendix G). Refinement was found satisfactory as soon a tight ‘web’ of index-consistencies became apparent for visual inspection (compare appendix F and G).

Low narrative fluency on the other hand means construing and updating a situation model for each successive subevent on only one index at a time (that would be the index implied by continuity of the narrative) and therefore has a lower number of consistent subevent linkages and is processed less easily by less reliance on information from long-term memory. In consequence, less subevent linkages indicated lower narrative fluency in the analysis of narrative fluency. Creating a low fluency blog was more straightforward than creating a high fluency blog. Writing a blog with less subevent linkages requires less foresight during the writing process, so the low fluency blog was simply created without the goal of implementing a lot of linkages. Subsequent analysis of the review blogs narrative fluency identified only very few linkages, so that further deterioration of the review blog’s narrative fluency was not necessary. If necessary, subevent linkages can be reduced to the absolute minimum. That minimum is a chain of events with exclusively single index-consistencies (a total lack of multiple index-consistencies). A chain of events made up from single index-consistencies must be given to ensure logical continuity of the chain of events, which is a requirement for narrative text typicality.

The analysis of narrative fluency of the final refinement cycle of both blogs is included in appendix E and G. As part of the analysis, comparability between the two blog formats was secured by the following procedure: smartphone-related events were identified (red marked squares on the left in appendix E and G) and each smartphone-related attribute or benefit specific event was described by roughly the same amount of words, to secure comparable coverage of all brand image aspects in both versions. Consistently, each smartphone-related event in the review blog was described by 29,05 words by average, the average number of words used to describe these smartphone-related events in the personal blog was 26, 7 words by average. The chain of events in the review blog with low narrative fluency was created to have continuity (achieved by reporting on the smartphone under a testing experience frame, that secures narrative text typicality) but lack event linkages with multiple index consistencies. The subevents of the review-blog or the blog with low narrative fluency are almost always linked only by single dimension consistencies (lines between them). The chain of events in the personal blog (high narrative fluency blog) has been created to offer multiple consistent event-index linkages. To put it simple, increased narrative fluency

was realized by creating two successive subevents (i.e. the bloggers experience of battery life), which have some kind of logical linkage (i.e. the same time or the same place of occurrence). These subevents did not have to succeed directly after each other because the blog reader construes the situation model of the blog not in the blog itself but of course in long-term working memory. That is why narrative fluency increases even if a few in-between subevents prevent immediate succession of events linked by index consistencies. The situation model does not cease to exist if it is out of short-term working memory. If that would be true, then novels which interrelate events across considerable time frames (i.e. reading a 500 page novel may take a while) could never be entertaining by creating suspense, which spans the whole storyline. For example, think of a detective story, which frames a protagonist as a suspect only in the beginning and re-prompts that suspicion the next time at the end. A situation model merely construed in short-term working memory would not predict the suspense many individuals experience in the end of such a story. A situation model held in long-term working memory does so. So that is why the narrative fluency analysis judges does not only immediately successive index consistencies as increasing narrative fluency. Linkages among indirectly linked event chains ('sandwiched' index consistent linkages) are judged as increasing narrative fluency, too.

In the analyzed blogs in appendix E, F and G, events linked on multiple dimensions are marked by the red lines between them, their index-associations with other events are marked by several lines between the subevents (multidimensional linkage operationalizes index consistency, both terms are used interchangeably). As these multidimensional subevent-linkages were avoided whilst writing the review blog, it has a lower narrative fluency than the personal blog. Besides the earlier mentioned visual inspection of index-consistency web density, a final evaluation of differential narrative fluency was undertaken. Analysis identified, that the average number of linkages among subevents per subevent is roundabout 0,97 links per subevent in the review blog compared to a considerably higher average of 1,72 subevent-links per subevent in the personal blog. That higher average of subevent linkages among subevents indicates, that the personal blog allows the reader to construe and continuously update his or her situation model more fluently. Such a more fluent situation model indexes successive subevents upon a higher number of dimensions simultaneously.

The review-blog on the other hand instigates the reader to construe and update a situation model, which indexes each new subevent only on one dimension at a time and therefore has a lower number of subevent linkages per subevent. As the outcome of the cyclic

narrative fluency refinement process, the personal blog was assumed to have a higher narrative fluency than the review blog.

#### 2.5.5. *Questionnaire*

Participants completed the following measures in the order listed: Narrative Fluency Scale, Imagery Fluency Scale, Smartphone Imagery Scale, Narrative Absorption Scale, Scale of a Smartphone specific (Huawei Ascend Y200) Favorable Brand Image to assess the degree of Blog Brand Node Acquisition and the PANAS Scale of Positive and Negative Affect. All Scales except the PANAS Scale were five point-Likert scales with the following response options (translated from German): Strongly agree (Trifft zu), agree (Trifft eher zu), neither agree nor disagree (weder noch), disagree (Trifft eher nicht zu), strongly disagree (Trifft nicht zu). The PANAS Scale was rewritten as a five-point Likert Scale as well, but more in the style of a semantic differential scale to assess, in how far the participants report to have felt particular feelings after they have read the blog. Response options marked, in how far a particular affect was experienced by the participant. These response options were: very slightly or not at all ((fast gar nicht)), a little (ein wenig), moderately (mäßig), quite a bit (ziemlich), extremely (extrem). All scales in their translation into German can be found in appendix H. To the best knowledge of the author, these translations have not been undertaken in prior research.

*Narrative Fluency Scale.* As a manipulation check, the variable narrative fluency is operationalized by extending and adapting the ease of cognitive access subscale of the Narrative Engagement Scale by Busselle & Bilandzic (2009) to a 12-Item scale measuring narrative fluency of a blog. The scale had with this studies sample of 86 participants a Cronbach's alpha of .88. The ease of cognitive access subscale measures the ease with which a story is processed (its narrative fluency that is). Items of the adapted version included statements such as "I could easily follow the chain of events of the blog" and "I quickly understood, what the blog was about and what the author of the blog had done" (all items to be quoted are translated from German).

*Imagery Fluency Scale.* This 10-item scale is a modified version of the Visual Imagery Vividness Scale (Petrova & Cialdini, 2005), which is seen as measure for imagery fluency (Alter en Oppenheimer, 2009). The scale had with this studies sample of 86 participants a Cronbach's alpha of .89. The scale is modified to assess imagery fluency in the context of blog-evoked imagery. Imagery fluency is the ease with which one is able to imagine (with simulated sensations, i.e. visions, sounds, etc.) hypothetical scenarios that have

not yet happened. Statements such as “I found it easy to imagine what was going on in the blog” or “I had detailed imaginations of what was going on in the blog” are included. By excluding one item (item 9) from the modified scale, Cronbachs alpha was heightened to .90. That item assessed, how various the participants imagination of the blog-contents was. That aspect maybe hard to judge holistically and as the participants were not instructed explicitly to memorize all their imaginations during reading the blog, judgment about it may only be holistic and hard to make in reliable manner.

*Extent of Imagery Scale.* An 18-item scale modified from scale of communication-evoked imagery (Ellen & Bone (1991)) to assess mental simulation of sensory Smartphone information due to illustrative contents of the Blog. The scale had with this studies sample of 86 participants a Cronbach’s alpha of .93. Examples of its items are “I had a sharp imagination of those events of the blog, which concerned the Huawei Ascend Y200” or “I had a vivid imagination of those events of the blog, which concerned the Huawei Ascend Y200”. By excluding items 6, 17 and 18 from the modified scale, Cronbachs alpha was increased to .95.

*Narrative Absorption Scale.* This 15 item-scale assesses Narrative Absorption, a construct being composed out of the construct of psychological transportation (adapted from Green & Brock (2000) and intense narrative presence (adapted from Busselle & Bilandzic (2009)). The concept assessed by this scale has some complexity. The scale had with this studies sample of 86 participants a Cronbach’s alpha of .82. Psychological transportation is a convergent process, in which mental systems and capacities become focused on events occurring in the narrative. Psychological Transportation (aka Narrative Absorption to indicate its intrinsic relationship to narrative presence) comes from very intense narrative presence. Narrative presence is the sensation of being present in a narrative world due to focused comprehension processes (creating and updating of mental models of the meaning of the story) and due to cognitive perspective taking (the reader locates himself / herself within the mental model of the story). Narrative absorption is narrative presence in the *state of flow*, meaning that psychological transportation comes from *complete* focus of attentional resources on creating narrative presence or creating and updating mental models with the readers self being relocated in these mental models. Narrative absorption is narrative presence par excellence. Items of this scale are “ As I read the blog, I thought about nothing else”, “The blog affected my mood” or “I was completely drawn in the plot of the blog”.

*PANAS Scales of Positive and Negative Affect.* This scale assessed general Positive vs general negative emotional arousal. These two scales had with this studies sample of 86



participants a Cronbach's alpha of .75 (positive) and .77 (negative). The negative subscale reliability is improved by excluding item 8 from the scale to a Cronbach's alpha of .84. Item 8 assessed, how alert participants were, an negative affect which may not be very affectively loaden or lack emotional intensity to be noticed at all. Both scales are used to measure the valence of undifferentiated emotional arousal or the mood of the participants as they read the blog. One's current mood is thought to be affected by various forms of processing fluency, high processing fluency may induce more positive feelings, low processing fluency more negative ones. Items were "I feel strong at this very moment" or "I feel scared at this very moment".

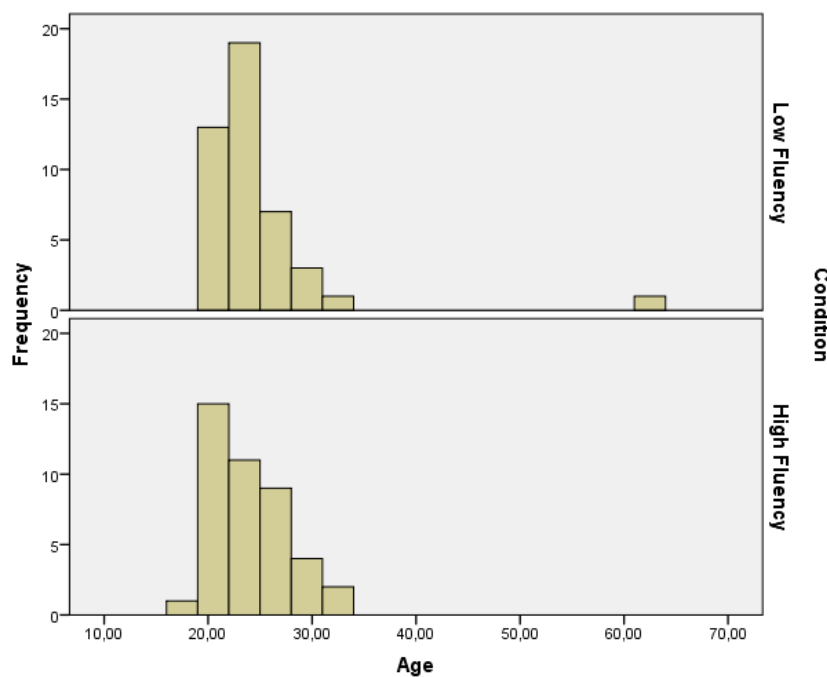
*Scale of a Smartphone specific (Huawei Ascend Y200) Favorable Brand Image.* The main dependent variable (blog branding effectiveness) was operationalized by several scales to measure the acquisition of constructs, which composed the very concept of brand image (Keller, 1993). In the current study, this scale assesses blog branding, because it measures the acquisition of a brand image communicated by the blog. The subscales composing the 25-item product (Huawei Y200) specific brand image scale developed for this study assess overall product attitude (operationalized by the product attitude scale used by Feenstra (2005)), product attributes, beliefs on experiential, symbolic and functional benefits associated with the Smartphone brand. All these subscales are included in appendix H. Care was taken that the specific favorable brand image dimensions measured by this scale were all implied by the contents of both versions of the blogs, so that different blog branding effects are attributable to the different levels of narrative fluency. The scale had with this studies sample of 86 participants a Cronbach's alpha of .88. By excluding items 11, 12 and 13 or the entire brand attribute subscale, Cronbachs alpha was increased to .92. In retrospective, it is self-evident that reliability of a scale that is supposed to assess a *favorable* brand image may decrease if items are included, which do not set the product into a positive light and merely describe neutral aspects of it. Reliability then decreases because construct-validity has been threatened.

### 3. Results

#### 3.1. Participants

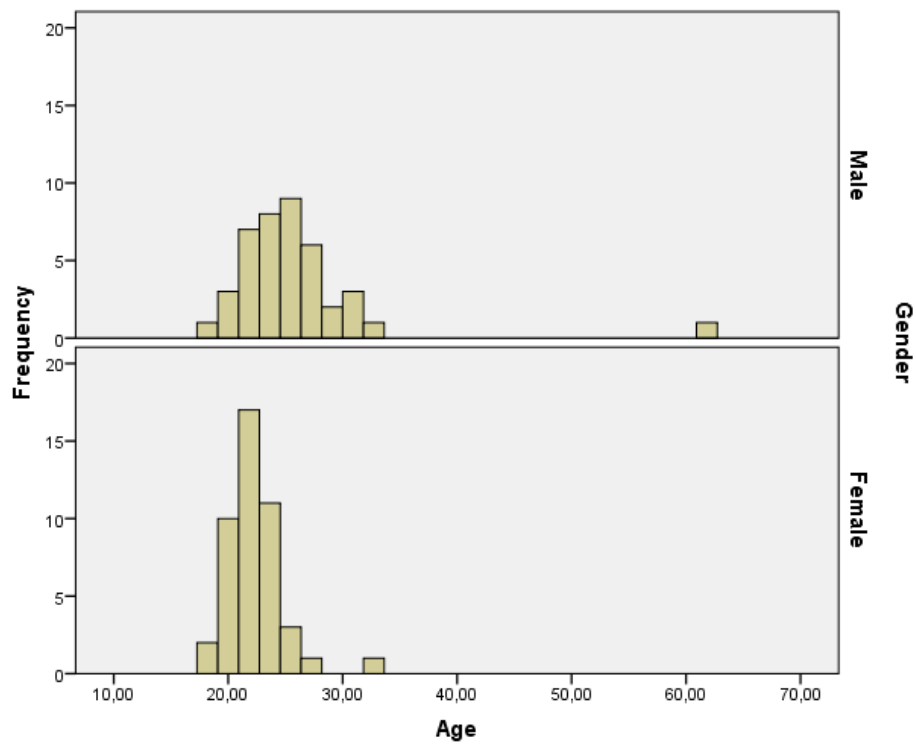
Care has been taken that the theoretical postulates of the statistical models used to analyze the data were met at least by approximation. Random assignment of the participants to both conditions was successfully realized.

This is corroborated by the fact, that means of demographic variables do not differ significantly between both conditions. Age of the participants in the low narrative fluency condition ( $M = 23.57$ ,  $SD = 7.34$ ) did not differ significantly from the age of participants in the high narrative fluency condition ( $M = 23.50$ ,  $SD = 3.51$ ),  $t(84) = 0.06$ ,  $p = 0.4810$ . Visual inspection of the distribution of age across the two conditions is in support of a successful randomization procedure. The distribution of age approximates a normal distribution of comparable form in both conditions.



*Figure 1.* Histogram indicating a comparable distribution of age (in years) across both conditions. Interval width is set to 3 years.

Also no significant relationship was identified between gender and group assignment  $X_2(2, N = 86) = 1.07$ ,  $p = 0.59$ . Consistently, the distribution of age approximates a normal distribution of reasonably comparable form for both sexes. It is acknowledged, that the female distribution across age is somewhat spikier than the male distribution.



*Figure 2.* Histogram indicating a comparable distribution of age (in years) across both conditions. Number of intervals is set to 33.

### 3.2. Overview of Tests for Group Differences

Table 3 Independent Samples T-Tests for Narrative Fluency Conditions

| Scale   | t     | df | p<br>(2-tailed) | Mean<br>Difference | Std. Error<br>Difference |
|---|-------|----|-----------------|--------------------|--------------------------|
| Narrative<br>Fluency<br>Scale                     | -1.31 | 84 | .19             | -0.21              | 0.16                     |
| Blog<br>Branding<br>Scale                         | -3.89 | 84 | .00             | -0.41              | 0.11                     |
| Brand<br>Attitude<br>Scale                        | -3.56 | 84 | .00             | -0.60              | 0.17                     |
| Functional-<br>Experiential<br>Benefit<br>Ratings | -0.34 | 84 | .73             | -0.04              | 0.12                     |
| Symbolic<br>Benefit<br>Scale                      | -3.77 | 84 | .00             | -0.66              | 0.18                     |
| Symbolic-<br>Experiential<br>Benefit<br>Ratings   | -3.14 | 84 | .00             | -0.47              | 0.15                     |
| Functional-<br>Symbolic<br>Benefit<br>Ratings     | 2.57  | 84 | .01             | 0.43               | 0.17                     |
| Imagery<br>Fluency<br>Scale                       | 1.64  | 84 | .11             | 0.25               | 0.15                     |
| Extent of<br>Imagery<br>Scale                     | -0.70 | 84 | .48             | -0.11              | 0.16                     |
| Narrative<br>Absorption<br>Scale                  | -2.39 | 84 | .02             | -0.31              | 0.13                     |

### 3.3. Manipulation Check

Participants which read the personal blog were predicted to self-report higher narrative fluency than participants reading review blogs.

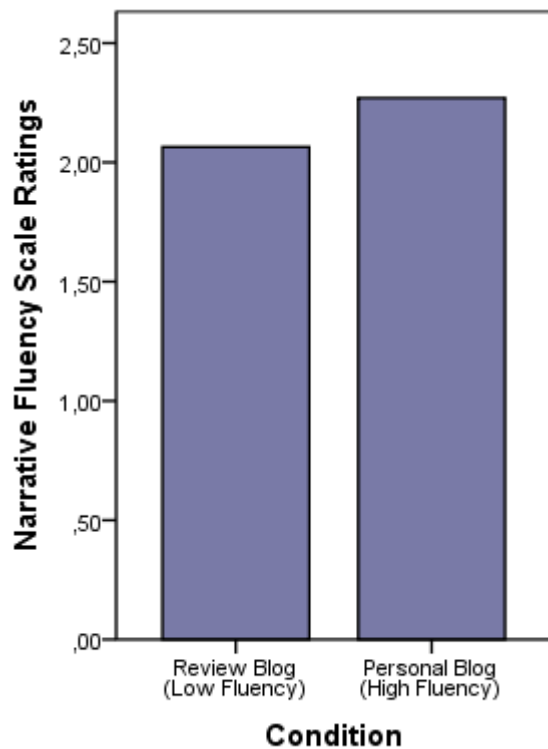


Figure 3. Mean ratings on the narrative fluency scale for participants reading the review blog (low narrative fluency condition) and the personal blog (high narrative fluency condition)

A post hoc power analyses was conducted using GPower-Software (Faul & Erdfelder, 1992) with effect size  $d$  set to the value estimated by Effect Size Generator Software, (Devilly, 2005) and testing with an  $\alpha = 0.05$ , one-tailed. That power analysis suggests, that the power of an independent samples t-test comparing the two blog conditions with self-reported narrative fluency is rather low (0.38) and that is due to a modest (as classified by Cohen, Manion & Morrison (2007) as  $d > 0.2$ ) effect size ( $d = 0.29$ ).

By opting an alpha of 0.1, a statistical test with minimally acceptable power was conducted (0.52). Minimally acceptable power means a power higher than 0.5, so corroboration of the hypothesis is not a pure matter of chance. Although the tests power (0.52) was still low and the chance to accept the null hypothesis wrongfully is still high, an independent samples t-test found narrative fluency scale ratings of the participants in the high narrative fluency condition ( $M = 2.27$ ,  $SD = 0.79$ ) to be significantly higher ( $\alpha = 0.1$ , one-tailed) than the ratings participants in the low narrative fluency condition ( $M = 2.06$ ,  $SD =$

0.66),  $t(84) = -1.31$ ,  $p = 0.0965$ ), just as predicted. Hypotheses one is corroborated and that although the chance for an error type 2 is several times as high as the chance for an error type 1 to affect the outcome of the test. All these statistical facts are in favor of the current studies successful manipulation of narrative fluency. Hypothesis one is corroborated.

### 3.4. Testing Hypothesis Two – The Narrative Fluency – Blog Branding Effectiveness Link

Participants, which read personal blogs with higher narrative fluency were predicted to be subjected to more effective blog branding than participants, which read review blogs with low narrative fluency.

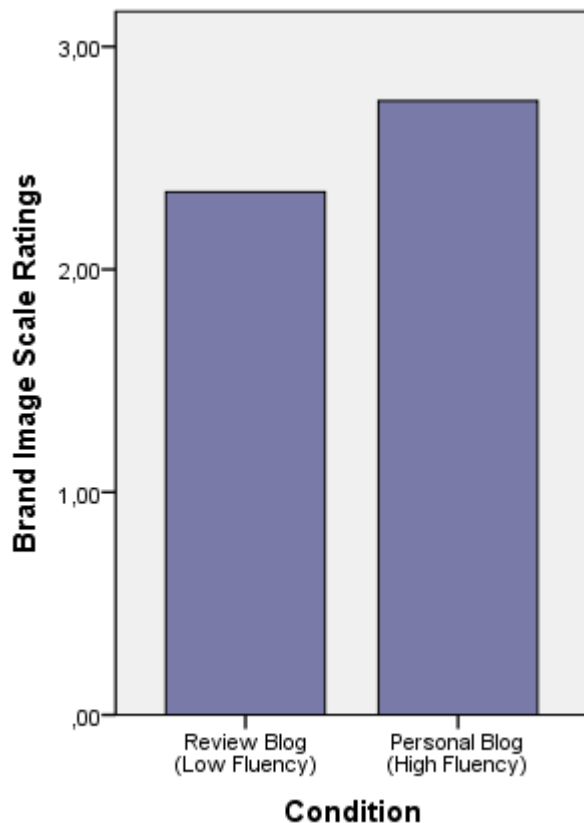


Figure 4. Mean ratings on the brand image scale (assessing blog branding effectiveness) for participants reading the review blog (low narrative fluency condition) and the personal blog (high narrative fluency condition)

Overall ratings on the brand image scale (assessing blog branding effectiveness) were significantly higher for participants who were exposed to the high narrative fluency blog than those exposed to the low narrative fluency blog ( $M_{\text{low}} = 2.35$ ,  $SD_{\text{low}} = 0.45$ ;  $M_{\text{high}} = 2.76$ ,  $SD_{\text{high}} = 0.53$ ),  $t(84) = -3.89$ ,  $p < 0.000$ ), as predicted. The effect size ( $d = 0.83$ ) was large (Cohen, 1988). Hypothesis two is supported.

### 3.5. Testing Hypothesis Three – The Narrative Fluency – Blog Branding Mediation by Narrative Absorption

The positive relationship between narrative fluency (as manipulated by the exposure to a review or personal blog) and blog branding effectiveness was predicted to be mediated by higher narrative absorption.

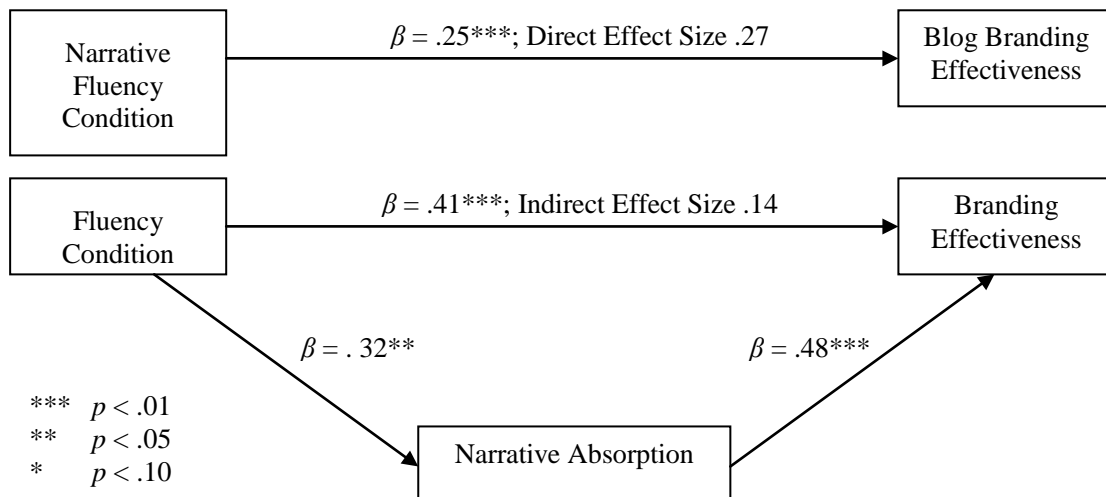


Figure 5. Analysis of narrative absorption as mediator for the effect of narrative fluency on blog branding effectiveness

The hypothesis was tested with the INDIRECT macro for SPSS (Preacher & Hayes, 2008). A simple mediation analysis was conducted, appointing the group membership to narrative fluency condition as independent variable, the ratings on the narrative absorption scale as mediator variable and ratings on the brand image scale (assessing blog branding effectiveness) as dependent variable.

Group membership to one of the two narrative fluency conditions predicted ratings on the narrative absorption scale ( $\beta = 0.32$ ),  $t(78) = 2.39$ ,  $p = 0.019$ , the independent variable significantly predicted the mediating variable ( $\alpha = 0.05$ ). Ratings on the narrative absorption scale predicted ratings on the overall brand image scale ( $\beta = 0.48$ ),  $t(78) = 5.23$ ,  $p < 0.000$ , so the mediator had significant direct effects on the dependent variable. Group membership to the narrative fluency condition predicted ratings on the overall brand image scale ( $\beta = 0.25$ ),  $t(78) = 2.67$ ,  $p = 0.009$ , so the independent variable had a significant direct effect on the dependent variable. Group membership to narrative fluency condition predicted brand image scale ratings (or bog branding effectiveness) both directly and indirectly via narrative

absorption ratings ( $\beta = 0.41$ ),  $t(78) = 3.89$ ,  $p < 0.001$ , so the independent variable had a significant indirect effect on the dependent variable via the mediator. Bias corrected confidence intervals on the indirect effect of exposure to narrative fluency condition on the ratings of the overall brand image scale mediated by narrative absorption suggest a positive role of narrative absorption in the suggested mediation, 99% CI [0.0037, 0.4547]. There is statistical reason to assume a relationship between narrative fluency and blog branding, which is positively mediated by a higher subjective experience of narrative absorption. The effect size of the direct effect (0.27) was modest (Cohen, Manion & Morrison, 2007) and there was a weak indirect effect (0.14). Hypothesis three is supported.

### 3.6. Testing Hypothesis Four – Narrative Fluency potentiates Experiential Benefit Blog

#### *Branding relative to Functional Benefit Blog Branding*

Personal blogs with higher narrative fluency were predicted to have larger branding effects on experiential benefits than on functional benefits compared to review blogs with lower narrative fluency.

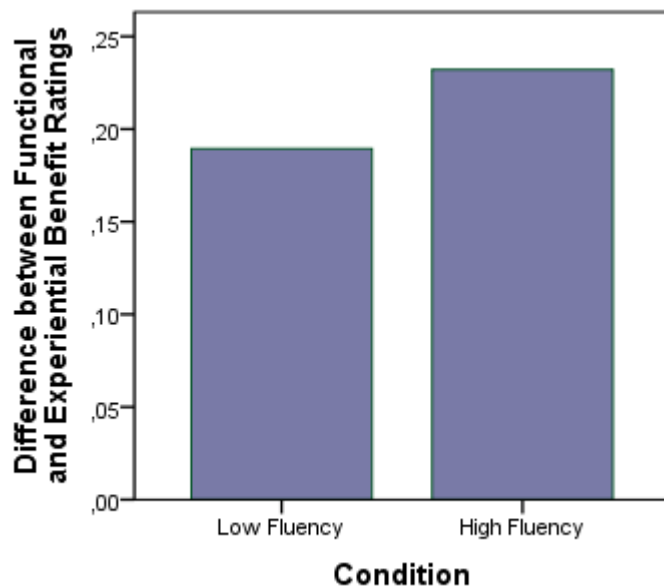


Figure 6. Mean difference ratings between the functional and experiential benefit subscales of the brand image scale for participants reading the review blog (low narrative fluency condition) and the personal blog (high narrative fluency condition)

The difference of ratings on the Smartphone brand image subscale assessing functional benefit beliefs from experiential benefit beliefs (functional benefit ratings minus experiential benefit ratings) did not vary significantly between participants who were exposed to the



high narrative fluency blog compared to those exposed to the low narrative fluency blog ( $M_{\text{low}} = 0.19$ ,  $SD_{\text{low}} = 0.58$ ;  $M_{\text{high}} = 0.23$ ,  $SD_{\text{high}} = 0.57$ ;  $t(84) = 0.34$ ,  $p = 0.731$ ). Experiential and functional blog branding effectiveness was not differently affected by increased narrative fluency. Hypothesis four is rejected.

### 3.7. Testing Hypothesis Five – Narrative Fluency potentiates Symbolic Benefit Blog Branding

Participants which read personal blogs with higher narrative fluency were predicted to be subjected to more effective symbolic benefit blog branding than participants which read review blogs with low narrative fluency.

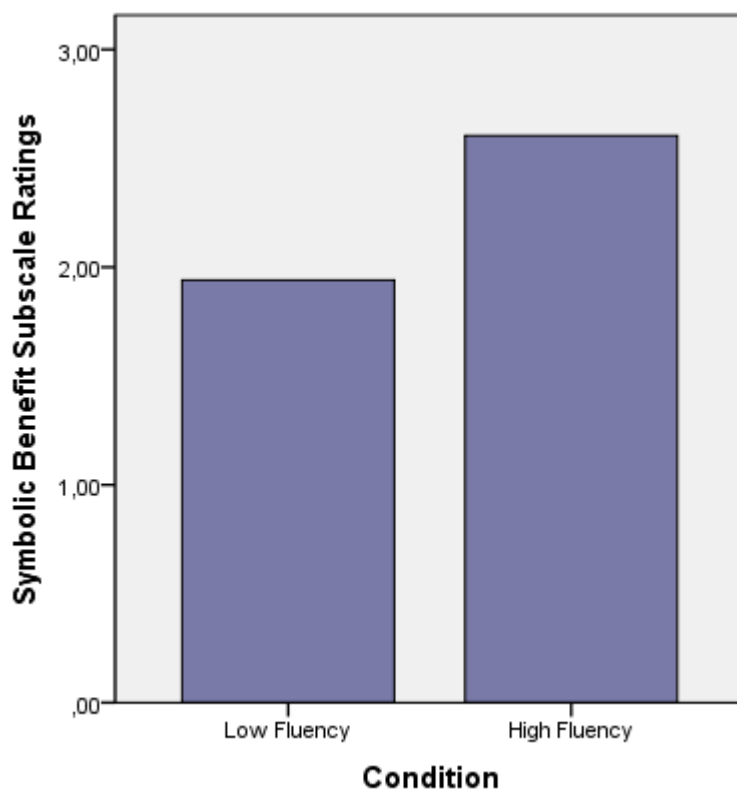


Figure 7. Mean ratings on the symbolic benefit subscale of the brand image scale for participants reading the review blog (low narrative fluency condition) and the personal blog (high narrative fluency condition)

Overall ratings on the symbolic benefit subscale of the brand image scale were significantly higher of participants who were exposed to the high narrative fluency blog than those exposed to the low narrative fluency blog ( $M_{\text{low}} = 1.94$ ,  $SD_{\text{low}} = 0.68$ ;  $M_{\text{high}} = 2.60$ ,  $SD_{\text{high}} = 0.94$ ),

$t(84) = -3.77, p < 0.000$ ), as predicted. The effect size ( $d = 0.80$ ) was large (Cohen, 1988). Hypothesis five is supported.

### 3.8. Testing Hypothesis Six – Narrative Fluency potentiates Symbolic Benefit Blog

#### *Branding relative to Experiential Benefit Blog Branding*

Personal blogs with higher narrative fluency were predicted to have larger branding effects on symbolic benefits than on experiential benefits compared to review blogs with lower narrative fluency.

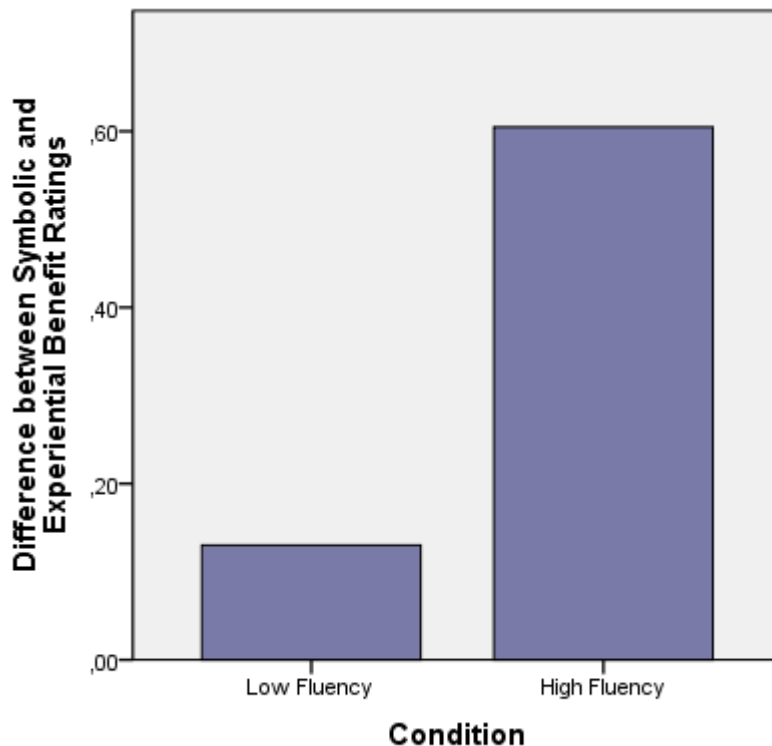


Figure 8. Mean difference ratings between the symbolic and experiential benefit subscales of the brand image scale for participants reading the review blog (low narrative fluency condition) and the personal blog (high narrative fluency condition)

The difference of ratings on the Smartphone brand image subscale assessing symbolic benefit beliefs from experiential benefit beliefs (symbolic benefit ratings minus experiential benefit ratings) was significantly higher for participants who were exposed to the high narrative fluency blog compared to those exposed to the low narrative fluency blog ( $M_{\text{low}} = 0.13, SD_{\text{low}} = 0.63; M_{\text{high}} = 0.60, SD_{\text{high}} = 0.76; t(84) = -3.14, p = 0.002$ ). Increased narrative fluency had larger effects on symbolic benefit blog branding than on experiential benefit blog branding. Hypothesis six is supported.

### 3.9. Testing Hypothesis Seven – Narrative Fluency potentiates Symbolic Benefit Blog

#### *Branding relative to Functional Benefit Blog Branding*

Personal blogs with higher narrative fluency were predicted to have larger branding effects on symbolic benefits than on functional benefits compared to review blogs with lower narrative fluency.

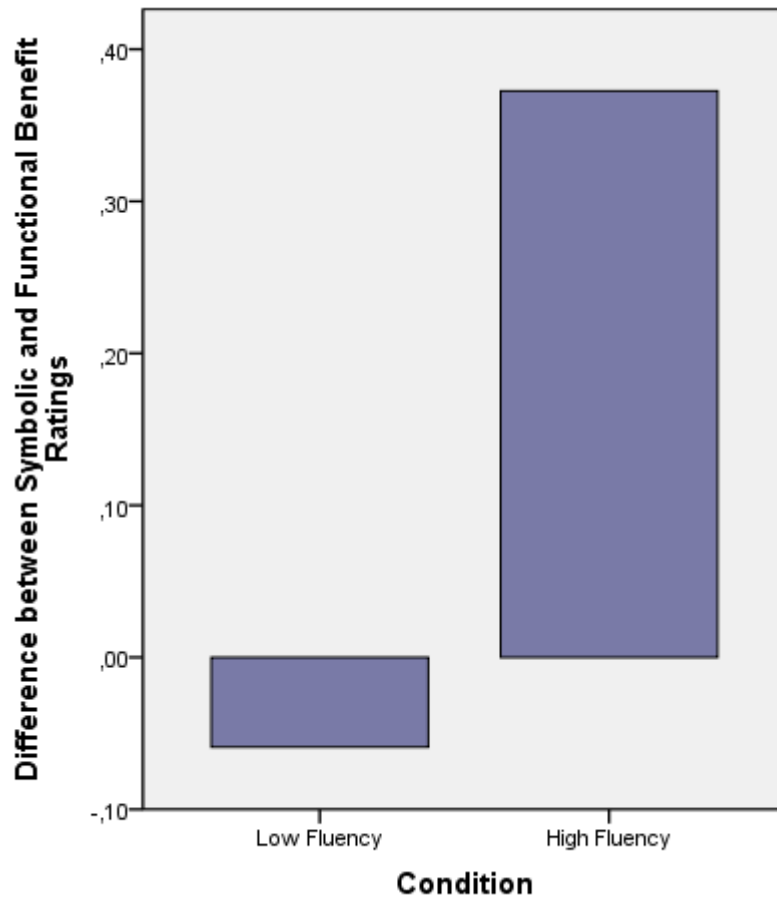


Figure 9. Mean difference ratings between the symbolic and functional benefit subscales of the brand image scale for participants reading the review blog (low narrative fluency condition) and the personal blog (high narrative fluency condition)

The difference of ratings on the Smartphone brand image subscale assessing symbolic benefit beliefs from functional benefit beliefs (symbolic benefit ratings minus functional benefit ratings) was significantly higher for participants who were exposed to the high narrative fluency blog and those exposed to the low narrative fluency blog ( $M_{low} = -0.06$ ,  $SD_{low} = 0.62$ ;  $M_{high} = 0.37$ ,  $SD_{high} = 0.92$ ;  $t(84) = -2.57$ ,  $p = 0.012$ ). Increased narrative fluency had larger effects on symbolic benefit blog branding than on functional benefit blog branding.

Note that both symbolic benefit branding potentiation hypotheses are further supported by the finding, that ratings on the symbolic benefit subscale were significantly higher for participants in the high narrative fluency condition compared to those of the low narrative fluency condition ( $M_{\text{low}} = 1.94$ ,  $SD_{\text{low}} = 0.68$ ;  $M_{\text{high}} = 2.60$ ,  $SD_{\text{high}} = 0.94$ ),  $t(84) = -3.77$ ,  $p < 0.000$ ), which of course suggests a positive effect of increased narrative fluency on symbolic benefit branding or the above hypothesized potentiation. Hypothesis seven is supported.

### 3.10. Testing Hypothesis Eight –Narrative Fluency potentiates Brand Attitude Blog

#### *Branding*

Participants which read personal blogs with higher narrative fluency were predicted to be subjected to more effective blog branding of a favorable brand attitude than participants which read review blogs with low narrative fluency.

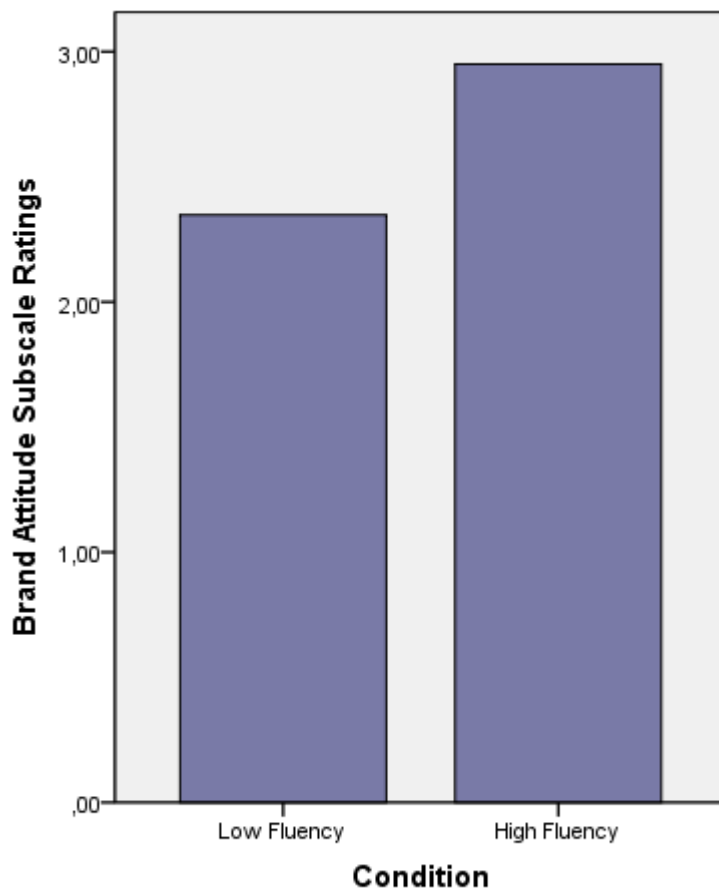


Figure 10. Mean ratings on the brand attitude subscale of the brand image scale for participants reading the review blog (low narrative fluency condition) and the personal blog (high narrative fluency condition)

Overall ratings on the brand attitude subscale of the brand image scale were significantly higher of participants who were exposed to the high narrative fluency blog than those exposed to the low narrative fluency blog ( $M_{\text{low}} = 2.35$ ,  $SD_{\text{low}} = 0.82$ ;  $M_{\text{high}} = 2.95$ ,  $SD_{\text{high}} = 0.75$ ),  $t(84) = -3.56$ ,  $p = 0.001$ ), as predicted. The effect size ( $d = 0.76$ ) was moderate (Cohen, 1988). Hypothesis eight is supported.

### 3.11. Overview of Variable Correlations

Table 4 Pearson Correlations between Scale Ratings (n = 86)

|                                    |                        | Narrative<br>Fluency<br>Ratings | Imagery<br>Fluency<br>Ratings | Extent of<br>Imagery<br>Ratings | Narrative<br>Absorption<br>Ratings | Blog<br>Branding<br>Ratings |
|------------------------------------|------------------------|---------------------------------|-------------------------------|---------------------------------|------------------------------------|-----------------------------|
| Narrative<br>Fluency<br>Ratings    | Pearson<br>Correlation | 1                               | .55**                         | .30**                           | .48**                              | .10                         |
|                                    | p<br>(2-tailed)        |                                 | .00                           | .01                             | .00                                | .37                         |
| Imagery<br>Fluency<br>Ratings      | Pearson<br>Correlation | .55**                           | 1                             | .43**                           | .33**                              | -.04                        |
|                                    | p<br>(2-tailed)        | .00                             |                               | .00                             | .01                                | .70                         |
| Extent of<br>Imagery<br>Ratings    | Pearson<br>Correlation | .30**                           | .43**                         | 1                               | .46**                              | .18                         |
|                                    | p<br>(2-tailed)        | .01                             | .00                           |                                 | .00                                | .09                         |
| Narrative<br>Absorption<br>Ratings | Pearson<br>Correlation | .48**                           | .33**                         | .46**                           | 1                                  | .58**                       |
|                                    | p<br>(2-tailed)        | .00                             | .01                           | .00                             |                                    | .00                         |
| Blog<br>Branding<br>Ratings        | Pearson<br>Correlation | .10                             | -.04                          | .18                             | .58**                              | 1                           |
|                                    | p<br>(2-tailed)        | .37                             | .70                           | .09                             | .00                                |                             |

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

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

### 3.12. Testing Hypothesis Nine – The Narrative Fluency – Imagery Fluency Link

Narrative fluency experience was predicted to be positively correlated with imagery fluency experience.

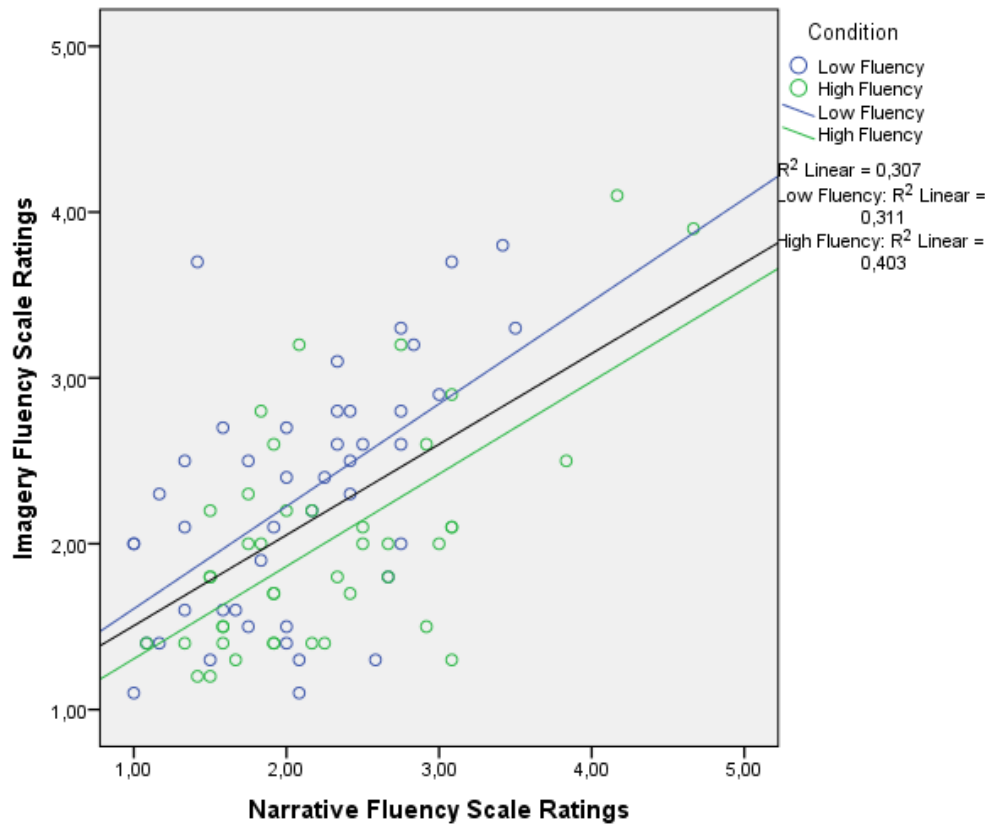


Figure 11. Linear correlation between imagery fluency ratings and narrative fluency ratings

Taking self-reported narrative fluency as indicator of narrative fluency, linear regression revealed a strong positive correlation (Cohen, 1988) of narrative fluency with imagery fluency ( $r = 0.55$ ). This positive correlation was significant even with an alpha of 0.01.

Hypothesis nine is supported.

### 3.13. Testing Hypothesis Ten – Gender as Moderator of the Narrative Fluency – Imagery

#### *Fluency Link*

Gender was predicted to moderate the relation of higher narrative fluency (through reading a personal blog) leading to increased imagery fluency in the sense that female imagery fluency experience is stronger affected by a higher narrative fluency compared to the effect of lower narrative fluency (through reading the review blog) than the imagery fluency experience by males.

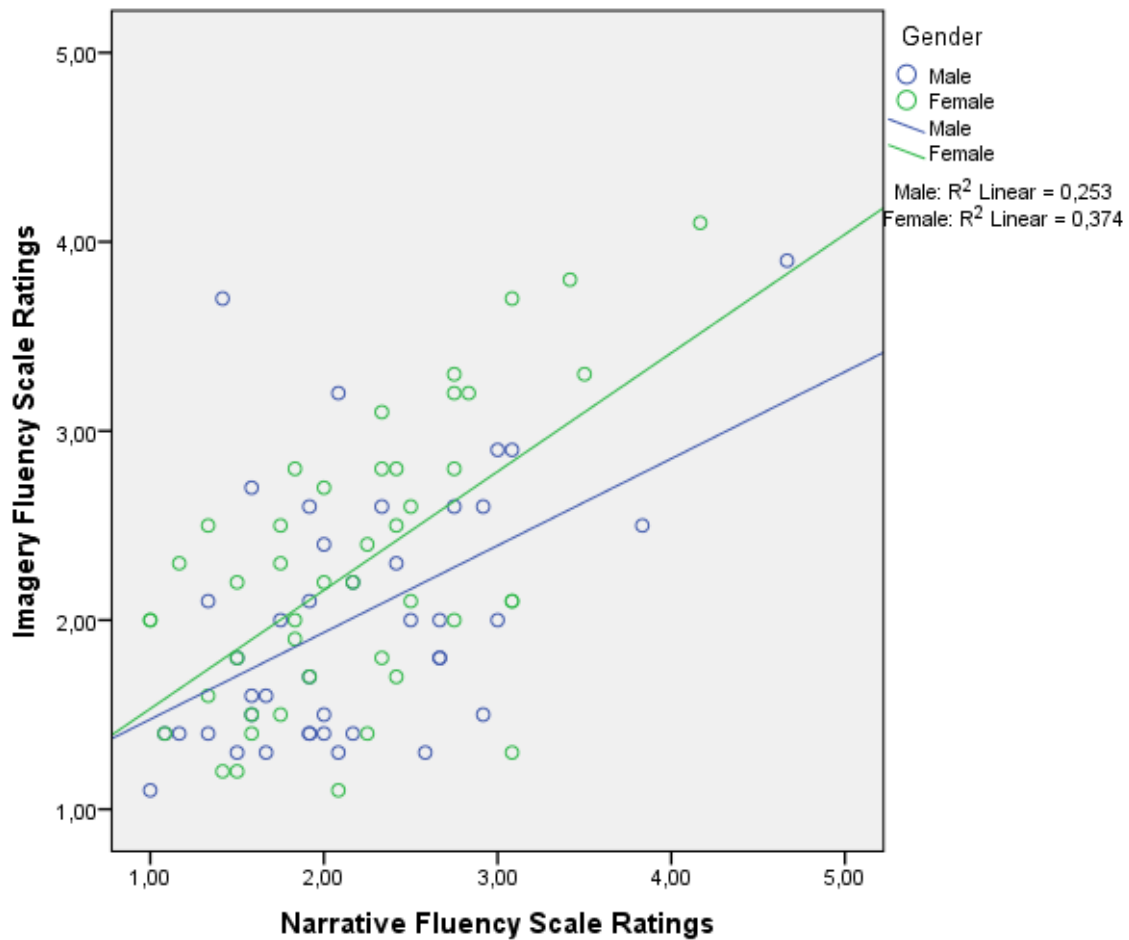


Figure 12. Linear correlations of imagery fluency ratings and narrative fluency ratings by gender suggesting an interaction effect

The hypothesis was tested with the PROCESS macro for SPSS (Hayes, 2012). By selecting model 1 (see Hayes, 2012), a simple moderation analysis was conducted, appointing the group membership to narrative fluency condition as independent variable, the gender of the participants as moderator variable and imagery fluency ratings as dependent variable. Both gender ( $\beta = 1.320$ ,  $t(82) = 2.88$ ,  $p = 0.003$ ) as well as exposure to low or high narrative fluency blogs ( $\beta = 0.879$ ,  $t(82) = 1.94$ ,  $p = 0.0277$ ) were significant predictors of imagery fluency ( $\alpha = 0.05$ , one-tailed). The interaction of these two variables was significant as well ( $\beta = -0.748$ ,  $t(82) = -2.63$ ,  $p = 0.0052$ ,  $\alpha = 0.05$ , one-tailed). Figure 12 suggests, that increased self-reported narrative fluency had a stronger effect on self-reported imagery fluency for female participants than for male participants, as predicted. Consistently, the positive conditional effect of female narrative fluency ratings on female imagery fluency ratings

( $slope = 0.627$ ,  $se = 0.12$ ,  $t(82) = 5.05$ ,  $p < 0.001$ ) was larger than the positive conditional effect of male ratings on narrative fluency on male imagery fluency ratings ( $slope = 0.459$ ,  $se = 0.13$ ,  $t(82) = 3.65$ ,  $p = 0.005$ ). Hypothesis ten is corroborated.

### 3.14. Testing Hypothesis Eleven – The Imagery Fluency – Extent of Imagery Link

Imagery fluency ratings were predicted to be positively correlated to self-reported extent of imagery.

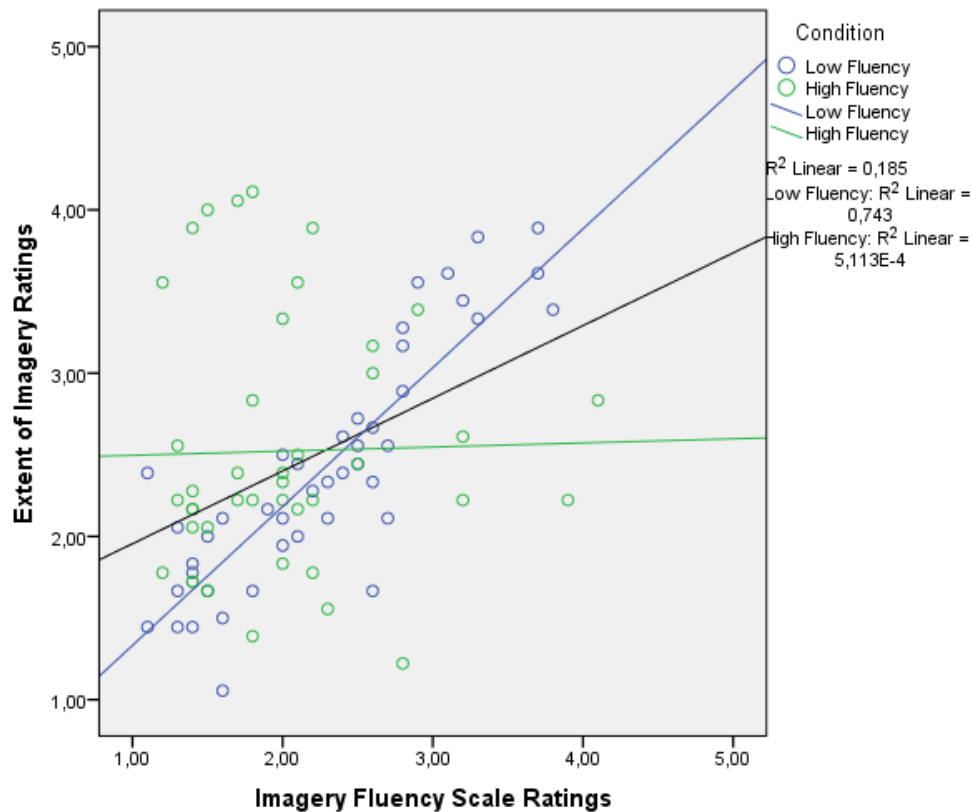


Figure 13. Linear correlation between self-reported extent of imagery and imagery fluency ratings

Linear regression revealed a moderately strong positive correlation (Cohen, 1988) between imagery fluency and the extend of (smartphone) imagery ( $r = 0.43$ ). This positive correlation was significant even with an alpha of 0.01. Hypothesis eleven is supported.

### 3.15. Testing Hypothesis Twelve – The Extent of Imagery – Narrative Absorption Link

Self-reported extent of imagery was predicted to be positively correlated with narrative absorption.



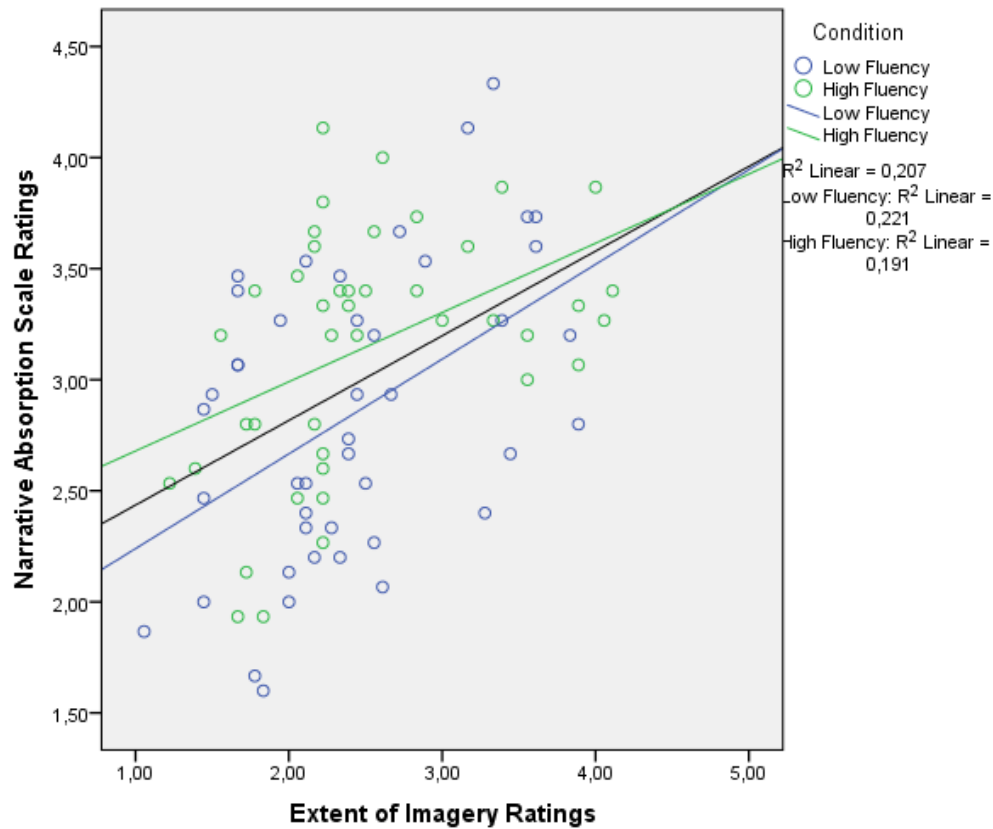


Figure 14. Linear correlation between narrative absorption ratings and self-reported extent of imagery

Linear regression revealed a moderately strong positive correlation (Cohen, 1988) between the extent of imagery ( $r = 0.46$ ) and narrative absorption. This positive correlation was significant even with an alpha of 0.01. Hypothesis twelve is supported.

## 4. Discussion

### 4.1. General Discussion

The purpose of this study was to investigate, how narrative fluency improves branding in the context of blog marketing. However, first of all it must be checked, if narrative fluency actually *improves* blog branding effectiveness. The findings of this study support the implied assumption, that increased narrative fluency improves how effective a blog works as a branding tool. It is found, that exposure to a personal blog with high narrative fluency leads to the acquisition of a more favorable brand image than exposure to a review blog with low narrative fluency. It must be stressed that narrative fluency has the potential to increase the power of blog branding dramatically, because the effect size was found to be large ( $d = 0.83$ ). In particular, it is found, that higher narrative fluency increases how effective a blog brands brand attitudes and beliefs on symbolic benefits. Narratively fluent blogs are found to brand beliefs on symbolic benefits more effectively than beliefs on functional or experiential benefits.

The current study supports a multifactorial answer on the research question of how narrative fluency improves blog branding effectiveness. Some of the results support causal associations and some of the results support statistical associations, which suggest plausible causal relationships. Narrative absorption is found to mediate how narrative fluency improves blog branding effectiveness, whereas gender moderates how much narratively fluent blogs eases imagery about the blogs content. More specifically, it is found, that the positive effect of narrative fluency on blog branding effectiveness is mediated by increased narrative absorption. Narrative absorption is a factor, which is found important for narrative persuasion in several other studies as well (Green & Brock, 2000; Brock & Green, 2005; Slater & Rouner, 2002). Second, it is found, that increased narrative fluency leads to increased imagery fluency and that gender moderates that relationship. It is suggested, that females might have a higher sensitivity for narrative fluency than males. The stronger conditional effect of narrative fluency ratings on imagery fluency ratings found for females than the conditional effect found for males corroborates a higher female sensitivity to narrative fluency.

Narratively fluent blogs were suggested to benefit blog branding effectiveness not only by a simple mediation via narrative absorption but also by a multiple mediation. Narratively fluent blogs were suggested to increase (one after another) imagery fluency, extent of imagery and narrative absorption. As shown in table 3, only significant group differences were found for a direct effect of narrative fluency on narrative absorption.

However, the found non-significant differences cannot discount the suggested multiple mediation: Narrative fluency had only a modest effect on imagery fluency ( $d = 0.36$ ) and only a weak effect on extent of imagery ( $d = 0.15$ ). Arguably, finding significant group differences could have required larger sample sizes, since the statistical power of both tests was not high (power of test on imagery fluency group differences: 0.50; power of test on extent of imagery group differences: 0.17). The modest and weak overall effect sizes for imagery fluency and extent of imagery on blog branding mean, that the indirect effects of narrative fluency on blog branding via the suggested *multiple* mediation must have been even smaller (since each new mediator shares the overall direct effect sizes with the others). Accordingly, it would have been even harder to find significant differences in a multiple mediation analysis.

The current studies' theoretical framework has value to guide predictions on the suggested multiple mediation in future research (replication studies with a stronger manipulation of narrative fluency). There is empirical reason to retest the here predicted multiple mediation relationships, because significant correlations were found which were all consistent in direction with the predictions made by the theoretical framework. A positive correlation is found between narrative fluency ratings and imagery fluency ratings and it is found, that narrative fluency positively affects imagery fluency (with gender as a moderator of this relationship). It is found, that imagery fluency ratings are positively correlated to extent of imagery ratings. And in turn, extent of imagery ratings are found to be positively correlated to narrative absorption ratings.

Recombining the findings of the current study with findings from related research makes the multiple mediation suggested by the theoretical framework not just relevant to guide future research predictions but also shows, that the suggested multiple mediation is plausible: the current study found support for a positive effect of narrative fluency on imagery fluency (assuming gender as moderator); Petrova and Cialdini (2005) found evidence for a positive effect of imagery fluency on the extent of imagery and the positive effect of the extent of imagery on narrative absorption is supported by a series of studies by Brock & Green (2005). In conclusion, it is supported that increased narrative fluency leads to increased imagery fluency (with gender as moderator) and it is plausible that increased imagery fluency increases (one after another) the extent of imagery, narrative absorption and blog branding effectiveness. Hence, it is *plausible* that narrative fluency has the multiply mediated influence (suggested by the theoretical framework) on how effective a blog marketing intervention is.

#### ***4.2. Further Theoretical Speculation on the Role of Narrative Fluency in Blog Branding***

The findings of this study suggest interesting speculations on the role of narrative fluency in blog branding. It is found, that narrative fluency increases how effective a blog brands symbolic benefits and brand attitudes in particular. That means, that narrative fluency has a special influence on these two brand image aspects. That special influence in turn allows to speculate how narrative fluency might influence blog branding. Narrative fluency was predicted to increase the blogs' branding effects on symbolic benefit associations, because symbolic information enjoys encoding superiority in highly fluent narratives due to chunking. Highly fluent narratives have an increased information density, which is managed by more chunking and relative encoding superiority of symbolic benefit associations is the consequence of that. Accordingly, a relative encoding superiority of symbolic information is supported by the findings. Symbolic benefit branding is found to be stronger affected by high narrative fluency than both functional and experiential benefit branding. This finding suggests, that highly fluent blogs brand more effectively because their higher information density poses higher chunking necessity upon their readers. A lot of chunking demands a lot of attentional or executive resources. The processing of a highly fluent blog or narrative consumes so much of these limited resources, that critical secondary appraisals of the blogs contents are not feasible any more. So a high fluency blog has a high branding effectiveness, because comprehending high fluency narratives consumes a lot of executive resources. These resources are no longer available for critical thinking, so the blogs brand image is encoded without any counterargumentation as a necessary byproduct of merely comprehending a highly fluent and hence attentional resource consuming narrative. So this explains, why high fluency blogs, which promote overly favorable brand images suffer from less counter-argumentation and have a stronger (more favorable) bias on consumer memory. Because of that stronger bias on consumer memory, blogs with higher narrative fluency are not only more effective branding tools but also more efficient ones, meaning that more branding effects are achieved by relatively less exposure to the blog. Note, that this does not have to imply, that high fluency blogs always bias the communicated brand image towards a more favorable one.

However, that is what another result of this study suggests: It is found, that highly fluent blogs communicate brand attitudes more effectively than low fluency blogs. That means, that brand attitudes are especially affected by high narrative fluency. That suggests another answer on the question, how narrative fluency improves blog branding effectiveness. The special influence of narrative fluency on communicating brand attitudes successfully was predicted,

because other studies support, that processing fluency has positive effects on truth and liking judgments. Attitudes, as composed of a belief and an evaluation of that belief, were said to be truth and liking judgments stored in memory (attitude = a stored truth and liking judgment). With other words, processing fluency is known to affect attitudes directly. That suggests, that narrative fluency improves how effective a blog communicates a *favorable* brand image, because it has direct positive influence on brand attitudes. Brand attitudes are one aspect of the overarching concept of brand image (Keller, 1993). Narrative fluency increases blog branding effectiveness directly, because it affects brand attitudes and hence brand images positively.

#### 4.3. *Some Limitations*

Gender is found to causally moderate the found positive causal relation between narrative fluency and imagery fluency. However the nature of the interaction effect is a matter of discussion. Interpreting the studies' results requires great care if this interaction effect is considered: A moderation relationship was found when comparing both levels of narrative fluency as manipulated by the low and high fluency condition. However, the interaction effect was not as predicted, if one would test the hypotheses with the interaction found by comparing the imagery fluency ratings across *narrative fluency conditions*. That comparison would suggest, that male imagery fluency experience would be stronger affected by higher narrative fluency than female imagery fluency. However, if one examines the relationship between narrative fluency as indicated by the *narrative fluency scale ratings* and imagery fluency ratings as suggested by Figure 12, the interaction effect may just as well be as predicted.

This apparent contradiction can be easily explained: to benefit blog marketing practice relevancy, the current study was designed to have high external validity. For that reason, a review (low narrative fluency) blog branding effectiveness was compared to that of a personal blog (high narrative fluency). These naturally low vs. high fluency formats may have introduced somewhat of a contamination to the gender moderation of the narrative fluency-imagery fluency relationship: It seems plausible, that review blogs more readily evoke images of the product in males and that personal blogs are a better basis for females to imagine product aspects, because males may preferentially read review blogs and because females may favor reading personal blogs, resulting in gender specific imagery training.

Plausibility for such a differential preference of blog formatting comes from the selectivity hypotheses (Putrevu, 2001): Men are 'selective processors' who often rely on a

subset of highly available and salient cues in place of detailed message elaboration. Women on the other hand are ‘comprehensive processors’ who attempt to assimilate all available information before rendering judgment and have a better eye for detail. Men on the other side may tend to skip a lot of details to only get the most salient events. So since technical review blogs does not embellish the narrative about the product with a lot of product unrelated events, one may assume that males tend to prefer technical review blogs, whereas females, as comprehensive processors, would tend to prefer personal blogs because of extra information embellishing personal blog narratives. Males, who presumably read review blogs more frequently due to its to-the-point information should have higher training to imagine any product as they read such a blog than females, whereas females may be better prepared for product imagination by their presumably higher reading experience with personal blogs (which by their nature embellish product information with extensive narratives of personal episodes). So, a strong blog formatting-imagery fluency moderation by gender may have interfered with the *actual* gender moderation of the narrative fluency - imagery fluency relationship. The gender moderation of the blog formatting – imagery fluency link may have overridden the gender moderation of the narrative fluency – imagery fluency link into the other direction. Visual inspection of the relationship between ratings on the narrative fluency scale and imagery fluency ratings in Figure 12 supports such an impression. Self-reported narrative fluency is an indicator of narrative fluency, which is more blog formatting independent than the narrative fluency manipulation (review vs. personal blog). Consistently, self-reported narrative fluency, which should not be affected by that blog formatting-gender specific imagery fluency interaction, exhibits the predicted interaction effect. To confirm the preliminary corroboration of hypothesis ten as found in the present study, future research without the blog formatting-gender interaction has to replicate such an interaction effect by comparing high and low narrative fluency conditions. The findings of the current study predict that this interaction emerges in future research.

When it comes to the multiple mediations and the correlational support found in the current study, additional limitations should be considered. Alternatively to testing for *mean* group differences between low and high fluency conditions, one can inspect Figure 11, 13 and 14 for the found linear relationships of participants in the low vs. participants in the high fluency condition. Based on the made theoretical assertions predicting positive effects of increased narrative fluency, linear relationships (between narrative fluency and imagery fluency, extent of imagery and narrative absorption) of high fluency participants should have

a steeper slope or mark consistently higher mean scores compared to linear relationships found for low fluency participants.

However, these expected patterns turned up only partially. For example, the mean scores of the linear relationship between extent of imagery and narrative absorption ratings (Figure 14) are higher for high fluency condition participants compared to low fluency condition participants. This is according to expectations, because more detailed imagery was predicted to facilitate the experience of narrative absorption. However, the mean scores of the linear relationship between narrative fluency and imagery fluency ratings (Figure 11) are higher for low fluency condition participants compared to high fluency condition participants. This counterintuitive group difference can be a coincidence, because the mean score difference between low and high fluency conditions was marginally non-significant (one-tailed testing; see Table 3). Or this group difference can be due to another effect of blog formatting on imagery fluency. Although the review blog (523 words) and the personal blog (481 words) featured comparable absolute amounts of target brand image contents, the relative, proportional target brand image coverage of course had to differ by large degrees due to the narrative embellishments in the personal blog (share of target brand image contents on total contents in the review blog: 81 % / in the personal blog: 21 %). Appraisal of imagery fluency may be based on an impression formation on proportional and not absolute brand image coverage. Target brand image related events, which had a larger share in the review blog, may evoke imagery less easily than events from personal episodes *per se* because of their abstract, highly technical nature. Hence, a priori lower imagery fluency of the review blog (with low narrative fluency) compared to personal blog imagery fluency (with high narrative fluency) is possible. This blog format dependent lower imagery fluency may override positive effects of the modestly strong narrative fluency manipulation on imagery fluency, resulting in the seemingly paradoxical higher imagery fluency ratings of low narrative fluency condition participants (compared to high narrative fluency condition participants, see Figure 11).

Assuming that the *marginally* non-significant group difference for imagery fluency ratings was *no coincidence*, the seemingly paradoxical group differences indicated by the low and high narrative fluency condition linear relationships between imagery fluency and extent of imagery in Figure 13 become explainable. High narrative fluency condition participants had a higher mean extent of imagery than low narrative fluency participants for low imagery fluency scores only, properly because high self-reported imagery fluency derived more from personal blog formatting and less from the positive effect of the narrative fluency

manipulation on imagery fluency. That would explain, why mean extent of imagery in the high imagery fluency quadrant (i.e. imagery fluency ratings higher than 3) are higher for participants from the low narrative fluency condition than mean extent of imagery scores of participants from the high narrative fluency condition (see Figure 13).

#### ***4.4. Concerning Rival Explanations***

At first glance, some of the results seemed paradoxical by the given explanations of how narrative fluency improves blog branding. Such seemingly theory inconsistent results may have aroused doubts on internal validity. One may ask, if the found effects on blog branding effectiveness are better explained by other explanations than the theoretical framework. Naturally, first doubts concern the effectiveness of the experimental manipulation. Specifically, two doubts may concern the experimental manipulation. It may be doubted, if there were any other systematic differences between the low and high fluency conditions, affecting blog branding effectiveness. More fundamentally, one may ask, if narrative fluency differed between the two experimental conditions as assumed (low vs. high).

Why should there be any other systematic group difference besides narrative fluency? One might expect some threat to internal validity by the included control of the level of topic involvement across both conditions. Blog visitors were assumed to usually search for blogs on topics, on which they were interested a priori. So to enhance external validity, that intrinsic interest or high involvement was simulated by asking participants to imagine, that they were about to need the information presented on the blog. In particular, participants were asked to imagine that they would need to find information on a good smartphone to buy or to find information supporting the choice on which pop-concert to go. These two scenarios were compared to one another, because the review or low fluency blog had a smartphone as main theme, whereas the personal or high fluency blog had a personal pop-concert episode as main theme. It was assumed, that these scenarios incepted two mindsets different in content but comparable in the level of involvement. It could be doubted, if the interest for the smartphone-related contents differed between the two blogs, because that smartphone-related involvement was manipulated directly in the review blog scenario and indirectly in the personal blog scenario (by creating involvement on the main theme, the party episode). These doubts can be resolved by considering the important distinction between two fundamentally different kinds of involvement (as suggested by Slater & Rouner, 2002): Topic involvement and narrative involvement (what they alternatively call absorption, corresponding to the here handled concept of narrative absorption). In the classic elaboration likelihood model, topic



involvement moderates, if a persuasive message gets processed centrally or peripherally. However, involvement in narrative processing is suggested to be fundamentally different from narrative involvement (Slater & Rouner, 2002) and topic involvement is suggested to be of little importance for narrative persuasion. In their extended elaboration likelihood model, Slater & Rouner (2002) suggested to replace (in the context of narrative persuasion) the topic involvement moderation entirely by narrative involvement mediation. This means, that the here undertaken topic involvement manipulation (by the scenarios to enhance external validity) could not result in distorting systematic differences in narrative blog branding. The results support this position, as narrative absorption was found to mediate the increased blog branding effectiveness of high fluency blogs. In other words, once narrative absorption is realized by increased narrative fluency, the blog reader cannot switch persuasive effects of the narrative mode of information processing on and off between story main themes (i.e. pop-concert) and side aspects (i.e. smartphone-contents in the personal blog). Such rational moderation is not viable for narrative persuasion, which involves a great deal of automaticity (Slater & Rouner, 2002). Narrative persuasion is like a snowball rolling down a hill. Once set in motion, any material which is on the way down will stick to it, including wood, stones, dirt or any other foreign materials. Narrative persuasion does not differentiate between central and peripheral routes. Once absorbed by the blog, the reader starts to internalize *all* contents of the blog (main themes and side aspects). The only precondition these side aspects or foreign materials in the snow have to fulfill is that they are along the path of the narratives chain of events. To be absorbed foreign materials must cross the path of the snowball rolling down the hill. That precondition sure is fulfilled: the smartphone-contents in the personal blog not only have a considerable share in the personal blog narrative (21 %) but are inseparably interwoven with the main theme, the pop-concert episode (visual inspection of the personal blogs' narrative fluency analysis in appendix G quickly reveals, that red marked smartphone-events are inherently interwoven with the rest of the story). In conclusion, the topic involvement control through the scenarios could not have threatened internal validity.

But what about rival explanations concerning the second issue on internal validity, is it likely that the manipulation of narrative fluency was ineffective altogether? A certain deal of arguments resolves such doubts.

First of all, the manipulation check suggests, that the personal blog had a higher narrative fluency than the review blog. It is found, that exposure to a personal blog leads to higher self-reported narrative fluency than exposure to a review blog. That significant difference was only found for  $\alpha = 0.1$ , because the effect size was rather modest ( $d = 0.29$ ).

However, most made predictions of the theoretical framework were corroborated. The here presented explanation of how narrative fluency predicts blog branding is a causal cascade, all predicted effects are somehow associated with the level of narrative fluency. The overall corroboration of the theoretical framework is a second argument for the principally successful manipulation of narrative fluency: if the manipulation was no success, the made predictions (as all being connected to the level of narrative fluency by a cascade) would not have been expected to be corroborated. A third argument for the principal success of the narrative fluency manipulation is, that the analysis of narrative fluency of both blogs found different levels of narrative fluency as well.

However, most definitely, the strength of the narrative fluency manipulation leaves room for improvement. Improvements in future research could be achieved by recruiting highly gifted writers who have better event-consistency intuitions at stage one of the blog development process (heuristically guided intuitive blog creation) and by setting a higher standard for the relatively fluent blog, achieved by multiplying the number of blog refinement cycles (stage two of blog development).

There is one final alternative explanation which will be dealt with. Blog branding may in fact be affected by the two conditions, but not due to high or low narrative fluency. Another branding relevant construct than intended might have been affected by the experimental manipulation. Given that the manipulation appears to have only a modest effect size ( $d = 0.29$ ) and given that the effect size of the manipulation on imagery fluency was larger than that ( $d = 0.36$ ), one could suggest that the manipulation affected in fact another construct, closely related to imagery. Narrative absorption is such a construct. Since narrative absorption was also found as a mediator of the blog branding relationship, it could be argued that the two conditions in fact manipulated narrative absorption and not narrative fluency. This is unlikely to be true for a number of reasons.

First, the argument that the alternative construct maybe more closely related to imagery is unlikely, because the effect size of condition on the extent of imagery scale ratings ( $d = 0.15$ ) was smaller than the effect size of condition on narrative fluency scale ratings ( $d = 0.29$ ). Contrariwise, the larger effect size of condition on imagery *fluency* than the effect size of condition on extent of imagery may as well be interpreted as a sign that in fact some kind of *processing fluency* was manipulated, because all different types of processing fluency are said to be tightly related to one another, either because they are all parts of some superior fluency mechanism or because they just all happen to have the same outcomes on judgment and affect (Alter & Oppenheimer, 2009). Second the manipulation check through the reliable

and valid narrative fluency scale should not have been passable. The third line of arguments comes from the findings of the mediation analysis for narrative absorption. The effect size of the manipulation was found to be larger for the direct effect (0.27) of the condition on blog branding than for the indirect effect (0.14) of the condition via narrative absorption on blog branding (see Figure 5). If the manipulation in fact affected narrative absorption, then the effect size for the indirect effect via the narrative absorption scale (translated from scales found reliable and valid by previous research, see Green & Brock (2000) and Busselle & Bilandzic (2009)) should have been larger than the effect size for the direct effect.

Alternatively, within a mediation model (Figure 5), a absorption condition should have been stronger correlated with the narrative absorption scale ( $\beta = 0.32$ ) than with blog branding ( $\beta = 0.41$ ), because especially a weak manipulation of narrative absorption should of course be more closely related to a scale assessing narrative absorption than to any effector (blog branding). However, the correlation is stronger with the effector, so in conclusion, based on the empirics of this study, narrative absorption is unlikely to have been manipulated directly.

There are also purely logical arguments, why narrative fluency and not absorption was manipulated. Both blogs were developed to differ in how easily the narrative could be comprehended; they were designed to entail a different degree of event-index consistency. Event-index consistency is a concept of exclusively cognitive dimension. Cold deliberation evaluates if two events are logically connected or not. On the other side, narrative absorption is a concept which entails both a cognitive and an affective dimension. Narrative absorption was defined as high intensity (flow state) narrative presence and narrative presence was defined as the sensation of being present in a narrative world due to focused comprehension processes (the cognitive dimension, which appraises event-index consistency) and due to perspective taking (the affective dimension, because it is related to empathy and sympathy (Busselle & Bilandzic, 2009)). The implicated event-index consistency manipulation (supported by the narrative fluency analysis) only affected the cognitive dimension, for a direct narrative absorption manipulation, additional measures would have had to be undertaken to increase perspective taking. Note that narrative absorption in fact was affected, but only indirectly by increased narrative fluency (as suggested by the mediation analysis), which is logical because narrative fluency takes a large share of the purely cognitive part of narrative absorption (the cognitive components are the completely focused story comprehension processes).

Narrative fluency is not entirely the same as narrative absorption although it contributes to it, because narrative fluency lacks the affective components, which narrative

absorption incorporates. Consistently, no significant differences were found between the low and high narrative fluency condition for the measures of positive ( $p = 0.86$ ) and negative ( $p = 0.97$ ) state affect (both are subscales of the included PANAS scale), indicating that the manipulated construct incorporated no affective component.

In conclusion, rational doubts leaning towards alternative explanations for how narrative fluency improves blog branding are found to be resolved. This is a prerequisite for the next step, which is to show implications for blog marketing and what practical guidelines can be deduced to improve blog marketing management.

#### ***4.5. Advances in Blog Marketing Management***

Of course, the findings of the current study translate directly in recommendations on how management should make decisions in strategic blog marketing. Basically, strategic blog marketing should aim for effective blog branding interventions (i.e. by a blogversionation), because it is a valuable investment of the company in customer-based brand equity (which is important for long-term business success). The findings of the current study suggest, that increasing narrative fluency plays a key role in publishing blog marketing interventions with high branding effectiveness. Changing the mind of the consumer via blog marketing is extra effective, if blog marketing management seeks to publish blogs with high narrative fluency.

Strategic blog marketing should make use of the here introduced two stage method to manipulate, evaluate and improve narrative fluency. By using the here introduced scales, the branding effectiveness of any narrative blog can be studied and can be improved. The advice here given is, to conduct as many fluency refinement cycles as necessary to achieve high narrative fluency, because that ought to increase blog branding effectiveness by benefits on a whole cascade of beneficial factors. These factors are either corroborated to or are at least plausible to increase branding effectiveness. Because of the multiple beneficial effects, improving narrative fluency is a relatively cost-efficient way to increase blog branding effectiveness for marketers interested in blog marketing interventions.

There is more reason why strategic blog marketing should seek to improve the narrative fluency of their blog marketing interventions. There is reason to assume, that improving narrative fluency has a large effect on long term blog branding effectiveness. The effect size found for the relation between narrative fluency and blog branding effectiveness was large in spite of the rather modest strength of the realized one-time exposure narrative fluency manipulation. That fact suggests, that blogs branding effectiveness of blogs with a strong narrative fluency manipulation should be large and even larger for multiple exposures.

It is common that blog readers read the same blog more than once, since they are intrinsically motivated to visit the blog. Rereading the same blog should increase blog branding effectiveness according to the suggested cascade of branding effects. So, long-term, high narrative fluency blog branding effectiveness should be more than large, it should be gargantuan – mind blowing in the sense, that the installed brand node in the consumer's mind may become a self-sufficient source of flow experiences, potent of reorganizing even deeply rooted personality structures, just like drugs. For example think of people now known as Apple-addicts. In extreme cases, these people even neglect the complete rest of their personal life as they are absorbed by embodying a socially validated brand.

Additional conclusions on how blog marketing can be improved can be drawn from other findings of this study. It was found, that narrative fluency increases blog branding effectiveness by increasing narrative absorption. Other researchers suggested similar relationships. Slater & Rouner (2002) suggested in their extended elaboration likelihood model (extended ELM), that the production quality of a story increases, how persuasive embedded story contents are and that absorption mediates this relationship. The equivalency of production quality in the extended ELM with the factor narrative fluency of the current studies' theoretical framework is self-evident. A difference is, that production quality is judged from a third-person point of view and has a standard of objectivity whereas narrative fluency, as a first person experience, has a standard of subjectivity as it depends on the eye of the beholder. Strategic blog marketing can benefit from this difference. If blog marketing management decides to evaluate and improve the branding effectiveness of some blog marketing intervention, it no longer has to assert some production quality 'expert' committee, which may engage in costly discussions on what concept of production quality is right or how 'the people' judge the blog to be good or bad. The here introduced concept of narrative fluency is much more versatile, because it acknowledges the subjective nature of blog-appraisals a priori and can be assessed on real world samples of people. Narrative fluency makes blog marketing decision making based on stereotypes obsolete and replaces it with scientific inquiry.

Another recommendation on how to improve strategic blog marketing concerns how to realize nonobvious stealth marketing interventions such as blogversations. Slater & Rouner (2002) and Feenstra (2005) both acknowledge that the unobtrusiveness of the persuasive subtext in a narrative (such as a blog) is an important factor for narrative absorption and narrative persuasiveness (or blog branding effectiveness). However, as Slater & Rouner (2002) point out, unobtrusiveness of persuasive subtext does not mean that blog readers are

unaware of persuasive intent. Participants of the current study are likely to have had some awareness of persuasive intent, because smartphone-related contents had a noticeable share (21 %) in the narrative of the high fluency blog. According to Slater & Rouner (2002), unobtrusiveness is achieved by narrating in a manner so compelling, that awareness on the persuasive intent fades in the background. It is likely, that high narrative fluency makes a narrative compelling and it is corroborated, that narrative fluency induces a sole attentional focus on creating the experience of narrative presence (which defines narrative absorption). This allows the conclusion, that narrative fluency may be responsible for unobtrusiveness of persuasive subtexts. In other words, highly fluent narratives may even have a considerable share of persuasive subtexts without arousing any resistance, because attentional resources are already consumed by comprehending the narrative. Taking the results of the current study to establish a first rough estimate of a good proportion of narrative subtext, one fifth on the total blog content may be a good starting point. In the current study, one fifth has proven to be not a bad proportion, because although the manipulation has been found to be of only modest strength, the effect size of narrative fluency on blog branding effectiveness was found to be large ( $d = 0.83$ ). That means that the persuasive potential of the implicated share of persuasive subtext on total blog content was good as well and that allows recommending one fifth as a heuristically good share. However, blog marketing management is advised to realize a higher level of narrative fluency than realized in the current study, to improve unobtrusiveness and persuasiveness. The narrative fluency of a stealth marketing intervention should be high to secure that a blogversation is a blogversation and no overt blogvertorial, because high narrative fluency reduces awareness for the persuasive intend of a blog marketing intervention.

Another blog marketing advice concerns what kind of favorable brand images a narratively fluent blog can (super)impose, even counter-attitudinally. Narratively fluent blog branding can be expected to be more persuasive by reducing several forms of resistance (see Moyer-Guse, 2008). Good narrative structure (which corresponds to high narrative fluency) is claimed to reduce psychological reactance and absorption is suggested to reduce counterarguing. Based on the findings of the current study, blog marketing management should expect that enhancing narrative fluency results in improvements of branding effectiveness more due to reduced psychological reactance and less due to reduced counterarguing, because the effect size of the direct effect of narrative fluency on blog branding (0.27) was considerably larger than the effect size of the indirect effect of narrative fluency on blog branding via narrative absorption (0.14). These effects suggest, that highly

fluent blogs are especially effective in inducing counter-attitudinal persuasion for unfavorable brand images held due to reactance or counterarguing. For example, a highly fluent blog should turn out to be capable to promote a brand image of McDonalds fast food as a possible component of a healthy diet (because counterarguments based on the held unfavorable brand image of McDonalds fast food as unhealthy are reduced). Because of the relative effect size, fluent blog marketing interventions may be even more effective for overcoming unfavorable brand images due to reactance. A highly fluent blog may be especially effective in overcoming unfavorable brand images of products, which usually arouse reactance. For example, a full-size SUV as the Dodge Durango arouses unfavorable reactance, because it has high running costs, which arouse the feeling to lose the freedom to spend money on other things. A highly fluent blog should be capable to promote the Durango as a relatively affordable favorable full-size SUV. In conclusion, highly fluent blogs are valuable tools for counter-attitudinal marketing communications in cases of brand image counterargumentation or brand image reactance.

In conclusion, the utility of narratively fluent blog marketing interventions seems to be extraordinary to conduct strategic marketing with the main aim to communicate a favorable brand image to the consumer.

#### **4.6. Conclusion**

Social media undoubtedly offer exciting new ways to engage in strategic marketing. Usually, marketing management gets fully absorbed by the ‘revolutionary’ new possibilities social networks offer to create the next ‘*big buzz*’. Marketing management often oversees the large and far reaching effects highly fluent blog marketing interventions have on the consumer’s mind. The here introduced method allows to *boost the power of blog marketing communications* based on scientific evidence. In the foreseeable future, strategic marketing can be predicted to profit from the absorbing effects of highly fluent blog marketing interventions. *Highly fluent blog marketing interventions circumvent many forms of resistance, which leads to direct, uncritical internalization of any arbitrary marketing communication message.* The revolutionary *direct power of highly fluent blog marketing* sure is a topic marketing management will get seriously involved with as soon as buzzing around turns out to be an activity devoid of long-term consequences. Marketers engaging in sustainable strategic marketing distance themselves from such short-sighted, hollow activity. They do so by profiting from the unexploited, revolutionary power of fluent blog marketing, securing long-term competitive advantage. Once they secured long-term competitive

advantage, they will favor *fluent blog marketing as a more durable key for (b)logging in the consumers' mind.*



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## Appendix A - Participation Instructions for Low Narrative Fluency Condition

### Instruktionen zur Durchführung der Studie

Lesen Sie bitte zuerst diese Instruktionen KOMPLETT durch. Sie können diese Instruktionen während des Experiments immer zu Rate ziehen. Sie benötigen zur Teilnahme ein Programm zum Lesen von PDF Dateien (alternativ können Sie auch die im Anhang befindliche Bilddatei öffnen). Alle persönlichen und Zahlungsdaten werden von mir anonym behandelt und nach Ablauf der Studie vernichtet. Die Teilnahme an dieser Online Studie erfolgt in 2 einfachen Schritten:

#### 1. Lesen Sie den Blog durch.

Laden Sie die in dieser E mail angehängte Internetseite herunter. Diese Internetseite liegt ihnen als PDF Datei und als Bilddatei vor, um das Aufrufen und Betrachten der Internetseite möglichst barrierefrei zu gestalten. Es handelt sich bei der Internetseite um einen Blog. Öffnen und lesen Sie bitte eine von diesen beiden Dateien. Sie erhalten für ihre abgeschlossene Teilnahme am Experiment 8 Euro, also füllen Sie den Fragebogen bitte erst aus, NACHDEM Sie den Blog aufmerksam durchgelesen haben.

Es ist für den Erfolg dieser Studie *essenziell*, dass Sie die Internetseite vollständig und aufmerksam durchlesen. Stellen Sie sich vor, Sie hätten gerade nach genau diesem Smartphone-Blog im Internet gesucht. Tun Sie so als ob Sie überlegen würden sich ein neues Smartphone zu zulegen und möchten diese Wahl mithilfe von Informationen aus dem Web treffen. Überlegen Sie sich jetzt zwei gute Gründe, warum Sie ein neues Smartphone brauchen könnten. Diese beiden Gründe sind Teil des Fragebogens, also müssen Sie sich diese zum Abschließen der Studie ausdenken, bitte denken Sie sich diese Gründe JETZT aus.

#### 2. Füllen Sie den Fragebogen aus.

Nachdem Sie die Internetseite durchgelesen haben, füllen Sie bitte den Fragebogen aus, den Sie unter folgendem Link finden. Überlegen Sie bitte beim Beantworten der einzelnen Fragen nicht lange:

**[www.studentenforschung.de/web/?id=287695](http://www.studentenforschung.de/web/?id=287695)**

Nach Schritt 2 ist ihre Teilnahme abgeschlossen. Sobald ich ihren vollständig ausgefüllten Fragebogen eingesehen habe veranlasse ich umgehend die Überweisung der 8 Euro auf das von ihnen angegebene Konto, sollten Sie mir ihre Zahlungsdaten (Name des Kontoinhabers, Kontonummer, Bankleitzahl, Name der Bank **und ihrem Geburtsdatum**) noch nicht mitgeteilt haben, tun Sie das bitte eben mit einer kurzen, an mich adressierten E mail ([k.jagersberg@student.utwente.nl](mailto:k.jagersberg@student.utwente.nl)).

Vielen Dank für ihre Unterstützung!

Knut Jägersberg

## Appendix B - Participation Instructions for High Narrative Fluency Condition

### Instruktionen zur Durchführung der Studie

Lesen Sie bitte zuerst diese Instruktionen KOMPLETT durch. Sie können diese Instruktionen während des Experiments immer zu Rate ziehen. Sie benötigen zur Teilnahme ein Programm zum Lesen von PDF Dateien (alternativ können Sie auch die im Anhang befindliche Bilddatei öffnen). Alle persönlichen und Zahlungsdaten werden von mir anonym behandelt und nach Ablauf der Studie vernichtet. Die Teilnahme an dieser Online Studie erfolgt in 2 einfachen Schritten:

#### 1. Lesen Sie den Blog durch.

Laden Sie die in dieser E mail angehängte Internetseite herunter. Diese Internetseite liegt ihnen als PDF Datei und als Bilddatei vor, um das Aufrufen und Betrachten der Internetseite möglichst barrierefrei zu gestalten. Es handelt sich bei der Internetseite um einen Blog. Öffnen und lesen Sie bitte eine von den beiden angehängten Dateien. Sie erhalten für ihre abgeschlossene Teilnahme am Experiment 8 Euro, also füllen Sie den Fragebogen bitte erst aus, NACHDEM Sie den Blog aufmerksam durchgelesen haben.

Es ist für den Erfolg dieser Studie *essenziell*, dass Sie die Internetseite vollständig und aufmerksam durchlesen. Stellen Sie sich vor, Sie hätten gerade nach genau diesem Blog im Internet gesucht. Bitte tun Sie so als ob Sie wissen wollten, ob sich der Besuch eines großen Popmusikonzertes, dem Hardbeat-Festival in Berlin, für Sie lohnen würde. Tun Sie so, als würden Sie die im Blog geschilderten Erfahrungen zu dem Festival wissen wollen, um zu beurteilen, ob Sie das Festival besuchen möchten. Überlegen Sie sich jetzt zwei gute Gründe, warum Sie gerne ein großes Popkonzert besuchen würden. Diese beiden Gründe sind Teil des Fragebogens, also müssen Sie sich diese Gründe sowieso zum Abschließen der Studie ausdenken, bitte denken Sie sich diese zwei Gründe JETZT aus.

#### 2. Füllen Sie den Fragebogen aus.

Nachdem Sie die Internetseite durchgelesen haben, füllen Sie bitte den Fragebogen aus, den Sie unter folgendem Link finden. Überlegen Sie bitte beim Beantworten der einzelnen Fragen nicht lange:

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Vielen Dank für ihre Unterstützung!

Knut Jägersberg

### Appendix C – Narrative of the Review Blog

Huawei, der sich als Hersteller von uns als ordentlich verarbeitet befundenen Firmenbranding – Smartphones wie dem T-Mobile Pulse bereits einen Namen gemacht hat, vertreibt wieder ein neues Kampfpreis-Smartphone. Die große Beliebtheit des Vorgängers und die Tatsache, dass das neue Huawei Ascend Y200 in der ersten Verkaufsrunde schnell ausverkauft waren, waren uns vom Stereopoly-Blog Grund genug, schnell einen ausführlichen Review zu diesem Smartphone nachzuschicken. Wie schlug sich das Ascend Y200 in unserem Testalltag?

#### Hardware

Was uns direkt auch beim Blick auf die Verpackung auffiel, war das die Ausstattung für den vergleichsweise niedrigen Preis von 99 € erfreulich umfangreich ausfällt. Das Ascend ist trotz des kleinen Preises ein vollständiges Android Smartphone mit 3,2- Megapixel-Kamera, GPS Navigation, WLAN und schnellem HSDPA-Mobielfunkinternet. Im neuen Huawei arbeitet ein 800 Mhz Prozessor, der im Vergleich zum Vorgängermodell mit 600 Mhz eine deutliche Verbesserung darstellt. Im Testalltag hat sich gezeigt, dass die Prozessorgeschwindigkeit ist unter den meisten Umständen absolut zufriedenstellend ist: Anwendungen luden meist in weniger als einer Sekunde, die Rechenleistung reichte aus um Youtube Videos in HD wiederzugeben und populäre Games wie Angry Birds liefen nach einer gewissen Einladezeit einwandfrei. Die Akkulebensdauer ist lange: 5:35 Stunden lief das Ascend im Sprechtestbetrieb, im onlinebetrieb lief es 8:02 Stunden lang, die absolute Kapazität hat im Vergleich zum Vorgänger leicht zugenommen von 1200 mAh auf 1400 mAh. Von nicht geringerer Wichtigkeit sind bei einem Smartphone natürlich die Eigenschaften des Touchscreens. Beim Ascend fanden wir ein 3,5 Zoll Touchscreen verbaut, das wie unten auf den Bildern zu erkennen ist die selbe Größe hat wie das Iphone. Der Touchscreen ist weder zu groß, sodass das Smartphone zu sperrig wird (wir trugen es in der Hosen bzw. Westentasche) noch zu klein, sodass die Anzeigequalität darunter leiden würde. Das Bild ist trotz der relativ niedrigen Auflösung von 320 x 480 Bildpunkten angenehm scharf, was wohl am Verbau eines IPS Panels liegen dürfte, das auch beim Iphone eingebaut wird. Im Testalltag fanden wir dann auch wie von diesem Panel zu erwarten, das es sich aus seitlichen Blickwinkeln (z.b. beim Mitlesen von Internetseiten beim Blick über die Schulter) gut lesbar ist, an dem Bildschirm gibt es demnach nichts auszusetzen.

#### Verarbeitung

Das Ascend ist trotz des günstigen Preises gut verarbeitet, beim Drucktest erwiesen sich die Displayabdeckung und der Akkudeckel als stabil. Der geriffelten Struktur und leichten Wölbung des Gehäuses sei dank lag uns das 125 Gramm leichte Ascend immer gut und griffsicher in der Hand. Das Ascend begrüßt den Kunden nach dem Auspacken im eleganten Design in geschmackvoll edlen schwarzem Klavierlack. Das Umdrehen des schlanken Ascend ließ die in dezenter Weise zierende Markenmuschel des Herstellers zum Vorschein kommen. Das äußere erinnert an Geräte einer teureren Preisklasse.

#### Software

Ein Blick auf die Verpackung verriet uns, dass das Ascend mit dem intuitiv bedienbaren Betriebssystem Android Gingerbread (2.3.6) läuft. Alle notwendigen Programme zum lesen von z.b. Office Dokumenten und ein Internetbrowser sind bereits installiert. Die App „Streams“ bündelt zudem Neuigkeiten aus verschiedenen sozialen Netzwerken wie Facebook. Somit waren wir überall ob auf dem Weg zur Arbeit oder während der Mittagspause



### **Appendix C – Narrative of the Review Blog**

unterwegs online. Wie für ein Android Smartphone üblich wird das Ascend durch die Vielzahl an herunterladbaren Apps zum Multifunktionstalent.

#### **Multimedia**

Das Ascend erwies sich als ein vollständig multimediafähiges Smartphone, wir konnten Mp3s mit seinem MediaPlayer abspielen, Filmdateien abspielen und über unser Firmen WLAN oder unterwegs über das HSDPA Mobilfunknetz auch Youtube-Videos in HD sehen. Die 3,2 Megapixel Kamera erwies sich als ausreichend scharf bzw. als brauchbare Schnappschusskamera vorallem für Innenraumaufnahmen, die gedrehten Videos konnten uns nicht überzeugen, was bei dem Preis aber zu verkraften ist.

#### **Fazit**

Nach unseren Erfahrungen im Testalltag halten wir das Huawei Ascend für ein erstklassiges Schnäppchen mit dem besten uns bekannten PreisLeistungsverhältnis. Ein Check unserer Datenbank untermauert dieses: Das Ascend Y200 räumt mit 0,98 Euro pro Ausstattungspunkt voll ab (der Durchschnitt beträgt 2,47 Euro pro Punkt). Das erklärt auch, warum es direkt nachdem es in den Handel kam so schnell vergriffen war.

## Appendix D – Narrative of the Personal Blog

Erlebnis Hardbeat Festival Berlin: Im Morgengrauen danach...

Ein Wachtraum: Bin ich zuhause oder noch dort?

Das gibt's doch nicht, bin ich etwa in einem Partyzelt liegen geblieben und dort eingepennt?

Die anderen würden mich doch nicht einfach so vergessen?

Das erste woran ich mich erinnere ist diese Dunkelheit. Mein Rücken schmerzt vom steinharten Untergrund auf dem ich wohl die letzten Stunden verbrachte. Eine eisige Bries weht über mich hinweg und ich spüre, wie sich meine Haare zu einer Gänsehaut aufstacheln. Geschüttelt von frostiger Kälte wache ich auf. Ich greife um mich herum, um mich aufzurichten. Meine rechte Hand tangiert ein glasiges etwas, tosendes Gekirre bestürmt mein Gehör, das mich fortan mit einem Tinnitus in den Tag geleitet. Er ist so stark, das ich zuerst nicht sicher bin, ob jetzt gerade im Hintergrund laute Elektromusik läuft. Boa brummt mein Schädel! Was wenn die anderen genauso fertig waren wie ich es bin, vielleicht hatten die mich deswegen nicht mehr gesucht? Ich versuche mich mit meiner linken Hand aufzurichten, spüre dann aber, wie sich meine Hand in eine schlammig-sandige Substanz gräbt und sich unter meine Fingernägel schiebt. Angewidert ziehe ich sie aus der Pampe wieder heraus. Vorsichtig ertaste ich mit meiner rechten Hand ein Fleckchen, auf dem keine Scherben liegen und stehe auf. Ich höre, wie mehrere leere Dosen von meinen Beinen zu Boden poltern. Ich fühle mich... woa... groggy wäre untertrieben. Wenigstens habe ich offensichtlich in einem abgeschlossenem Raum gepennt, ist vielleicht sonst noch jemand draußen, der Witterung schutzlos ausgeliefert, weggepennt? Wie ich meine Clique so kenne, haben die es gestern auf der Party nicht weniger hart als ich getrieben. Ich beginne mir Sorgen zu machen, ob es den anderen schlechter ergangen ist.

Facing the Aftermath

Leicht panisch suche ich eine Lichtquelle in meinen Taschen und ziehe mein Smartphone heraus. Plumps betrunken und unbeholfen wie ich gerade bin fällt das gute Teil auf den Boden. Macht nichts, mein Ascend war günstig (hab ich letztens für unter nen Hunni mitgehen lassen) und kann trotzdem was vertragen. Ich schalte als Taschenlampe das Handydisplay an, prompt erscheint im Lichtkegel ein großer, dem Geruch nach mit Wein getränkten Aschenbecher... mein Aschenbecher, daher der Schlamm unter meinen Fingernägeln \*iieh\*! Dann hab ich also doch nicht auf der bloßen Erde gelegen! Ich sehe mich um und erkenne im Morgengrauen, das ich auf dem Boden meiner Wohnung gepennt habe, es zieht, weil Fenster und Wohnungstür noch offen stehen... Ist DAS etwa meine schöne, liebevoll eingerichtete Wohnung?! Statt geschmackvollem Dekor liegen überall leere Flaschen und mindestens zwei Bierleichen auf dem Boden herum, auf meiner Couch haben sich irgendwie drei meiner Freunde neben- oder übereinander gestapelt. Kein Wunder, das ich lieber auf dem Boden gepennt habe. Sieht ganz so aus, als wären wir nach dem Festival noch weiter zu mir gezogen, wir haben hier bei mir wohl noch nachgefeiert.

Mein Kater-Kollektiv ;)

Achja da liegen Sie ja, völlig fertig von gestern, die dürften mindestens genauso bedient sein wie ich, das hatte ich also richtig geahnt. Meine Pappenheimer kriegen halt nie genug ab, noch nicht einmal auf dem Hardbeat Festival. Und da ging wirklich jede Menge ab, bunt gemischt wurde Elektropop, Rock, Punk und Hip Hop gespielt und zwar mit ordentlich wums! \*Tinituspiiiiieep\* Achja das lässt mich gleich in Erinnerungen schwelgen... wir haben uns

## Appendix D – Narrative of the Personal Blog

auf verschiedensten Festivals kennengelernt... Rock am Ring, Splash! Love Parade, Hardbeat Festival, Getaway Rock Festival... Über die Jahre haben wir uns zu einer wirklich einmaligen Party Clique zusammengerauft: Mit den unterschiedlichsten Geschmäckern und vom Kunst-Studenten bis zum Bank-Azubi sind die verschiedensten Backgrounds vertreten... Was uns vereint ist, dass wir immer wieder was neues erleben wollen. Hauptsache ist nur, das es kesselt! Das Hardbeat Festival ist für uns also fast schon was obligatorisches... Nur was ist dort eigentlich vorgefallen?

Mit der Handykamera gegen den Filmriss

Hab es gerade eben unter akrobatischen Einsatz und trotz Schwindelgefühlen geschafft, durch das Chaos bis zu meinem Laptop im Schlafzimmer durch zu balancieren ohne jemanden zu wecken. Also um mal etwas auszunüchtern und mich besser an die wilde Party von gestern zu erinnern blog ich mal eben spontan darüber. Hmm, was ging denn eigentlich ab? Ich sag nur: alkoholbedingter Orientierungsverlust + Schlafmangel = Filmriss. Da hilft nur eines, mal was mir mein neues Ascend verraten kann, ich habe gestern viele Fotos damit geschossen, die sollen meinem Gedächtnis schon auf die Sprünge helfen.

Die Endlosschlange

Fangen wir mal mit den ältesten Fotos von gestern an. Ah da ist sie ja, die Endlosschlange zum Ticketverkauf! Ja stimmt ja, selbst die Mega-Party von gestern hatte irgendwann einmal angefangen! In der Warteschlange stand gestern nachmittag zunächst nur ich an. Irgendwer muss sich ja als Platzhalter in die Schlange stellen, damit später alle schneller reinkommen, ich war gestern dran. War das ätzend! An diese große, zwischen Absperrungen und metallernen Zäunen eng gedrängte Menschenmenge kann ich mich nur allzu gut erinnern: Die Sonne brannte, alle waren bei der Hitze am Schwitzen. Schon in der Schlange wurde der Boden immer Dreckiger und feuchter, die Leute ließen teilweise ihre leeren Flaschen und Bierdosen einfach zu Boden gehen und zerdeppern... oder kam die Nässe vom herabtropfendem Schweiß!? Dem Gestank nach von beidem meine ich! War echt kaum zum Aushalten! Alles andere als nen Eisbrecher am Anfang also, da blieb mir nur noch die Flucht aus der Realität ins virtuelle... Schnell war das Handy zum Zeitvertreib gezückt, was war ich froh, das ich heutzutage mit meinem Ascend soviel machen kann. Ist ja kein Thema auch da draußen übers Mobilfunkinternet zu surfen, Youtube Videos zu gucken, Spiele zu spielen oder halt Fotos zu anzusehen oder schießen. Ist schon ne feine Sache auf all das immer mal wieder zurückzugreifen wenn du gerade nichts zu tun hast. Das Smartphone haste ja immer mit. Habe mir dann ersteinmal die Zeit mit dem neuen Angry Birds Game vertrieben, das war ja schnell eben heruntergeladen, installiert und gestartet. Schmunzelnd beobachtete ich, wie sich auch andere Besucher um mich herum sich anstecken ließen und in ihrer eigenen kleinen Welt versunken: Einer mit Kappy und Baggy Jeans hinter mir zockte ebenfalls Angry Birds, vor mir fingen gleich zwei Punks mit Irokesen an zu Telefonieren, ein Mädchen neben mir fing fast zeitgleich an zu simsens. Ich habe dann nach kurzer Zeit Youtube gestartet um Videos vom Hardbeat Festival vom letzten Jahr anzuschauen. Hoffentlich wurde die Stimmung damals besser als sie jetzt gerade war. Zack, gerade hatte ich Hardbeat Festival 2011 eingegeben, schon startete das Video trotz HD Quali sofort und wurde schnell geladen. Was willste sagen, auch nicht so teure Smartphones können mittlerweile ganz schön flott sein. Tja was die Stimmung anging brauchte ich mir wohl keine Gedanken zu machen, denn die Ereignisse aus dem Video sprachen ne deutliche Sprache. Letzes Jahr war die Stimmung der

## Appendix D – Narrative of the Personal Blog

Burner: Die Leute in dem Video waren gut drauf, alle am Tanzen, hier und da war das wohl eher Posing als tanzen. Sah vielversprechend aus. Und dann auch das noch: In der ersten Reihe pogten zwei Honks wie verrückt alles um sie herum um. Voll die Aggro dancer! Deren Gesichter kamen mir irgendwie bekannt vor. Ach das waren Ernie und Bernd, zwei meiner Leute aus der Party-Clique! Nette Nummer, das die beiden keinen platt gewalzt haben ist aber auch alles!

Endlich nicht mehr alleine!

Achja, und dann tauchten die Aggro dancer auf einmal tatsächlich just in dem Moment auf in dem ich die in dem Video entdeckte. Wenn man vom Teufel spricht, das musste ich einfach festgehalten, und hab auch nen Foto gemacht wie die gerade am Ende der Schlange zu sehen sind. Natürlich kamen die Troublemaker wie immer zu spät und haben mich schön lange in der Schlange warten lassen. Nachdem die beiden sich dann mit nem Kasten Bier an der Schlange vorbeidrängelten, begrüßten die mich herzlich und drückten mir ne Pulle in die Hand. Als Entschädigung fürs lange ausharren und abwarten in der Sonne, meinten die beiden schnippisch. Von der Hitze und dem vielem Schwitzen war ich echt durstig. Erfrischt und wieder gut gelaunt von dem Bier hab ich denen gleich von meiner Entdeckung erzählt, dass die beiden auf Youtube standen wussten die nämlich auch nicht. Ungläubig verlangten die zwei dann als Ausgleich zum Gratis-Bier, das ich das Video nochmal aufrufe. Kein Thema, der Akku war auch nach dem (Ernie und Bernd sei dank) extra langen Herumspielen und all dem Video gucken immer noch fast voll. Also hab ich denen das Video eben gezeigt. ÖÖh krass, ich kann echt mein Gesicht erkennen, staunte Ernie, scharfes Teil, respect! Ernie hat noch weiter darüber gestaunt, was der nicht alles für Details in dem Video auf dem Screen von meinem Ascend ausmachen konnte: Die Band, die gerade vorne auf der Bühne spielte oder sein Lieblingskappy, das ihm letztes Jahr auf dem Festival jemand abgezogen hatte. \*Proll\* ;) Jo erinnert ihr euch noch dran, wie ich den Paddel da voll über den Haufen gepogt hatte, rief Bernd und keine Sekunde später hat der in dem Video tatsächlich einen voll umgeworfen, da konnte ich sogar nen lautes \*Mmpf\* von dem hören.

Und dann waren wir doch noch vollzählig...

Oh und hier hab ich noch nen Foto davon, wie der Rest nachkam. Ebenfalls mit nem Kasten Bier zum Platzschaffen bewaffnet, gesellten sich Oscar und Tiffy dann auch eben zu uns ganz nach vorne in der Schlange. Die Beiden trafen aber auf mehr Widerstand als Ernie und Bernd und mussten einige Leute mit ner Flasche Bier bestechen. Als die dann bei uns ankamen, hatten die dann auch nur noch einen Halben Kasten übrig. Ich seh mir gerade nen Foto an, auf dem die beiden ganz traurig auf den so gelehrten Kasten gucken. Die beiden wollten dann das Video mit Ernie und Bernd natürlich auch sehen. Hatten sich dann alle vier hinter mich gestellt und über die Schulter mitgeguckt, war auf meinem Smartphone auch noch aus deren Winkel zu erkennen. Haben uns dann alle gleichzeitig schlapp gelacht, als die beiden den Typen umgepogt hatten ^^

Bad Vibes

Oscar war dann urplötzlich voll griesgrämig drauf: Ey, schnautzte er herum und grabschte nach meinem Handy, ach ihr wart die beiden voll Honks, die mich damals so umgehauen haben?! Schallerndes Gelächter, er hatte recht, ER war der Paddel, den die damals umgepogt hatten. Mit rotem Kopf und schüttelnden Händen hatte er wie wild geworden Lautstärke heruntergeregelt und das Video beendet, mein Handy knarzte unter dem Druck seiner Hände.

## Appendix D – Narrative of the Personal Blog

Nach kurzer Rangelei hab ich dem das dann sofort wieder abgezogen, mein Ascend hatte aber keine bleibenden Blessuren davongetragen, und das obwohl der voll zugeedrückt hatte. Bei der kleinen Rangelei um mein Handy hatte ich den Vorteil, das ich genau wusste, wie sich mein Handy sehr griffig in der Hand halten lässt, mein Ascend hat ein geriffeltes Backcover, Oscar hielt es aber hauptsächlich an der Kante fest. Schwups eben nach dem Backcover gegrapscht, hatte ich es auch schon wieder zurückerobert. Wie immer nach sonner Nummer vertragen sich meine Homies wieder schnell: Bernd klopfte Oscar eins zweimal auf die Schulter und steckte ihm mehrere Biere in seinen halbleeren Kasten, Ernie meinte lachend, das war doch alles nur Spaß.

Good Vibes

Oscar hatte sich dann wohl wieder schnell gefangen und entschuldigte sich bei mir für seinen ruppigen Umgang mit meinem Smartphone mit mehreren Komplimenten: Schönes Teil, druckste er herum, so elegant und edel wie das aussieht hätte er wirklich besser damit umgehen sollen, war doch bestimmt teuer oder? Er meinte, er hätte selten ein Android Handy in der Hand gehalten, war aber überrascht, wie schnell er sich damit trotz Wutanfall zurecht gefunden hatte. Ich konnte es mir dann nicht nehmen lassen, dann ausgelassen die vielen tollen Apps aufzuzählen, die auf meinem Ascend drauf waren, z.b. die Facebook App, die mir immer mitteilt, sobald es was neues auf meinem Account gibt oder aber der stylische Media Player. Voll cool meinte darauf Tiffy, aber weißte was jetzt noch cooler wäre? Musik! Wurde auch langsam Zeit, das auch dieses Jahr die Party mal losging. Da hab ich die Lösung meint da der technikbegeisterte Ernie: Er habe ne batteriebetriebenen Lautsprecher mit und ich ein Smartphone... Lautsprecher + Smartphone = die wohl mobilste Minianlage der Welt! Also haben wir ganz einfach die Mp3s vom letzten Hardbeat Festival auf ne Playlist gesetzt, den Lautsprecher angeschlossen und mein Ascend voll aufgedreht. Das fanden auch die Leute vor und hinter uns in der Schlange voll fett und hatten wir dann noch in der Schlange ne fette Preparty ans Laufen gebracht.

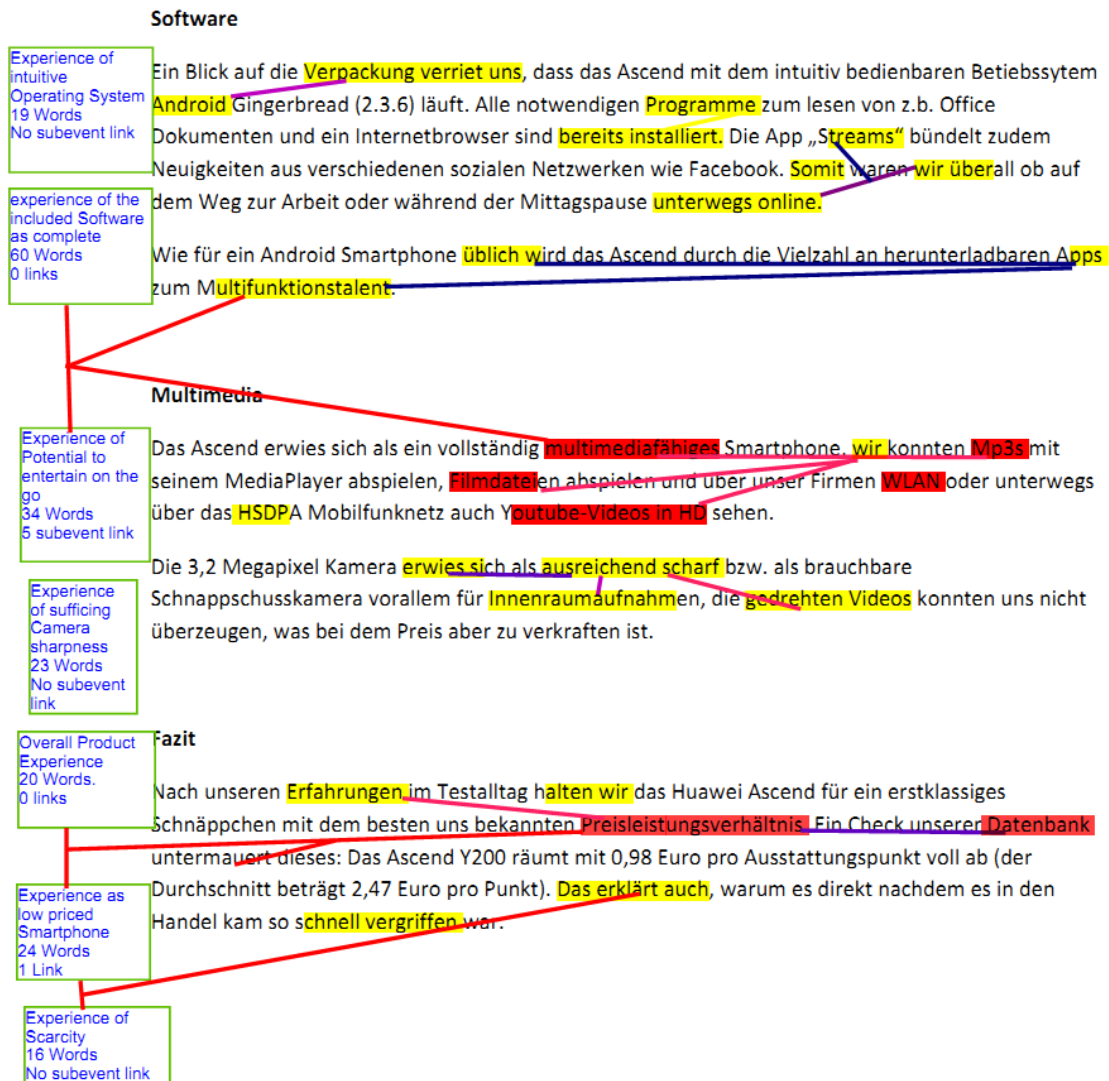
Preparty Am Start!

Oh ja von der Preparty hab ich auch wieder mehr Fotos, da haben alle voll vor der Kamera herumgepost. Verdammt ich muss Tiffy mal fragen, wie die bloß immer ihre Haare so toll hinkriegt, bin voll neidisch auf diese feinen Strähnen, die die sich immer zieht. Oder hier in ihrem Gesicht (eben zoomen) mit welchem Make-up die ihre Augenwimpern so voluminös auffächert. Egal wie nah ich zoome, bei der stehen nirgends kleine Härchen ab, und zwar wirklich ist alles scharf zu sehen auf den Kamerabildern. Also nach der hart durchzechten Nacht bin ich auch insgesamt zufrieden mit meinem Handy, weiß nicht ob das mein empfindliches Samsung Galaxy überstanden hätte, und das obwohl mein Ascend nichtmal nen Hunni gekostet hatte. Günstig ist halt nicht billig. Bin froh das ich noch vor dem Hardbeat Festival eines erwischt habe. Wie findet ihr eigentlich mein Smartphone? Es ist ein Huawei Ascend Y 200. Hmm was war das? Geklirre von drüben. Da hat sich doch etwas im Wohnzimmer bewegt? Aah ja, der Rest wird wohl gerade auch wach. Ich check mal ab was die noch so von gestern wissen und guck mir mit denen zusammen die restlichen Bilder an. Ich schreib dann später was nach der Preparty noch ging. Von da an werden meine Erinnerungen immer vager... Mal sehen an was sich der Rest noch erinnert, ich versuch mal mit denen in dem was gestern mal meine Wohnung war, zu frühstücken ^^

## Appendix E – Analysis of the Review Blog for Event-Index Consistencies



## Appendix E – Analysis of the Review Blog for Event-Index Consistencies



## Appendix F – Pre-Refinement Analysis of the Personal Blog for Event-Index Consistencies

event-index consistencies are marked as red lines

Smartphone-related Events have a red Border

## Erlebnis Hardbeat Festival Berlin: Das Morgengrauen danach...

### Ein Wachtraum: Bin ich zuhause oder noch dort?

Introduction to ambiguous appartement or Festival Scenerie with Space-Space Congruency

Dunkelheit. Geschüttelt vor **frostiger Kälte** wache ich auf. Ich spüre, wie sich meine Haare zur Gänsehaut aufstacheln, eine **eisige Briesse** weht über mich hinweg, **mein Rücken schmerzt** vom **steinharten Untergrund** auf dem ich wohl die letzten Stunden verbrachte. Ich greife um mich herum, um mich aufzurichten. Meine rechte Hand tangiert ein glasiges etwas, tosendes **Geklirre** bestürmt mein Gehör, das mich fortan mit einem **Tinnitus** in den Tag geleitet. Er ist so stark, das ich **zuerst nicht sicher bin**, ob jetzt gerade im Hintergrund laute **Elektromusik läuft**. Ich versuche mich mit meiner linken Hand aufzurichten, spüre dann aber, wie sich meine Hand in eine **schlammig-sandige Substanz** gräbt und sich unter meine Fingernägel schiebt. Angewidert ziehe ich sie aus der Pampe wieder heraus. Vorsichtig ertaste ich mit meiner rechten Hand ein Fleckchen, auf dem keine Scherben liegen und stehe auf. Ich höre, wie mehrere **leere Dosen** von meinen Beinen zu Boden poltern. Das gibt's doch nicht, bin ich etwa in einem **Partyzelt liegen geblieben** und dort **eingepennt**? Die anderen würden mich doch nicht einfach so **vergessen**? Was wenn die **genauso fertig** waren wie ich es bin? Wie ich unsere Party Clique so kenne, haben dies nicht weniger hart getrieben.

Chain of Worries Causality Congruency: is the clique as exhausted as the protagonist due to the alcohol and party?

Causality Congruency Did anybody else sleep outside, as the protagonist fears that others share her fate of loss of consciousness

Ich fühle mich... groggy wäre untertrieben, ich beginne mir **Sorgen zu machen**, ob es den anderen vielleicht **noch schlechter ergangen ist**. Wenigstens habe ich offensichtlich in einem abgeschlossenen Raum **gepennt**, ist vielleicht sonst noch jemand draußen, der **Witterung schutzlos ausgeliefert, weggepennt?**

### Facing the Aftermath

Product Positioning, the Huawei as a low-priced, bargain buy 21 Words

Space-Congruency: Recognizing the place by recognizing her own stuff Reorientation-even t

Additional Illustration of Appartement Scenerie

Leicht panisch suche ich eine Lichtquelle in meinen Taschen und ziehe mein Smartphone heraus. Es **fällt zu Boden**. Macht nichts, meines war **günstig** und kann trotzdem was **vertragen**. Ich **schalte mein Handydisplay an**, **prompt erscheint** im Lichtkegel ein großer Aschenbecher. Nein ich habe nicht auf der bloßen Erde gelegen, die **schlammige Substanz** an meinen Fingern entstammt diesen großen, dem Geruch nach mit Wein befeuchteten Aschenbecher. **Meinem Aschenbecher!** Ich sehe mich um und erkenne im Morgengrauen, das ich auf dem Boden meiner Wohnung gepennt habe, es zieht, weil Fenster und Wohnungstür noch offen stehen... Überall liegen **leere Flaschen** und mindestens noch zwei weitere **Bierleichen auf dem Boden** herum, auf meiner **Couch** haben sich irgendwie drei meiner **Freunde neben- und übereinander** gestapelt. Kein Wunder, das ich lieber auf dem Boden gepennt habe. Sieht ganz so aus, als wären wir nach dem Festival noch weiter zu mir gezogen, wir **haben hier bei mir wohl noch nachgefeiert**. Boa brummt mein Schädel!

Forecasting a Reconstruction of Prior Events, so that the successively introduced situation model / narrative frame (reconstructing what happened) will have a first prime to be anquored with



## Appendix F – Pre-Refinement Analysis of the Personal Blog for Event-Index Consistencies

Mein Kater-Kollektiv ;)

Introduction of the Party Clique  
Achja da liegen Sie, **völlig fertig** von gestern, die dürften **genauso bedient sein wie ich**. Meine Pappenheimer kriegen halt **nie genug** ab, noch **nicht einmal auf dem Hardbeat Festival**. Und da ging wirklich jede Menge ab **\*Tinitus\***, bunt gemischt wurde Elektropop, Rock, Punk und Hip Hop gespielt. Ich denke mal zurück... Rock am Ring, Splash! Love Parade, Getaway Rock Festival... wir (vom **Kunst-Studenten bis zum Bank-Azubi** sind die verschiedensten **Backgrounds vertreten**) haben uns auf **verschiedensten Festivals** kennengelernt und über die Jahre zu einer wirklich einmaligen Party Clique zusammengerauft: Mit den **unterschiedlichsten Geschmäcker** wollen wir vor allem immer was neues erleben. Hauptsache ist nur, **das es kesselt**, das ist das, was uns vereint. Das **Hardbeat Festival** war für uns also fast schon **obligatorisch**... Nur was ist dort eigentlich vorgefallen?

Intentionality-Protagonist Congruency: Diverse tastes of people making up the clique are unified to the clique by common interest in cool music and events of whatever kind

Protagonist moves to sleep room  
Mit der Handykamera gegen den Filmriss

Motivation for Publication on the Blog: Reconstruction of prior Events  
28 Words  
Ihr könnt gerade diese Zeilen lesen, weil ich es gerade eben unter **akrobatischen Einsatz** geschafft habe, durch das Chaos bis zu meinem Laptop im Schlafzimmer durch zu **balancieren ohne jemanden zu wecken**. Jetzt wird **ersteinmal gebloggt**, um mich besser an diese wilde Party und das was wir diesmal wohlmöglich wieder **angestellt haben zu erinnern**. Hmm, **was ging denn eigentlich ab?** Ich sag nur alkoholbedingter Orientierungsverlust + Schlafmangel = Filmriss. Ich greife noch mal in meine **Tasche**, mal sehen, was mir mein neues **Ascend verraten kann**, ich habe gestern viele **Fotos** damit geschossen, die **sehe ich mir** mal eben an.

Introduction of Narrative Framing: Retelling prior events by reviewing and commenting smartphone pictures  
21 Words  
Die Endlosschlange

Reconstruction of line to ticket sale scenerie with appartement scenerie congruency: Anything + anybody dirty  
Da ist sie ja, die **Endlosschlange** zum Ticketverkauf! Ja stimmt ja, selbst die Mega-Party von gestern hatte irgendwann einmal angefangen! In der Warteschlange stand gestern **nachmittag** zunächst nur ich an. Irgendwer muss sich ja als Platzhalter in die Schlange stellen, damit später alle schneller reinkommen, ich war gestern dran. Das war ätzend in dieser eng **gedrängten Menschenmenge**, die Sonne **brannte**, alle waren bei der Hitze am **Schwitzen**. Schon in der Schlange wurde der **Boden immer Dreckiger**, die Leute ließen teilweise ihre **leeren Flaschen und Bierdosen** einfach zu Boden fallen. Naja, so den ultra-Kickstart inne Party leg ich alleine dann doch nicht hin, da muss das Eis erst einmal auftauen. Schnell war das Handy zum **Zeitvertreib gezückt**, so **langweilig** wie das in der Schlange anfangs war, war ich **froh**, **das man mit einem Smartphone heutzutage soviel machen kann**. Ist ja kein Thema auch da draußen **übers Mobilfunkinternet zu surfen, Youtube Videos zu gucken, Spiele zu spielen oder halt Fotos zu anzusehen oder schießen**. Ist schon **ne feine Sache** auf all das immer mal wieder zurückgreifen wenn man gerade nichts zu tun hat. Das Smartphone haste ja immer mit. Habe mir dann ersteinmal die Zeit mit dem neuen **Angry Birds Spiel** vertrieben, das war **schnell heruntergeladen, installiert und gestartet**. **Schmunzelnd beobachtete** ich, wie sich auch andere Besucher **um mich herum sich anstecken ließen**: Einer mit Kappy und

getting amused with the Smartphone

Expression of Equipment satisfaction implying, that Ascend is well-equipped  
57 Words

Fast new program installation implying satisfactory processing speed  
20 Words

## Appendix F – Pre-Refinement Analysis of the Personal Blog for Event-Index Consistencies



## Appendix F – Pre-Refinement Analysis of the Personal Blog for Event-Index Consistencies

Oh und hier hab ich noch nen Foto davon, wie **Oscar und Tiffy auftauchten**. Ja die gesellten sich dann **schnell zu uns dazu ganz nach vorne** in die Schlange und bestachen die, die das als **vordrängeln empfanden** mit ner Flasche Bier. Als die dann bei uns ankamen, hatten die dann auch nur noch einen Halben Kasten übrig. Ich seh mir gerade nen Foto an, auf dem die beiden ganz traurig auf den so gelehrten Kasten gucken. Die wollten dann das **Video** mit Ernie und Bernd **natürlich auch sehen**. Hatten sich dann alle vier hinter mich gestellt und über die **Schulter mitgeguckt**, war auf meinem Smartphone auch aus deren Winkel zu sehen. Haben uns dann alle **gleichzeitig schlapp gelacht**, das war nice.

**Bad Vibes**

Oscar war dann urplötzlich voll **grießgrämig** drauf: Ey, **schnautzte** er herum und **grabschte** nach meinem Handy, ach ihr wart die beiden voll Honks, die mich damals so umgehauen haben?! Schallerndes Gelächter, er hatte recht, **ER war der Paddel**, den die damals umgepogt hatten. Mit **rotem Kopf** hörte ich dann wie mein **Handy unter dem Druck seiner Hände knarzte**, er hatte wie wild die Lautstärke heruntergeregelt und das Video beendet. Hab den das dann sofort wieder abgezogen, mein Ascend hatte aber **keine bleibenden Blessuren** davongetragen, und das obwohl der wohl **voll zugeedrückt** hatte. Bei der kleinen **Rängelei** um mein Handy hatte ich den Vorteil, das ich genau wusste, wie sich mein Handy **sehr griffig** in der Hand halten lässt, mein Ascend hat ein geriffeltes Backcover, Oscar hielt es aber hauptsächlich an der Kanten fest. **Schwups, hatte ich es** auch schon wieder zurückerobert. Gut das der erst gestern geschnallt wer ihn damals so umgehauen hatte, sonst wären die vielleicht nie Freunde geworden. **Bernd klopfte** Oscar eins zweimal auf die Schulter und steckte ihm **mehrere Biere** in seinen Kasten, Ernie meinte, das war doch **alles nur Spaß**.

**Good Vibes**

Oscar hatte sich dann wohl wieder **schnell gefangen** und **entschuldigte** sich bei mir für seinen ruppigen Umgang mit meinem Smartphone mit **mehreren Komplimenten**: **Schönes Teil**, druckste er herum, so **elegant und edel** wie das aussieht hätte er wirklich besser damit umgehen sollen, war doch **bestimmt teuer** oder? Er meinte, er hätte selten ein **Android** Handy in der gehalten, war aber überrascht, wie schnell er sich damit **trotz Wutanfall zurechtgefunden** hatte. Ich konnte es **mir dann** nicht nehmen lassen, dann ausgelassen die vielen **tollen Apps aufzuzählen**, die auf meinem Ascend drauf waren, z.b. die **Facebook App**, die mir immer mitteilt, sobald es was neues auf meinem Account gibt. **Voll cool** meinte darauf Tiffy, aber weißte was jetzt noch **cooler wäre? Musik!** Ja allesamt in der Schlange stehend wurde es langsam Zeit, das auch dieses Jahr **die Party mal losging**. Da hab ich die **Lösung** meint da der **technikbegeisterte Ernie**: Er nabe ne batteriebetriebene Soundbox mit und ich ein Smartphone... Stimmt genau, also haben wir ganz einfach meine Mp3 Sammlung auf ne Playlist gesetzt, die **Soundbox angeschlossen** und den wohl **winzigste Minisoundanlage** der Welt voll aufgedreht. Das fanden auch die Leute vor und hinter uns in der Schlange voll fett, alle schienen schon leicht angeheitert zu sein. Vom **Alkohol** oder von der **Sonne?** Vermutlich

**Annotations:**

- Oscar and Tiffy try the same course of action as Ernie and Bernd (cutting the line with some beer) (Protagonist-Intentionality-Protagonist Congruency)
- Good Viewing Angle Implied by all four watching simultaneously (33 Words)
- Oscar and Tiffy want to watch the video as well (Intentionality Congruency)
- the whole group laughs at the same time because of the video (Time-Space-Protagonists-Causality Congruency)
- Oscar becomes angry as he turns out to be the guy Ernie and Bernd bumped into (Protagonist-Protagonist congruency)
- Ascend resists mistreatment through Oscar without damage, implies good craftsmanship (36 Words)
- Protagonist recovered her Phone by grasping the slip-proof back, implying that the Ascend can be handled well (37 words)
- Protagonist-Intentionality Congruency: Bernd and Ernie apologize consistent with their bully character like homeboys do (tapping on the shoulder, passing a beer)
- Intentionality Congruence Oscar compensates bad behavior by complimenting (again reciprocity behavior, comparable to the beer compensations before)
- Compliments on Design implying that the Ascend has elegant design etc (24 Words)
- Intentionality-Congruency: Compliments motivate the protagonist to show off how full-fledged the installed software on her mobile is (37 Words)
- Compliments on Intuitive Software Design implying that the Ascend has intuitive software design (24 Words)
- Protagonist-Intentionality Congruency: Need for more party atmosphere is brought up by Tiffy by judgmental congruency (cool aps -cool music)
- Protagonist-Causality Congruence: Technical Solution to make some music with the Smartphone is brought up by technical character
- Playing Mp3s and Anna describing the Mobile as a little Jukebox implies, that the Ascend is a good portable device for multimedia entertainment (24 Words)



## Appendix F – Pre-Refinement Analysis of the Personal Blog for Event-Index Consistencies

von beidem, also hatten wir dann noch in der Schlange ne fette Preparty ans Laufen gebracht.

Preparty Am Start!

Oh ja davon hab ich auch wieder mehr Fotos, haben alle voll vor der Kamera herumgepost. Verdammt ich muss Tiffany mal fragen, wie die bloß immer ihre Haare so toll hinkriegt, bin voll neidisch auf diese feinen Strähnen, die die sich immer zieht. Oder mit welchem Make-up die ihre Augenwimpern so voluminös auffächert. Da fällt mir auf, echt krass das ich auf den Bildern sogar bis auf die kleinen Härchen heranzoomen kann. Also nach der hart durchzechten Nacht bin ich ganz zufrieden mit meinem Handy, weiß nicht ob das mein empfindliches Samsung Galaxy überstanden hätte, und das obwohl mein Ascend nichtmal nen Hunni gekostet hatte. Günstig ist halt was anderes als billig. Bin froh das ich noch vor dem Hardbeat Festival eines erwischt habe. Wie findet ihr eigentlich mein Smartphone? Es ist ein Huawei Ascend Y 200.

Hmm was war das? Gehirre von drüben. Da hat sich doch etwas im Wohnzimmer bewegt? Aah ja, der Rest wird wohl gerade auch wach. Ich check mal ab was die noch so von gestern wissen und guck mir mit denen zusammen die restlichen Bilder an. Ich schreib dann später was nach der Preparty noch ging. Von da an werden meine Erinnerungen immer vager... Mal sehen an was sich der Rest noch erinnert, ich versuch mal mit denen in dem was gestern mal meine Wohnung war, zu frühstücken ^^

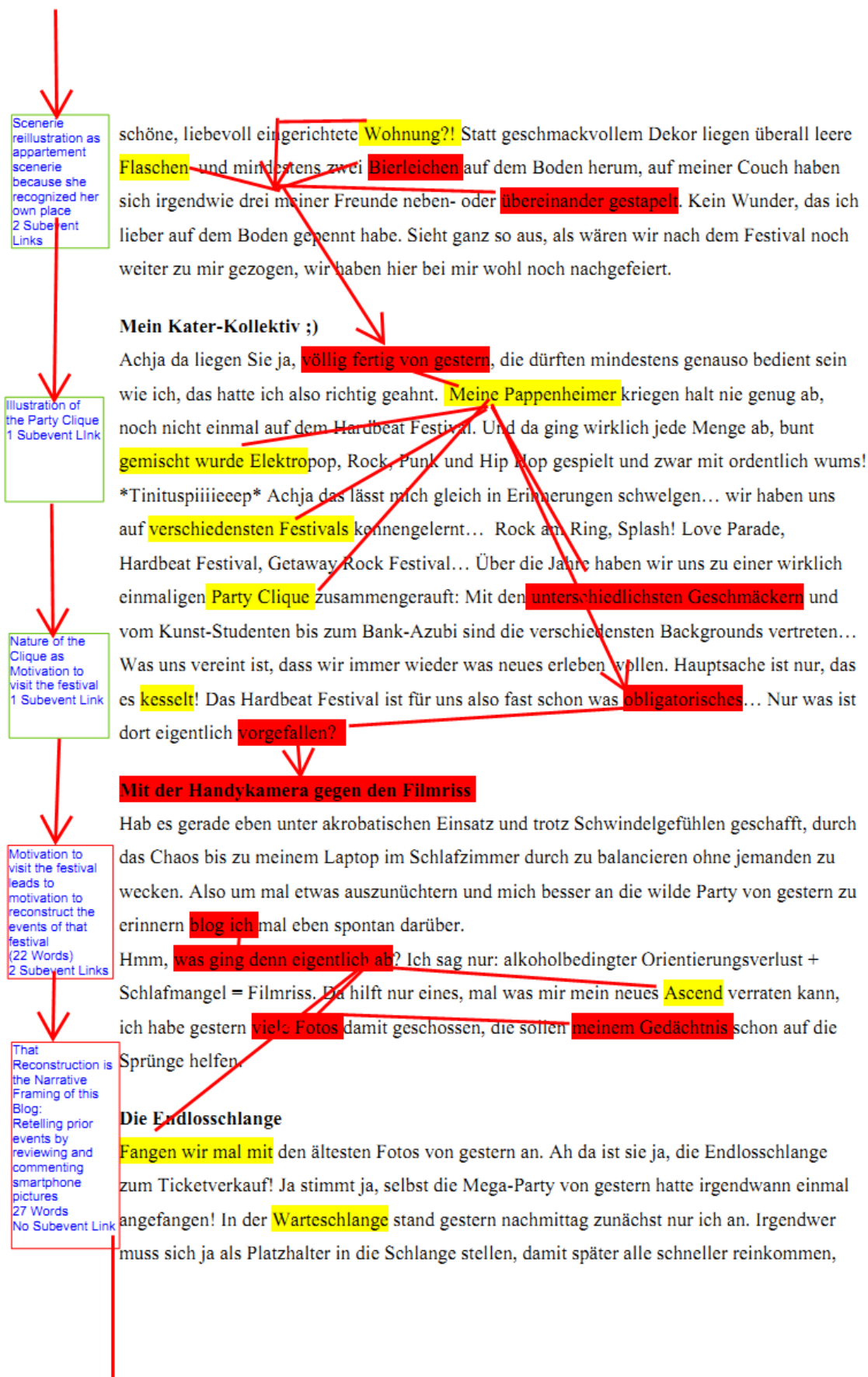
**Annotations:**

- Causality Congruency:** Both Alcohol and Sunlight made the partycrowd feel dizzy
- Protagonist-intentionality congruency:** Anna elaborates on Preparty Fotos of topics of personal interest according to the blogs' outer appearance (make-up and style)
- Anna shares her subjective experience of a smartphone costing less than 100 euro as low-priced, implying, that the Ascend is low-priced (27 Words)**
- Anna is lucky to have caught an Ascend shortly before the festival, consistent with scarcity of the Ascend (12 Words)**
- Time-Space-Causality Congruency:** Framed by the foreshadowed overall exhaustive party-event as especially eroding event for a Smartphone, Anna outers her overall product experience and satisfaction with the Ascend (23 Words)
- Causality Congruency:** Others getting awake make the same noise like Anna when she got up
- Intentionality Congruency:** Anna plans as next action after leaving the Blog to continue reconstructing the events of the party together with her friends
- Time-Space-Intentionality Incongruency as a Joke:** meant to close the blog: Anna plans to have a breakfast in an apparently wasted appartement

## Appendix G – Post-Refinement Analysis of the Personal Blog for Event-Index Consistencies



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Time-Space-Causality Congruency: Framed by the foreshadowed overall exhaustive party-event as especially eroding event for a Smartphone, Anna outlines her overall product experience and satisfaction with the Ascend (24 Words) 2 Links

wirklich ist **alles scharf zu sehen** auf den Kamerabildern. Also **nach der hart durchgeachten Nacht** bin ich auch insgesamt zufrieden mit meinem Handy, weiß nicht ob das mein empfindliches Samsung Galaxy überstanden hätte, und das obwohl mein Ascend nichtmal nen **Hunni gekostet hatte**. Günstig ist halt nicht billig. Bin froh das ich noch vor dem Hardbeat Festival **eines erwischt habe**. Wie findet ihr eigentlich mein Smartphone? Es ist ein Huawei Ascend Y 200. Anna is lucky to have caught an Ascend shortly before the festival, consistent with scarcity of the Ascend (12 Words) No Link

Hmm was war das? **Geklirre von drüben**. Da hat sich doch etwas im Wohnzimmer bewegt?

Aah ja, der Rest wird wohl gerade **auch wach**. Ich check mal ab was die noch so von gestern wissen und guck mir mit denen zusammen die restlichen Bilder an. Ich schreib dann später was nach der Preparty noch ging. Von da an werden meine Erinnerungen immer vager... Mal sehen an was sich der Rest noch erinnert, ich versuch mal mit denen in dem **was gestern mal meine Wohnung war**, zu frühstücken ^^

Anna shares her subjective experience of a smartphone costing less than 100 euro as low-priced, implying, that the Ascend is low-priced (15 Words) No Link

Causality Congruency: Others getting awake make the same noise like Anna when she got up One Link

Time-Space-Intentionality Incongruency as a Joke meant to close the blog: Anna plans to have a breakfast in her appartement, which is described repeatedly as wasted throughout the blog One Link

## Appendix H – Items of the Questionnaire

### *Narrative Fluency Scale*

1. Ich konnte der Ereignisabfolge des Blogs leicht folgen.
2. Ich habe schnell begriffen, worum es in dem Blog geht und was der Autor gemacht hat.
3. Ich konnte dem Blog leicht entnehmen, in welcher Reihenfolge die Ereignisse geschahen.
4. Ich fand es schwierig, den roten Faden im Blog zu erkennen. (R = Reverse Scored)
5. Ich fand es schwierig zu verstehen, wie die im Blog beschriebenen Ereignisse miteinander zusammenhängen. (R)
6. Ich fand es schwierig, die Abfolge der Ereignisse im Blog zu verstehen. (R)
7. Ich fand es anstrengend, den Blog zu lesen ohne dabei abzuschweifen. (R)
8. Ich fand es anstrengend, nicht an etwas anderes zu denken als ich den Blog las. (R)
9. Ich kostete mich Überwindung, mich nur auf den Blog zu konzentrieren. (R)
10. Ich hatte Tagträume, die nichts mit dem Blog zu tun hatten. (R)
11. Ich habe über Dinge nachgedacht, die nichts mit dem Blog zu tun hatten. (R)
12. Ich fand es schwierig, den Blog zu lesen ohne abgelenkt zu sein. (R)

### *Imagery Fluency Scale*

1. Ich konnte mir die Ereignisse gut vorstellen, um die es im Blog ging.
2. Oft stellte ich mir die Ereignisse vor, um die es im Blog ging.
3. Ich fand es leicht, mir die Ereignisse vorzustellen, um die der Blog ging.
4. Mir fiel es leicht, mir die Ereignisse des Blogs vorzustellen.
5. Um mir die Ereignisse des Blogs vorzustellen hatte ich ziemlich lange benötigt. (R)
6. Ich mir die im Blog beschriebenen Ereignisse sofort vorstellen.
7. Ich habe mir lebendig und klar vorgestellt, worum es im Blog ging.
8. Ich hatte lediglich vage Vorstellungen von den Ereignissen, die im Blog beschrieben wurden. (R)
9. Ich hatte vielseitige Vorstellungen zu den in dem Blog beschriebenen Ereignissen.
10. Ich hatte detaillierte Vorstellungen zu den in dem Blog beschriebenen Ereignissen.

## Appendix H – Items of the Questionnaire

### *Extent of Imagery Scale*

1. Ich habe mir viel über die im Blog berichteten, auf das Huawei Ascend Y200 bezogenen Ereignisse vorgestellt.
2. Ich habe mir wenig über die im Blog berichteten, auf das Huawei Ascend Y200 bezogenen Ereignisse vorgestellt. (R)
3. Ich fand es einfach mir die im Blog berichteten, auf das Huawei Ascend Y200 bezogenen Ereignisse vorzustellen.
4. Ich fand es schwer mir die im Blog berichteten, auf das Huawei Ascend Y200 bezogenen Ereignisse vorzustellen. (R)
5. Ich konnte mir die im Blog berichteten, auf das Huawei Ascend Y200 bezogenen Ereignisse rasch vorstellen.
6. Ich fand es leicht mir jedes Ereignis des Blogs nacheinander vorzustellen.
7. Ich konnte mir die im Blog berichteten, auf das Huawei Ascend Y200 bezogenen Ereignisse klar vorstellen.
8. Ich konnte mir die im Blog berichteten, auf das Huawei Ascend Y200 bezogenen Ereignisse detailliert vorstellen.
9. Ich konnte mir die im Blog berichteten, auf das Huawei Ascend Y200 bezogenen Ereignisse lebendig vorstellen.
10. Ich konnte mir die im Blog berichteten, auf das Huawei Ascend Y200 bezogenen Ereignisse intensiv vorstellen.
11. Ich konnte mir die im Blog berichteten, auf das Huawei Ascend Y200 bezogenen Ereignisse scharf vorstellen.
12. Ich konnte mir die im Blog berichteten, auf das Huawei Ascend Y200 bezogenen Ereignisse deutlich vorstellen.
13. Ich konnte mir die im Blog berichteten, auf das Huawei Ascend Y200 bezogenen Ereignisse nur blass vorstellen. (R)
14. Ich konnte mir die im Blog berichteten, auf das Huawei Ascend Y200 bezogenen Ereignisse nur verschwommen vorstellen. (R)
15. Ich konnte mir die im Blog berichteten, auf das Huawei Ascend Y200 bezogenen Ereignisse nur schwach vorstellen. (R)

## Appendix H – Items of the Questionnaire

### *Extent of Imagery Scale (continued)*

16. Ich konnte mir die im Blog berichteten, auf das Huawei Ascend Y200 bezogenen Ereignisse nur vage vorstellen. (R)
17. Ich fühlte mich durch den Blog an Ereignisse erinnert, die ich mit meinem eigenen Smartphone erlebt habe.
18. Ich fühlte mich durch den Blog an Dinge erinnert, die ich selbst mit Smartphones erlebt hatte.

### *Narrative Absorption Scale*

1. Ich konnte mir die im Blog berichteten, auf das Huawei Ascend Y200 bezogenen Ereignisse leicht vorstellen.
2. Ich habe an nichts anderes als den Blog gedacht.
3. Ich konnte die Ereignisse des Blogs ihrer Abfolge entsprechend gut vorstellen.
4. Der Blog macht mich neugierig auf weitere Informationen über das Huawei Ascend Y200.
5. Ich werde wohl noch das ein oder andere mal an das Huawei Ascend Y200 denken.
6. Ich möchte auch in Zukunft mehr über das Huawei Ascend Y200 erfahren.
7. Der Blog hat in mir Stimmungen hervorgerufen.
8. Ich habe mir auch Aspekte des Huawei Ascend Y200 vorgestellt, die im Blog nicht angesprochen wurden.
9. Ich war abgelenkt als ich den Blog las. (R)
10. Der Bloginhalt ist für meinen eigenen alltäglichen Umgang mit Smartphones relevant.
11. Der Inhalt des Blogs ist für mein eigenes Smartphone relatedes Leben relevant.
12. Der Blog hat mir eine klare Vorstellung vom Huawei Ascend Y200 vermittelt.
13. Ich war durch den Inhalt des Blogs völlig vereinnahmt.
14. Der Blog liest sich flüssig.
15. Ich war mir mehr des Bloginhaltes bewusst als der wirklichen Welt um mich herum, als ich den Blog las.

## Appendix H – Items of the Questionnaire

### *Favorable Brand Image / Blog Branding Effectiveness Scale*

#### *Brand Attitude Subscale.*

1. Ich finde das Huawei Ascend Y200 gut.
2. Ich finde das Huawei Ascend Y200 schlecht. (R)
3. Ich habe dem Huawei Ascend Y200 gegenüber eine positive Einstellung.
4. Ich finde das Huawei Ascend Y200 sinnvoll.
5. Ich finde das Huawei Ascend Y200 toll.
6. Ich möchte das Huawei Ascend Y200 gerne ausprobieren.
7. Ich würde mir das Huawei Ascend Y200 gerne anschaffen.
8. Ich finde das Huawei Ascend Y200 ist eine vertretbare Smartphone Wahl.
9. Ich finde das Huawei Ascend Y200 unangenehm. (R)
10. Ich würde das Huawei Ascend Y200 regelmäßig nutzen, wenn ich es Kaufen würde.

#### *Brand Attributes Subscale.*

11. Das Huawei Ascend Y200 ist ein günstiges Smartphone.
12. Das Huawei Ascend Y200 ist großzügig ausgestattet.
13. Das Huawei Ascend Y200 hat einen ausdauernden Akkumulator.

#### *Functional Benefits Subscale.*

14. Das Huawei Ascend Y200 hat ein intuitives Betriebssystem (Android).
15. Das Huawei Ascend Y200 hat eine brauchbare Kamera.
16. Das Huawei Ascend Y200 hat eine gute Touchscreengröße.
17. Das Huawei Ascend Y200 hat eine zufriedenstellende Prozessorgeschwindigkeit.

#### *Experiential Benefits Subscale.*

18. Das Huawei Ascend Y200 hat ein angenehm scharfes Bild.
19. Das Huawei Ascend Y200 liegt gut in der Hand.
20. Das Huawei Ascend Y200 ist für mobile Multimedia Unterhaltung (z.b. Musik hören, Videos gucken, Spiele Spielen) gut geeignet.

## Appendix H – Items of the Questionnaire

### *Symbolic Benefits Subscale.*

21. Das Huawei Ascend Y200 ist ein beliebtes Smartphone.
22. Das Huawei Ascend Y200 hat ein elegantes Design
23. Das Huawei Ascend Y200 hat ein geschmackvolles Design.
24. Das Huawei Ascend Y200 hat eine schöne Erscheinung.
25. Das Huawei Ascend Y200 hat eine edele Erscheinung.

### *PANAS Scale of Positive and Negative Affect*

1. Ich fühle mich momentan interessiert.
2. Ich fühle mich momentan bekümmert.
3. Ich fühle mich momentan angeregt.
4. Ich fühle mich momentan durcheinander.
5. Ich fühle mich momentan stark.
6. Ich fühle mich momentan schuldig.
7. Ich fühle mich momentan ängstlich.
8. Ich fühle mich momentan feindselig.
9. Ich fühle mich momentan begeistert.
10. Ich fühle mich momentan stolz.
11. Ich fühle mich momentan gereizt.
12. Ich fühle mich momentan wach.
13. Ich fühle mich momentan beschämt.
14. Ich fühle mich momentan inspiriert.
15. Ich fühle mich momentan erregt.
16. Ich fühle mich momentan entschlossen.
17. Ich fühle mich momentan aufmerksam.
18. Ich fühle mich momentan nervös.
19. Ich fühle mich momentan aktiv.
20. Ich fühle mich momentan erschrocken.