

DIF Lyon 2021 – 20/21 December

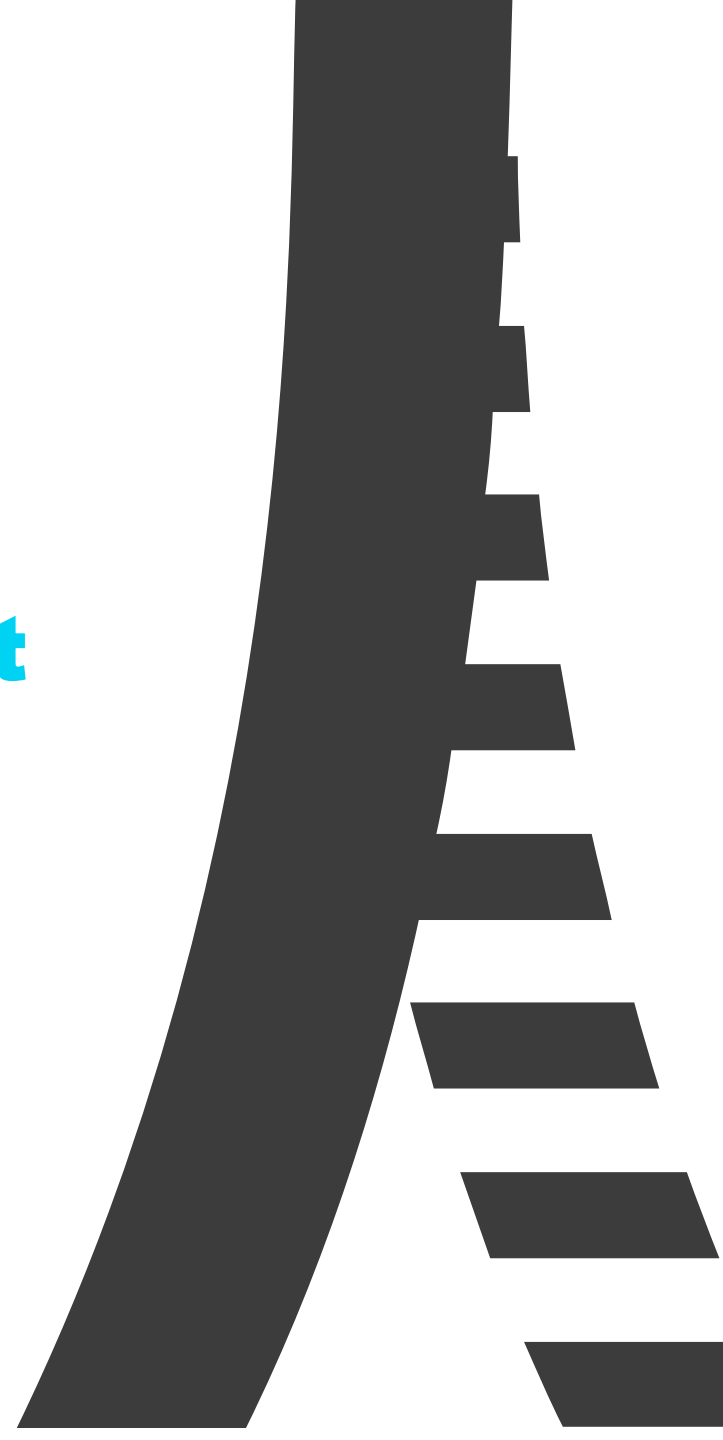
En ligne

Track : 8

**“I will continue to show you my life, but you will have to accept brands promotions”: A frame analysis of how online influencers negotiate occupational identity**

Hélène Bussy-Socrate & Géraldine Paring

[h.bussysocrate@psbedu.paris](mailto:h.bussysocrate@psbedu.paris)



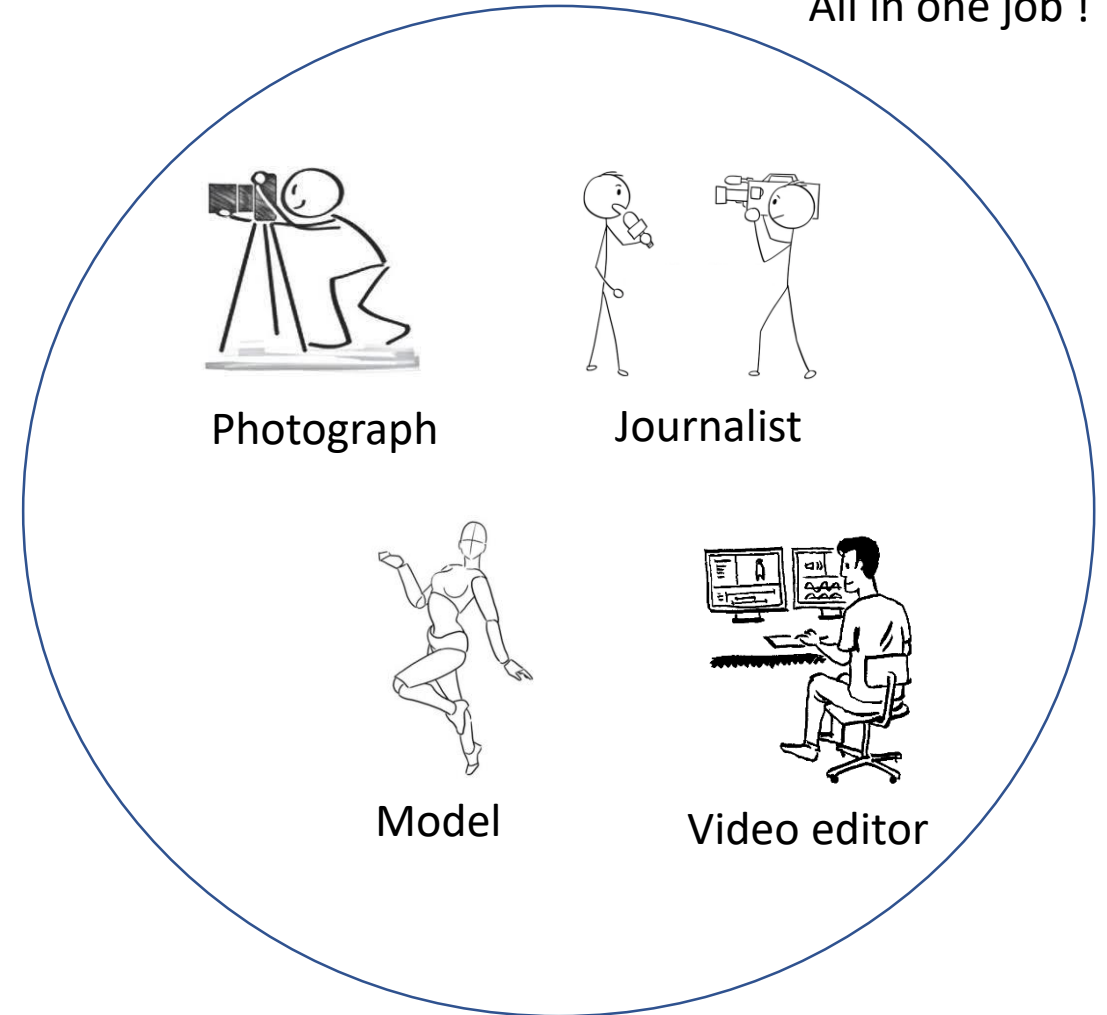
“Take advantage of creators who have credible influence in specific communities of interest. Discover non-intrusive ways to integrate your brand in your creator’s content” (Instagram Business website)



Influencer – Content Creator

All in one job !

=



# Social Media Influencers, the future of work

- This influence is suggested to come from the special social bonds that influencers have been developing with their followers, followers consider them as reliable and authentic persons, less commercial and controlled by brands (Sokolova & Kefi, 2020).
- Occupations should not only be understood through what they do or the formal collective organizations they establish (Abbott, 1988), but also by the collaborative relations they build with other non-occupational groups (Anteby et al., 2016), “with whom they do” (Pratt et al., 2016).



1,7m followers

A screenshot of an Instagram post showing a list of comments. The comments are from users like 'auriane.kb', 'fairly\_gamba', 'critzianx', 'ivmdolls', 'nawardish', 'spaceofpaola', 'lolxx\_hmn', and 'brissanct'. Each comment includes a profile picture, the user's name, the text of the comment, and a 'Répondre' (Reply) button. The post has 17,006 likes and was posted 3 days ago. At the bottom, there are icons for likes, comments, and shares, and a text line that says 'Aimé par 17h06 et 107 292 autres personnes' and 'IL Y A 3 JOURS'.

Our paper aims at exploring the relational work of influencers with their online audiences



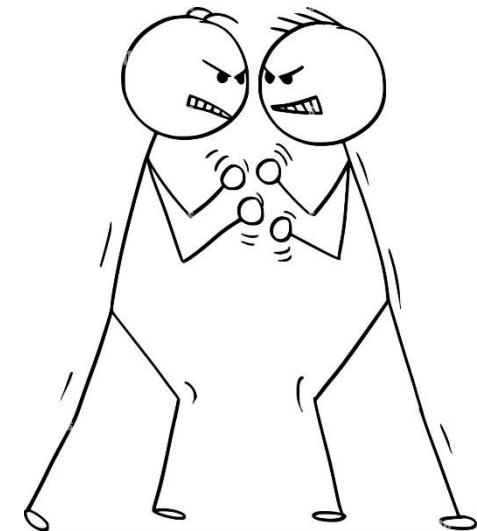
## Gain a better understanding on relational identity of occupational groups using Goffman's concept of framing

- *The Presentation of Self in Everyday Life* (1959) and in *Frame Analysis* (1974).



Goffman focuses on how the performances of participants “influence the definition of the situation which the others come to formulate” (1959: 15). In the second work, Goffman broadens the focal length by suggesting that a situation is interpreted by participants through the *cultural frameworks* they share.

is this a real fight or a game?



## Aims and research question

- In this paper, we take up this perspective to analyse how online marketing activities of influence are typically framed by influencers and their audience, how these framing devices enable influencers negotiate their broader relationship and social identity.
- We also examine this situational process as performative and sociomaterial to analyse the role of online platforms, through their social material features and technologies. Online platforms can be explored as framing devices, conditioning how participants both orient and are oriented in the types of interactions they have.

How is online marketing influence performed and framed in social platforms ?  
How are influencers, followers and social platforms involved in this process?



## Methodology

- The research combines the online ethnography (Hine, 2000; Kozinets, 2006) and interview of 34 influencers having between 10 to 1 billion followers and having established partnerships with brands.
- We examine how these influencers and their followers co-construct and negotiate the influencer's identities as well as the understanding of the context their interactions. We use direct observations of their performances collected on social networks and semi-directive interviews lasting on average thirty minutes. Taking up the vocabulary of Goffman, this combination of data sets enriches the analysis of identity negotiations by accessing both “backstage” and “frontstage” processes, bearing in mind that neither is more “real” or significant than the other.



## Findings: Lucie



Posted in Spring 2020 (no mention of sponsorship in the legend)



Posted in Fall 2021 (sponsorship mentioned in the legend)



# Inès fabricating unpacking



The image shows a person wearing a bright yellow V-neck sweatshirt and a gold chain necklace, unboxing a pair of sneakers. The person is carefully peeling away a white protective layer from the top of a shoe inside a cardboard box. The video is part of an Instagram post.

**fanamss** • S'abonner

**fanamss** Unboxing Air Force 1' 07 LX @defshop\_france 🚀  
Ne me jugez pas je débute 😅 , ce genre de déballage vous intéresse or NOOOT?  
Ps: si quelqu'un a une technique pour que la qualité des vidéos ne change pas quand on la publie je suis preneuse 😊

#sneakers#kicksonfire#kickstagram#kicks#fanamss

95 sem

+ Add to story

**cdlg\_@cassie\_dlg** 🍷  
95 sem Répondre

80 317 vues  
17 JANVIER 2020

😊 Ajouter un commentaire... **Publier**





## Discussion and conclusion

- Influencers are essentially used by brands because they are considered by their followers as authentic, trust-worthy and facilitator of a community of interests
- identities are performed, embodied and sociomaterial.
- the micro relational identity processes of influencers supporting this occupational identity (Brown, 2019) and have sought to understand how they negotiated their marketing activities with their own social identity amongst their followers.
- Using Goffman's frame analysis, we have put forward typical framing devices as well as their processes as follows.



**Merci from  Paris.**

**Hélène Busy-Socrate**, [h.bussysocrate@psbedu.paris](mailto:h.bussysocrate@psbedu.paris)

Paris School of Business

+33 (0)1 53 36 44 00

[www.psbedu.paris](http://www.psbedu.paris)

59 rue Nationale

75013 Paris

