INSTAGRAM, INFLUENCERS, AND NATIVE ADVERTISING:

EXAMINING FOLLOWER ENGAGEMENT WITH INFLUENCER CONTENT

by

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HBA, Journalism, HBA, Contemporary Studies

Wilfrid Laurier University, Brantford, Ontario, Canada, 2013

A Major Research Paper

presented to Ryerson University

in partial fulfillment of the

requirements for the degree of

Master of Professional Communication

Toronto, Ontario, Canada, 2018

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ABSTRACT

Ahmed Minhas: Instagram, Influencers, and Native Advertising:

Examining Follower Engagement with Influencer Content

(Under the direction of Dr. Greg Levey)

This Master of Professional Communication Major Research Paper (MRP) aims to examine whether Instagram influencer engagement levels have been negatively impacted by the Federal Trade Commission's (FTC) regulations requiring social media influencers, brands, and marketers, to visibly disclose their partnerships. The FTC's regulations were enacted within the context of native advertising, with concern that consumers were unable to distinguish between genuine influencer content and sponsored content. Due to this research paper's role as a pilot study, the literature review outlines the concepts of native advertising, micro-celebrities, the Instafamous, social media influencers, and electronic word of mouth (eWOM). A quantitative content analysis was conducted using 20 samples (each) from two Instagram influencers within the niches of travel and menswear. The result of this pilot study shows that the presence of sponsorship disclosure and overt product advertisement (including product placement) in influencer content has a negative impact on engagement.

ACKNOWLEDGEMENTS

I would like to thank my supervisor, Dr. Greg Levey for all of his support in writing this Major Research Paper (MRP). Without his guidance, insight and incredible patience, I would not have been able to accomplish this task.

I would also like to thank my second reader, Dr. Matt Tiessen for his feedback and expertise.

Most importantly, I would like to thank my parents, Muhammad Minhas, and Bushra Akhter, for always encouraging me to pursue higher knowledge and for accepting all of my feats and failures with open arms.

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INTRODUCTION

As one of the most popular social media networks globally (Statista, 2017c), and the fastest growing with one billion users (Constine, 2018), Instagram gives users the ability to share personal photos and videos (Djafarova & Rushworth, 2017) in a documentary type fashion. The smartphone app distinguishes itself from competitors by focusing on photo-sharing, a simple and consistent design, the ability to attract under-30 audiences (DeMers, 2017), and dedication to constantly improving its mobile functionality (Manjoo, 2017) for greater access. Instagram is visited by over 500 million daily active users (Balakrishnan & Boorstin, 2017), and attracts a wide range of people across various demographics, fostering the development of niche communities which in turn give rise to social media influencers.

A social media influencer is an individual who utilizes social media to establish themselves as credible sources of information (Khamis, Ang, & Welling, 2017) by weaving compelling visual narratives into their content (De Veirman, Cauberghe, & Hudders, 2017). Social media platforms – such as Instagram – provide influencers considerable reach and exposure, thanks to the increasing base of users as smartphones become globally ubiquitous (Poushter, Bishop, & Chwe, 2018). A social media influencer's perceived social influence comes from their number of followers; a greater number of followers correlates to the greater

perceived social influence (Djafarova & Rushworth, 2017). By using this, social media influencers can disseminate information and persuade the purchasing behaviours of their followers by virtue of their authenticity and original content (Kapitan & Silvera, 2016).

As consumers increasingly adopt smartphones and other mobile devices, they shift from traditional media sources to the web. This movement has pressured brands and marketers to adopt new strategies to advertise to an increasingly digital dependent audience, and one of these strategies is influencer marketing (Woods, 2016). Influencer marketing can provide a staggering 11 times return on investment in contrast to traditional advertising (Woods, 2016), resulting in brands quickly understanding the virality, impact, and influence social media influencers have on their followers. That being the case, brands regularly work with social media influencers to promote their products (De Veirman et al., 2017).

Influencers can reach a very specific and targeted demographic of consumers in a short amount of time, and thanks to its low cost, influencer marketing has become a popular method for brands to advertise to and engage with consumers online (Evans, Phua, Lim, & Jun, 2017). In comparison to traditional methods of advertising, influencer advertisements are difficult for consumers to recognize. Combined with Instagram's design focus on visuals and its ability to incorporate native advertising into its feed (Manic, 2015), it is

difficult to distinguish between an advertisement and authentic content (Woods, 2016). Native advertising is a non-intrusive form of advertising (Wojdynski & Golan, 2016) that emulates the appearance, format or design of the content and/or platform in which it is placed (Wang & Huang, 2017; Evans et al., 2017).

This blurring between native advertisements and genuine content has forced the Federal Trade Commission (FTC) to pass regulation requiring influencers and brands to disclose their relationships (Federal Trade Commission [FTC], 2017b). Has this requirement, in addition to Instagram's new disclosure feature (Ha, 2017), changed the way users engage with content? Does native advertising in an Instagram influencer's content play a role in how users engage with the content? Does the placement of sponsored products in images by influencers who promote an "authentic" lifestyle garner less engagement than images without a featured product? A lack of research has prompted this pilot study as it seeks to answer these questions as well as the following core question: *Do Instagram users engage more with content that is subtle or overt in its branding, pitch, and advertising using the combination of visual narrative (image) and text (caption)?*

LITERATURE REVIEW

The three literature review concepts selected for this study are due in part to their link to Instagram influencers, their virtual celebrity status, and ability to incorporate native advertising into their content. Research directly related to Instagram influencers and how users interact with their content with regard to the use of native advertising is still inadequate. Therefore, researching literature review concepts that address Instagram influencers and native advertising on social media proved to be an unsuccessful effort. In order to connect this study with already existing academic research, the following concepts were chosen: i.) native advertising, ii.) micro-celebrities & the Instafamous, and iii.) social media influencers and electronic word of mouth. Each concept provides significant academic background to this study and relates to the overall topic.

1. Native Advertising

The Internet has changed the nature of advertising as consumers turn away from traditional media; therefore, broadcasting a message to consumers in order to persuade them to have a more positive attitude toward a particular brand or to persuade them to make a product purchase is not as effective as it once was (Mangold & Faulds, 2009). Advertising on the Internet initially took the form of pop-up ads, banners, and other methods of advertisements on a web page, but this form eventually became outdated due to its intrusive nature (Manic, 2015). It was not an effective method of getting consumer attention, as consumers began to ignore this type of digital advertising by learning to be less receptive to advertising on the Internet (Chung, Kim, & Ahn, 2017).

As brands and advertisers sought a new method, it gave rise to native advertising (Manic, 2015). This new method has caused the movement of promotional content from top, side, and bottom columns of content web pages to take place within the content itself (Manic, 2015). Native advertising is "defined as the practice by which a marketer borrows from the credibility of a content publisher by presenting paid content with a format and location that matches the publisher's original content" (Wojdynski & Golan, 2016, p. 1403). More broadly, native advertising takes the form of content that is presented on a web page or

mobile app, wherein a user is unable to differentiate between content and advertisement (Wang & Huang, 2017; Evans et al., 2017).

Such advertising can take a multitude of forms which range from sponsored and branded posts on social media platforms, including articles, images, and videos, as well as links on blogs and non-intrusive recommendations on websites and search engines (Wojdynski & Golan, 2016). The six major types of native advertising are: (1) in-feed units i.e. Facebook/Instagram (used with disclosure language), (2) paid search units i.e. search engines, (3) recommendation widgets i.e. ads at the end of an article, (4) promoted listings i.e. Amazon ads, (5) in-ad with native element units, and (6) custom elements that cannot be categorized into the previous types (Manic, 2015).

This method of advertising is less intrusive (Wojdynski & Golan, 2016), and when placed in a website or social media feed, helps to promote advertiser and marketer goals of promoting brands, products, and services via ad exposure (Chung, Kim, & Ahn, 2017). Over time, consumers have developed ad skepticism in order to cope with advertising influence in their lives (Chung, Kim, & Ahn, 2017). Ad skepticism refers "to the general tendency toward disbelief of advertising claims and is an opposite concept of ad credibility" (Lee, Kim, & Ham, 2016, p. 1428). Consumers online are focused and are willing to make an effort to avoid ads (Chung, Kim, & Ahn, 2017). This can be explained by the persuasion knowledge model (PKM), which assumes that people create

convictions regarding persuasion strategies, promoters/advertisers, and influence subjects to manage attempts of persuasion they encounter online (Lee et al., 2016).

While native advertising may be seen as a better alternative to intrusive pop-up ads, some researchers are concerned with the lack of disclosure in regards to the fact that a native advertisement is still an advertisement, and consumers are unable to notice the difference (Taylor, 2017; Wojdynski & Golan, 2016). However, research shows that consumers respond positively to native ads because of their non-intrusive nature (Lee et al., 2016), and that has helped this form of advertising to grow as a primary revenue source for publishers. Interestingly, there is a correlation between user trust and acceptance of native advertisements, and time spent on social media (Wang & Huang, 2017). Much of the current research concerning native advertising focuses on ethical implications and the lack of clear disclosure, but does not evaluate the effectiveness of social media influencers who employ native advertising techniques, especially on Instagram. This research can assist brands, marketers, and social media influencers to have a better understanding of how users react to native advertisements, and whether they should continue using this form of advertising or adjust the method in which to reach consumers.

Section 1: Review

This section highlights native advertising by reviewing the research of various academics regarding what native advertising is, for what reason it exists and why it has proliferated today, where it can be found, and how consumers react to native advertising in contrast to traditional advertising methods. Native advertising rose to its current prominence due to consumers finding pop-up ads and banner ads of the early Internet days particularly intrusive to their online experience (Manic, 2015). The use of native advertising offers brands, marketers, and advertisers the ability to create an advertisement that consumers do not find intrusive. Advertisements that adopt the format, design or content of the platform in which they are placed are better received by consumers and can be categorically defined as native advertising (Wang & Huang, 2017; Evans et al., 2017). The following section will address the concepts of micro-celebrities, who are non-traditional celebrities that have gained fame online, and the Instafamous, a form of micro-celebrity that exists on the social media platform, Instagram. Micro-celebrities can be seen as precursors to social media influencers, who command influence on specific social media platforms by use of their fame and follower count.

2. Micro-celebrities & the Instafamous

In order to better understand social media influencers and their emergence, attention must be turned to micro-celebrities. The term micro-celebrity was first coined by Theresa M. Senft in 2001, in her study of camgirls and their use of then-new digital technologies to create an online performance (Khamis et al., 2017). Micro-celebrities are non-traditional celebrities who have gained fame or notoriety online (Djafarova & Rushworth, 2017) and researchers define them as "a mind-set and a collection of self-presentation practices endemic in social media, in which users strategically formulate a profile, reach out to followers, and reveal personal information to increase attention and thus improve their online status." (Marwick, 2015b, p. 138). Unlike traditional celebrities who develop within film and media, micro-celebrities can develop within various digital niches and platforms such as food bloggers, YouTube makeup artists, Vine comedians, Twitter users, etc. (Marwick, 2015b) and can be considered precursors to social media influencers due to perceived social influence by way of a large follower base (Djafarova & Trofimenko, 2018). Micro-celebrities use the techniques of self-branding or personal branding, by use of which they develop a distinct public image (Khamis et al., 2017), which, along with self-presentation (controlling the presentation and perception of oneself in a social setting) (Djafarova & Trofimenko, 2018), is critical to formulating a personality on social media that

attracts followers. Just as brands have unique selling points and have a public identity, so do micro-celebrities (Khamis et al., 2017).

Khamis et al. (2017) contend that there are three main reasons why self-branding has taken root: (1) social media promises fame and possibly wealth to ordinary people who become micro-celebrities, (2) within the political culture of neoliberal individualism, the promise of a reward (fame, wealth) encourages self-branding, and (3) the possibility of commercial branding available to social media influencers which develops from micro-celebrity practices is seen as inspirational and aspirational (anyone can become famous and thus, be successful). The attention economy has also given micro-celebrities the ability to create lasting and evolving relationships with their followers, in an environment where dispersed and privatized audiences can thrive (Khamis et al., 2017).

The aspirational aspect of micro-celebrities has in turn given rise to 'Instafamous' personalities (Djafarova & Rushworth, 2017). Instafamous or Instafame, is a type of micro-celebrity (and status) that exists specifically on Instagram, with the condition of having a large number of engaged followers (Marwick, 2015a). A participant in Djafarova and Rushworth's (2017) study described Instamous people as those with a strong online presence who have the wealth to make expensive purchases and share them on Instagram. The Instafamous also tend to be attractive and likeable (Kapitan & Silvera, 2016), have employment in unique and interesting industries such as travel, luxury and

modeling, and generally emulate the lifestyles of celebrity culture (Marwick, 2015a). Micro-celebrities are an early form of social media influencers, and just as in the case of celebrities, their followers adopt the attributes, mannerisms, fashion, lifestyles, and product preferences in an attempt to be like them (Kapitan & Silvera, 2016).

Micro-celebrities are highly influential thanks to the extensive reach provided by social media (Korotina & Jargalsaikhan, 2016). These digital celebrities make use of self-branding techniques to develop a distinct public image (Khamis et al., 2017), which gives them the ability to improve their status and command influence in various niches and platforms (Marwick, 2015b). They also work to develop their own brand thanks to their popularity and following online, and this popularity attracts the attention of major brands (Korotina & Jargalsaikhan, 2016). As followers are exposed to the content posted by micro-celebrities, they begin to emulate the mannerisms, lifestyles, and product preferences of the digital celebrity (Kapitan & Silvera, 2016).

These followers trust micro-celebrities by accepting their advice and product recommendations on the assumption they are unbiased and have tried other products that have previously failed them (Korotina & Jargalsaikhan, 2016). However, these recommendations come with giveaways or discount codes, ensuring there is a direct link between a follower's expense and the micro-celebrity's influence (Korotina & Jargalsaikhan, 2016). The possibility of wealth,

fame and commercial branding opportunities (Khamis et al., 2017) gives micro-celebrities the ability to become a social media influencer by promoting products of major brands, employing techniques of product placement, and profiting from sponsorship. As social media becomes a profitable engine for marketers and brands, it is important at this moment to evaluate the link between follower engagement (whether positive or negative) with a micro-celebrity's overt or subtle advertisement of products and product placement. This pilot study aims to contribute an answer and close the research gap.

Section 2: Review

The second section of this literature review focuses on the concepts of micro-celebrities and the Instafamous, both of which are non-traditional celebrities who have gained fame or notoriety online. Micro-celebrities can develop on a multitude of different social media platforms such as YouTube and Twitter, and thanks to an increasing user base, they can become digital celebrities in a variety of niches. These niches can consist of makeup artistry, electronic gadget reviewers, food bloggers and mommy bloggers, and more. Their perceived expertise in these niches is trusted by their followers. The Instafamous are a form of micro-celebrity that exist solely on Instagram. The intimate access the Instafamous provide Instagram users of their personal lives helps boost their popularity, and once they are able to monetize this popularity by partnering with brands and marketers, they can be recognized as social media influencers. The following section will review the literature on the topic of social media influencers, their prominence, and their ability to employ the use of electronic word of mouth.

3. Social Media Influencers & eWOM

As new social media networks emerge and existing social media platforms grow, it has forced advertisers to turn their attention to this digital medium and adapt – in order to reach consumers as they break away from traditional advertising (Woods, 2016). Social media networks are increasingly consumer-led wherein consumers generate their own content, and are also exposed to over 3,000 messages each day (Kapitan & Silvera, 2016). The number of people using social media networks rose to 2.22 billion in 2016, and this number is expected to rise (Jaakonmäki, Müller, & vom Brocke, 2017). In 2015, in the U.S. alone, 65% of all adults actively used social media platforms and 90% of Millennials aged 18-29 were active on social media (Woods, 2016). Not only is the number of active users on social media rising each year, but the time spent on social media is also rising (Woods, 2016).

Consumers are also increasingly relying on social media to influence their purchasing decisions (Woods, 2016). It is seen by consumers as a more trustworthy source to find unbiased reviews and information about products and services, in contrast to corporate advertising in traditional media (Mangold & Faulds, 2009). Because the Internet is increasingly consumer-led, it has allowed consumers to network with people who have interests similar to their own (Mangold & Faulds, 2009), ultimately, this has given rise to online micro-

celebrities and 'Instafamous' personalities on social media (Djafarova & Rushworth, 2017), who are better defined as social media influencers. Influencers may also refer to people who are seen as opinion leaders, such as bloggers (Uzunoğlu & Misci Kip, 2014).

Social media influencers are content creators and "referred to as people who have built a sizeable social network of people following them" (De Veirman et al., 2017, p. 798). They are also seen as authority figures and experts in one or multiple niches (De Veirman et al., 2017) such as travel, electronics, makeup, cars, etc. The greater the number of followers a social media influencer has, the greater the perceived social influence online (Djafarova & Rushworth, 2017). These influencers are able to mediate messages and influence consumers and communities (such as the niches mentioned earlier) in a digital environment where messages can be dispersed quickly and effortlessly with the potential for virality (Uzunoğlu & Misci Kip, 2014). Influencers are able to "influence the attitudes, decisions and behaviours of their audience of followers" (De Veirman et al., 2017, p. 801).

The abandonment of traditional media and in turn, traditional advertising, has forced brands to adjust their advertising efforts and focus on social media influencers to endorse their products online (De Veirman et al., 2017). It is thanks to Instagram that the term 'social media influencer' is easily recognized,thanks to the power of its visual narrative and over 600 million active monthly users

(Virtanen, Björk, & Sjöström, 2017). Visual content is a preferred method of communication on social media as "our brains can consume, process and understand more information faster through images than through text" (Virtanen et al., 2017, p. 471).

Because social media influencers inhibit the power of electronic word of mouth and have access to a large number of targeted users, influencer marketing is a powerful driving force online (Evans et al., 2017). Influencer marketing is a method in which brands identify and collaborate with influential social media users to endorse the brand or specific products through the use of their social media activities, in exchange for payment or free products (De Veirman et al., 2017). Electronic word of mouth or eWOM, is defined as "any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet" (De Veirman et al., 2017, p. 801; Evans et al., 2017, p. 138). On Instagram, eWOM has become a persuasive driving force of influential information thanks to the rising popularity of this social media platform, due in part to greater accessibility to smartphones and other mobile devices (Djafarova & Rushworth, 2017).

Brands have understood the power and reach of social media influencers, and how they are able to seamlessly integrate paid endorsements into their posts on Instagram (De Veirman et al., 2017). EWOM marketing has become an integral

part of social media and viral marketing techniques (Hensel & Deis, 2010). The experience of brands pairing themselves with celebrity endorsers has carried over to social media, ensuring that they make strategic alliances with influencers who are considered for both authenticity and/or expertise by their followers (Kapitan & Silvera, 2016). It is imperative for a brand and influencer to ensure that they match based on criteria such as tone of voice, content (and type), reliability (or authenticity), and popularity (Uzunoğlu & Misci Kip, 2014).

In the past, consumers used to rely on recommendations of friends or family before making a product purchase (Hensel & Deis, 2010). This has changed. A joint study conducted by Twitter and analytics firm Annalect found that 49% of people surveyed reported relying on recommendations made by influencers (Woods, 2016). A separate study "found that influencer marketing has the ability to trigger 11 times more return on investment than other forms of traditional advertising" (Woods, 2016, p. 7). It is then no wonder that advertisers are increasing their spending on social media every year, growing by 33.5% from $17.74 billion in 2014 to $23.68 billion in 2015 (Woods, 2016). It is forecasted that in 2018, Instagram's advertising revenue will grow to $6.84 billion (Statista, 2018a). Influencer advertising is both profitable and is less expensive than traditional advertising (Evans et al., 2017).

While brands understand the benefits of employing social media influencers

(De Veirman et al., 2017; Woods, 2016), they may not realize the negative impact overt sponsorship could have on an individual's perception of a brand. What is the reason for certain Instagram influencers and sponsored content receiving higher levels of engagement than others? For this study, the placement and use of sponsorship disclosure, use of product placement, and the way in which native advertisements are crafted into influencer content are possible reasons for differing levels of engagement. This will be evaluated in the analysis portion of this study. Understanding this is important for brands and marketers, but the research is also beneficial for academics to interpret user preferences and the way in which they engage with influencer content on Instagram.

RESEARCH QUESTIONS

Research Question 1: Do Instagram users prefer sponsored content that is overt in its advertising or do users prefer content that is subtle in its advertising (by employing native advertising) in an influencer's feed?

The literature review briefly examines native advertising and social media influencers but does not specifically look into native advertising used in an influencer's Instagram posts. The level of engagement with overtly branded posts may have an effect on consumer purchase behaviour, and this is important to understand if consumer aversion to advertisements is as clear on Instagram as it is in traditional media. This research question differs from RQ2 and RQ3 as the results of this question will provide an overall look into the engagement levels of influencer content on Instagram.

Research Question 2: Does the use of advertisement disclosure in an influencer's content have an effect on the level of engagement an influencer's Instagram post receives in contrast to a post that does not contain any disclosure?

The Federal Trade Commission's (FTC) requirement to disclose paid partnerships is fairly recent, and there is a lack of research conducted to

investigate if the placement of disclosure has any effect on user engagement. This also relates to the transparency of an influencer's sponsorship. An influencer may choose to avoid using clear sponsorship disclosure, as it could detract from their ability to incorporate native advertising into their visual and textual narrative. Current research shows that very obvious and clear disclosure of post sponsorship does cause users to think more critically about the content they are engaging with, and may even develop a negative attitude toward the content, brand or influencer (Evans et al., 2017; Taylor, 2017; Wojdynski & Golan, 2016). Therefore, content with clear sponsorship disclosure may garner lower levels of engagement, providing an insight into user behaviour on Instagram and whether users prefer genuine, advertisement free content or are satisfied with sponsored influencer content.

Research Question 3: Does the placement of a sponsored material product or its use in an influencer's Instagram post change the dynamic of engagement?

RQ3a: The placement of a product in the foreground of the image vs. the background.

RQ3b: If a product is used by the influencer vs. if the product not used.

There is little research regarding Instagram and product placement in influencer content. However, in relation to RQ2, overt or subtle product

placement may have an effect on the level of engagement an influencer's content receives. Product placement can take can take many forms, but this study will focus on a.) product placement in the foreground of an image vs. the background, and b.) whether the influencer (or an individual(s) in the image) uses the product vs. the product is placed nearby but is not used.

METHODOLOGY: DATA COLLECTION & ANALYSIS

Instagram is a social media platform that employs visual storytelling. It allows individuals the ability to control how they present themselves to a wide audience by carefully crafting a visual rhetoric suited to their brand (Dingwall, 2017). Therefore, the data collected for this study will consist of a collection of images from Instagram. For further analysis, the images collected will extend beyond the image itself. The screenshots taken of each image will also include the caption section, in which an influencer may or may not have written a comment in addition to the picture (providing context for the viewer), along with any hashtags used or brands mentioned. For this study, the caption recorded will only consist of what is available to the viewer while scrolling through the Instagram feed, without needing to press "more" to view the entirety of written text in a post's caption. The images collected will also include any advertisement disclosure placed above the image, in the image, and/or in the caption. Instagram is designed to share photos and videos from a smartphone (Moreau, 2018), but it can also be accessed through a web browser on an Internet-connected computer. For the data collection approach, images will be taken manually from a web browser that is able to access Instagram.

This study acts as pilot project and in order to answer the three aforementioned research questions, a quantitative approach will be used as the

method of analysis. This quantitative approach helps narrow down two Instagram influencers within two separate niches. To ensure a narrow focus for this study and to prevent deviations, both influencers will be of the same gender and have between two million and three million followers. They will also be English-speaking, target a western market, and will either be a one-man team (their Instagram feed is wholly created, maintained, and managed by themselves) or give the impression of one. A clear difference between the two influencers will be the niche they target. One influencer must be within a niche not typically associated with the promotion of material items (e.g. photographers, backpackers, life-long travelers) and the other must be one who visibly promotes material items (e.g. lifestyle or fashion bloggers, gamers, product reviewers). For purposes of maintaining consistency, the two influencers must have an engagement rate between 3-6%. The engagement rate will be calculated using the following formula: average number of likes in posts 4-10 > divided by total number of influencer's followers > multiplied by 100% (Morales, 2017). This method of calculating an influencer's engagement rate is applied thanks to the detailed justification and in-depth explanation provided by Morales (2017) – an influencer marketing consultant.

A sentiment analysis will not be used in this study and no contact will be made with an influencer, their posts or their followers. All data will be visually observed. The time frame of data collection will extend up to a maximum of six

months to gather 20 relevant posts from each influencer, with the aim of collecting 10 posts with clear disclosure of sponsorship, and 10 posts that are subtle in sponsorship. It is commonly known that influencers on Instagram post new content each day, however, the frequency of paid content can be sporadic. Therefore, any influencer content that is not visually observed to promote a product will not be considered for this study in order to prevent a build-up of irrelevant data. Previous research on this topic within the English language is scarce and so it must be emphasized that the research and results of this study be considered part of a pilot project.

From the images collected (raw data), the caption of each post will be recorded along with any hashtags and tags used in the image (ex. a brand or user tagged in the image itself). To answer RQ1, the engagement rate for each image will be calculated – which is the result of likes and comments divided by total follower count and subsequently multiplied by 100% (Thomas, 2017). This measure of engagement rate is for individual posts, rather than the engagement rate that is specific to an Instagram account (Morales, 2017). It is also the most widely accepted and common method of calculating the engagement level of individual Instagram posts. By knowing the engagement rate of each post, the data can then be organized according to how overt or subtle the branding/sponsorship is in each post is. By gathering this data, and in the hopes

that the engagement rates between posts of each influencer differ significantly, an answer for RQ1 should come to light.

To answer RQ2, influencer Instagram content will be separated into two sections: those that contain FTC-compliant sponsorship disclosure (#Ad; #Sponsored) that is clear and easy for a user to read (Chacon, 2017), and those that do not contain any sponsorship disclosure. The calculation to determine the engagement rate of each post (Thomas, 2017) will be applied to all of the content gathered. The final result should be able to ascertain whether Instagram users are affected by disclosure – and whether the presence of disclosure affects how users engage with influencer content. Understanding product placement and its effect on engagement is also an important part of this study. To answer RQ3, the data collected from each influencer using a quantitative approach will be organized according to the location of product placement (foreground/background), and if it is (or is not) being used by the influencer or another individual(s) in the image. The same engagement calculation (Thomas, 2017) will be applied to each image to determine the engagement rate. For this study, the engagement rate demonstrates whether or not product placement has an effect on user engagement with influencer content.

Research Analysis

The two influencers chosen for this study according to the methodology outlined above are @doyoutravel and @iamgalla. @doyoutravel is created and managed by Jack Morris, a backpacker turned life-long traveler and adventurer. Morris' travel photography has gained a following of 2.8 million followers (as of June 2018) and consistently receives a high level of engagement on each Instagram post. @iamgalla is created and managed by Adam Gallagher, founder of the popular menswear blog titled "I Am Galla," and has an Instagram following of 2.1 million followers (as of June 2018). However, while Gallagher is supported by a dedicated team for photography and editing, his Instagram page gives the impression of a one-man team. Gallagher's feed primarily features himself in a varying array of locations, as well as everyday pictures with his friends. Communication with followers is maintained by himself. To establish whether @doyoutravel and @iamgalla are acceptable influencers for this study, Morales' (2017) engagement calculation is used to determine their engagement rate. The calculated engagement rate of each influencer is displayed below in Table 1.

Table 1. Total engagement rate of each influencer calculated according to Morales' (2017) method. Images collected as of June 29, 2018. Likes recorded are exact. Percentages rounded to the hundredths digit.

DYT (@doyoutravel) 2.8 million followers		**IAG (@iamgalla)** 2.1 million followers	
Post #	Total Likes	Post #	Total Likes
4	99,484	4	44,863
5	162,497	5	78,327
6	118,311	6	86,638
7	120,531	7	67,614
8	126,506	8	80,610
9	172,655	9	73,673
10	276,933	10	79,826
Total: 1,076,917		Total: 511,551	
1,076,917 / 2,800,000 (100) = 5.49%		511,551 / 2,100,000 (100) = 3.48%	

Once each influencer's engagement rate is calculated and is between 3-6%, 20 Instagram posts were chosen in reverse chronological order from a visually observed common starting point (see DYT1 (see Appendix A) and IAG1 (see Appendix B)) from each influencer's page. These posts were chosen over a time frame of six consecutive months, excluding any content that did not refer to

brand sponsorship or feature a product or service in the images. To answer all three research questions, the engagement rate of posts DYT1-20 (see Appendix A) and IAG1-20 (see Appendix B) must first be calculated according to the commonly accepted method as outlined in Thomas' (2017) article. The result of the method is a percentage outlined in Table 3 below. In order to accomplish this, raw data which included the total number of likes and comments for each influencer's post was recorded (see Table 2).

Table 2. Total number of likes and comments of each post recorded (as of June 29, 2018). Likes and comments recorded are exact.

DYT (@doyoutravel) 2.8 million followers			**IAG (@iamgalla)** 2.1 million followers		
Post #	Likes	Comments	Post #	Likes	Comments
DYT1	72,406	484	IAG1	72,406	484
DYT2	57,154	364	IAG2	57,154	364
DYT3	93,672	655	IAG3	93,672	655
DYT4	47,245	267	IAG4	47,245	267
DYT5	101,323	699	IAG5	101,323	699
DYT6	25,376	118	IAG6	25,376	118

DYT7	64,775	376	IAG7	64,775	376
DYT8	64,344	398	IAG8	64,344	398
DYT9	73,204	478	IAG9	73,204	478
DYT10	66,504	408	IAG10	66,504	408
DYT11	61,394	361	IAG11	61,394	361
DYT12	38,336	161	IAG12	38,336	161
DYT13	79,101	395	IAG13	79,101	395
DYT14	49,594	218	IAG14	49,594	218
DYT15	72,022	329	IAG15	72,022	329
DYT16	55,467	232	IAG16	55,467	232
DYT17	71,052	447	IAG17	71,052	447
DYT18	81,104	512	IAG18	81,104	512
DYT19	71,247	450	IAG19	71,247	450
DYT20	31,437	170	IAG20	31,437	170

Table 3. Total engagement rate of each influencer's selected posts calculated according to Thomas' (2017) method. Images collected as of June 29, 2018. Percentages rounded to the hundredths digit.

DYT (@doyoutravel) 2.8 million followers		**IAG (@iamgalla)** 2.1 million followers	
Post #	Engagement Rate (%)	Post #	Engagement Rate (%)
DYT1	3.07%	IAG1	3.47%
DYT2	2.73%	IAG2	2.74%
DYT3	8.23%	IAG3	4.49%
DYT4	4.65%	IAG4	2.26%
DYT5	6.44%	IAG5	4.86%
DYT6	3.29%	IAG6	1.21%
DYT7	6.56%	IAG7	3.10%
DYT8	5.05%	IAG8	3.08%
DYT9	5.95%	IAG9	3.51%
DYT10	3.45%	IAG10	3.19%
DYT11	3.54%	IAG11	2.94%
DYT12	4.88%	IAG12	1.83%
DYT13	6.90%	IAG13	3.79%
DYT14	8.25%	IAG14	2.37%

DYT15	2.10%	IAG15	3.45%
DYT16	3.04%	IAG16	2.65%
DYT17	3.31%	IAG17	3.40%
DYT18	3.87%	IAG18	3.86%
DYT19	4.39%	IAG19	3.41%
DYT20	3.61%	IAG20	1.51%

In order to be able to answer RQ1, the influencer content collected was further organized according to the subtlety or overtness of brand sponsorship. The subtlety or overtness of brand sponsorship was visually observed. If an influencer's content used the built-in sponsorship disclosure feature of Instagram or disclosed sponsorship through the use of a FTC-compliant hashtag such as #Ad or #Sponsored (Chacon, 2017), had only the product in the image or if the product was the focus of the image, this was considered as overt brand sponsorship. If these criteria were not visually observed, then the content was considered to have subtle brand sponsorship. Refer to Table 4 (below) for the result. Once the content is found to be overt or subtle in its branding, the average of the two types of posts are calculated in Table 5 using the engagement rate percentages calculated in Table 3.

Table 4. Influencer content visually observed and labelled according to the overtness or subtlety of brand sponsorship. S = Subtle; O = Overt.

DYT (@doyoutravel)		**IAG (@iamgalla)**	
Post #	S / O	Post #	S / O
DYT1	O	IAG1	S
DYT2	O	IAG2	O
DYT3	S	IAG3	O
DYT4	S	IAG4	O
DYT5	S	IAG5	S
DYT6	S	IAG6	O
DYT7	S	IAG7	O
DYT8	O	IAG8	O
DYT9	O	IAG9	S
DYT10	S	IAG10	O
DYT11	O	IAG11	S
DYT12	S	IAG12	O
DYT13	O	IAG13	O
DYT14	S	IAG14	S
DYT15	O	IAG15	S
DYT16	O	IAG16	S

DYT17	O	IAG17	S
DYT18	S	IAG18	O
DYT19	S	IAG19	O
DYT20	O	IAG20	O

Table 5. Average engagement rate of posts found to be subtle in brand sponsorship, and average engagement rate of posts found to be overt in brand sponsorship. Percentages rounded to the hundredths digit.

	DYT (@doyoutravel)	**IAG (@iamgalla)**
Subtle Average (%)	5.40%	3.33%
Overt Average (%)	3.93%	2.87%

Visual observation of the content for the presence of sponsorship disclosure was conducted by looking for disclosure through i.) the use of Instagram's built-in disclosure feature (at the top of a post), ii.) a caption written by the influencer that discloses sponsorship, and iii.) the use of a FTC-compliant hashtag such as #Ad or #Sponsored (Chacon, 2017). See Table 6 for the results of this visual analysis. Once the content was organized according to the presence of clear disclosure or lack-of, the average of the two types of posts are calculated in Table 7 using the engagement rate percentages gathered in Table 3.

Table 6. Influencer content visually observed and labelled according to the presence or lack-of clear sponsorship disclosure.

Y = Disclosure is present; N = Disclosure is not present.

DYT (@doyoutravel)		**IAG (@iamgalla)**	
Post #	Y / N	Post #	Y / N
DYT1	Y	IAG1	N
DYT2	Y	IAG2	Y
DYT3	N	IAG3	Y
DYT4	N	IAG4	Y
DYT5	N	IAG5	N
DYT6	N	IAG6	Y
DYT7	N	IAG7	Y
DYT8	Y	IAG8	Y
DYT9	Y	IAG9	N
DYT10	N	IAG10	Y
DYT11	Y	IAG11	N
DYT12	N	IAG12	Y
DYT13	Y	IAG13	Y
DYT14	N	IAG14	N
DYT15	Y	IAG15	N

DYT16	Y	IAG16	N
DYT17	Y	IAG17	N
DYT18	N	IAG18	Y
DYT19	N	IAG19	Y
DYT20	Y	IAG20	Y

Table 7. Average engagement rate of posts found to have clear sponsorship disclosure or no sponsorship disclosure. Percentages rounded to the hundredths digit.

	DYT (@doyoutravel)	**IAG (@iamgalla)**
Disclosure Present Average (%)	3.93%	2.87%
Disclosure Not Present Average (%)	5.40%	3.33%

With regard to RQ3a and RQ3b, visual observation is employed to determine whether a product is being used by the influencer (or someone else), and in addition, where the product is placed (foreground or background). Table 8 and Table 9 show the results of RQ3a, while Table 10 and 11 provide the results of RQ3b. The average engagement rate of the two is calculated according to the original engagement rate percentage gathered in Table 3.

Table 8. Influencer content visually observed and labelled according to a product being used by the influencer (or someone else) or the product not being used (or not in the image at all).

Y = Product is in use; N = Product is not in use or is not in the image.

DYT (@doyoutravel)		**IAG (@iamgalla)**	
Post #	Y / N	Post #	Y / N
DYT1	Y	IAG1	Y
DYT2	Y	IAG2	Y
DYT3	N	IAG3	Y
DYT4	N	IAG4	Y
DYT5	Y	IAG5	Y
DYT6	N	IAG6	N
DYT7	N	IAG7	Y
DYT8	N	IAG8	Y
DYT9	N	IAG9	Y
DYT10	N	IAG10	Y
DYT11	N	IAG11	Y
DYT12	Y	IAG12	N
DYT13	N	IAG13	N

DYT14	N	IAG14	Y
DYT15	Y	IAG15	Y
DYT16	N	IAG16	Y
DYT17	N	IAG17	Y
DYT18	N	IAG18	Y
DYT19	N	IAG19	Y
DYT20	N	IAG20	N

Table 9. Average engagement rate of posts in which the product is being used and average engagement rate of posts in which the product is not being used or is not present within the image. Percentages rounded to the hundredths digit.

	DYT (@doyoutravel)	**IAG (@iamgalla)**
Product in Use Average (%)	3.84%	3.30%
Product Not in Use Average (%)	4.94%	2.08%

Table 10. Influencer content visually observed and labelled according to a product's presence in the foreground of the image or in the background (or not present within the image at all).

F = Product is in foreground of image; B = Product is in background of image (or not present within the image).

DYT (@doyoutravel)		**IAG (@iamgalla)**	
Post #	F / B	Post #	F / B
DYT1	F	IAG1	F
DYT2	F	IAG2	F
DYT3	F	IAG3	F
DYT4	B	IAG4	F
DYT5	F	IAG5	F
DYT6	B	IAG6	F
DYT7	B	IAG7	F
DYT8	B	IAG8	F
DYT9	B	IAG9	F
DYT10	B	IAG10	F
DYT11	B	IAG11	F
DYT12	B	IAG12	F
DYT13	B	IAG13	F

DYT14	B	IAG14	F
DYT15	F	IAG15	F
DYT16	B	IAG16	F
DYT17	B	IAG17	F
DYT18	B	IAG18	F
DYT19	B	IAG19	F
DYT20	B	IAG20	F

Table 11. Average engagement rate of posts with a product in the foreground of an image vs. the product in the background of the image (or not present). Percentages rounded to the hundredths digit.

	DYT (@doyoutravel)	**IAG (@iamgalla)**
Foreground Average (%)	4.51%	3.06%
Background Average (%)	4.72%	0.00%

RESULTS

The engagement rate of Morris' @doyoutravel and Gallagher's @iamgalla Instagram pages had a percentage difference of 44.82% between them, which shows the followers of each influencer engage differently with their respective content. Regarding RQ1, the findings show that @doyoutravel had a significant percentage difference of 31.51% between content that was visually observed to be subtle in advertising and content that was observed to be overt in advertising, with subtle content receiving higher engagement. In contrast, @iamgalla had a much lower difference in engagement between the two types of posts - half that of the percentage difference observed in @doyoutravel's content.

Between content that was visually observed to be subtle in advertising and content that was observed to be overt in advertising, the percentage difference was 14.84%. Subtle content received a higher average percentage of engagement than overt content. It is possible that @doyoutravel's followers expect Morris to be an authentic individual who simply wishes to share his travels and experiences, rather than to promote brand products and services that are not relevant to them. Followers may be turned off by promotional content and refuse to engage with it or ignore it completely. @iamgalla followers engaged less with content that is overt in its advertising – but not significantly – and this may be because Gallagher

is known to be a menswear influencer who regularly partners with brands (as shown in his content), therefore he is expected to promote certain products.

The findings of RQ2 show a similar result as the preceding research question. According to the guidelines outlined in the methodology section, the 20 posts chosen from each influencer for this study were visually observed to be subtle or overt in advertising if they did or did not contain sponsorship disclosure. For both @doyoutravel and @iamgalla, content that did not contain any sponsorship disclosure received 31.51% and 14.84% higher engagement than content that contained disclosure, respectively. Audience ad skepticism (Chung, Kim, & Ahn, 2017) may be activated when presented with clear advertisement disclosure, and users may make a conscious effort to avoid engaging with sponsored influencer content as they think more critically about it (Evans et al., 2017; Taylor, 2017). In addition, posts containing advertising disclosure receiving a lower level of engagement may be explained by the persuasion knowledge model (Lee et al., 2016). As soon as users become aware of a persuasion attempt, due to an incongruent product placement or the use of borrowed interest tactics, for example, the effectiveness of the persuasion attempt may lead to a user ignoring the content and not engaging with it.

The result of RQ3a shows that if a product is not used within the content of the @doyoutravel Instagram page (or is not present within the image at all), it receives a higher amount of engagement as compared to when the product is used

by the influencer, by a percentage difference of 25.06%. In contrast, if a product is used within the content of the @iamgalla page, the average engagement received is significantly higher, by a percentage difference of 45.35%, than if the product is not used or is simply on display. With regard to RQ3b, the results are starkly different from that of previous research questions. The @doyoutravel page's percentage difference between product placement in the foreground vs. the background was only 4.55%, with the latter receiving higher engagement. It is important to note that of the 20 images selected from the @doyoutravel page, 13 did not have the product or service present within the image. On the other hand, all the content chosen from the @iamgalla page for this study featured products placed in the foreground of the image. None of the images selected from this study had products placed within the background – showing Gallagher's possible purposeful intent of clear product placement.

DISCUSSION

The results of this pilot study show that Instagram influencers can derive a higher level of engagement with their followers when content is subtle in its advertising and brand sponsorship. The most significant result is shown by Morris' @doyoutravel Instagram page. Content that was visually perceived to be subtle in its branding, pitch, and advertising received higher engagement with a percentage difference of 31.51% against content visually perceived to be overt. Similarly, content that did not contain any sponsorship disclosure received a greater amount of engagement in contrast to content that contained FTC-compliant disclosure. In content where Morris was not pictured using a product, the engagement was also higher, with a percentage difference of 25.06%. Much of the content analyzed for this study did not feature the mentioned product or service within the image, which made it difficult to assess whether content in the foreground vs. the background of the image receives higher engagement. In this case, products placed within the background of the image or not pictured within the image received 4.55% higher engagement.

Gallagher's @iamgalla Instagram account follows a similar pattern. Content visually perceived to be subtle in sponsorship received higher engagement than content that was visually perceived to be overt, with a percentage difference of 14.84%. This is the same percentage difference with

regard to whether an image does or does not contain sponsorship disclosure, showing that users may elicit increased ad skepticism when presented with disclosure language (Wojdynski & Evans, 2016), resulting in lower engagement when disclosure is present. With difference to Morris' content, Gallagher's engagement is higher in content where he is pictured using a sponsored product, with a percentage difference of 45.35%. However, in consideration of this result, in each of the 20 images collected, the product was visible. This is in contrast to Morris' content where only seven images had a visible product. The difference in engagement may be explained by Morris' followers wanting authentic content i.e. beautiful pictures without significant product placement, whereas Gallagher's followers prefer to see the advertised product being used by him. Lastly, with regard to product placement within the foreground or background of Gallagher's content, the study falls short. None of the @iamgalla content analyzed for this study featured products within the foreground of the image – resulting in a null result. The majority of Gallagher's content on his Instagram page features products visible only in the foreground.

For future studies evaluating how effective native advertising is in an Instagram influencer's content, it may be worth expanding the data set to gather a greater amount of raw data. It is the author's opinion that replicating this study using micro-influencers – those who have a significantly smaller and localized following of between 10,000-100,000 followers – may provide a more accurate

engagement result regarding the use of native advertising within an influencer's content. This study used mega-influencers (more than 1-2 million followers) who command a following that is international and thus, may not have any interest in the product placement or advertising but instead are only interested in the influencer's story and/or images. Mega-influencers may also commonly become victim to bots who create false engagement with an influencer's followers in an attempt to poach their followers ("Follow Liker," n.d.), and can skew engagement results; more on this in the limitations section below.

LIMITATIONS

This study has considerable limitations. These limitations range from influencer demographic, gender, photography and/or editing style to the issue of fake followers. Increasing reports and interviews with influencers have shown Instagram influencers buying followers, likes, and comments to artificially boost follower count and/or engagement rates (Moses, 2017). Therefore, the engagement rates calculated in this study may not be entirely accurate. It is entirely possible that with over two million followers each, @doyoutravel and @iamgalla may be artificially increasing their numbers, however, this is unsubstantiated. There exist methods (and tools, ex. SocialBlade) in deducing whether an influencer's followers and engagement are genuine, by observing comments, studying follower growth, and evaluating engagement rates (Hughes, 2018), but these methods not always straightforward and accurate.

One of the biggest issues plaguing Instagram is the use of automation tools – or bots – and this is another limitation of this study that must be considered. Influencers and "wannabe" influencers are employing the use of script-based programs to automatically like, follow, and comment on profiles of other Instagram users in an attempt to woo them into following their own profiles (Chen, 2017). Instagress was one popular Instagram automation tool before being forcibly shut down by Instagram in 2017 (Tiffany, 2017), but others have taken its

place including Follow Liker, Instazood, Gramista and many more. One of the processes in which Instagram bots automate human-like actions to increase exposure and follower count is by using the follow-unfollow method, in which a user follows as many profiles as possible, and then unfollows them a short time later (Koivu, 2018). Another process is by liking and commenting on content posted by other users (Ezanga, 2018), many times consisting of one-word comments, irrelevant compliments, questions or emojis. Bots are not genuine users and are able to artificially inflate the engagement an Instagram post receives. However, removing comments from being evaluated in the calculations of this study proves to be an impractical task, as @doyoutravel and @iamgalla can receive hundreds and even thousands of comments on each post. With regard to likes, evaluating the authenticity of each one is an impossible task.

FURTHER RESEARCH SUGGESTIONS

The method of analysis used in this study is strictly quantitative. This quantitative approach is meant to provide a theoretical and practical look at how users engage with native advertising and influencer content on Instagram. Using a qualitative approach by reviewing comments on influencer content and conducting an interview or survey with random users and their reasons for following and/or engaging with an influencer may provide a greater insight into a how users engage with influencer content and whether they recognize native advertising on Instagram. Further research may also be conducted on female influencers such as mommy bloggers and fitness influencers, influencers from the LGBTQ+ community, as well as influencers of visible minority backgrounds. The content, style, and partner brands may differ for each of these community members. Finally, replicating this study by using micro-influencers may yield an entirely different result, with possibly higher engagement rates; this is discussed at greater length in the discussion section (above).

CONCLUSION

This pilot study evaluates how Instagram users engage with influencers they follow and the effectiveness of native advertising techniques employed by influencers in their content. Native advertising as a non-intrusive form of advertising is highly effective, with 32% of consumers willing to share a native advertisement with their peers, nearly double that of traditional banner advertisements (Nwazor, 2017). The expenditure on native advertising has doubled between 2015 and 2018 in both developed and developing nations including Australia, Canada, China, Mexico, Russia, South Korea, the United Kingdom and the United States (Statista, 2018b). Growth in native advertising is expected to continue; by 2020 in Western Europe, native advertising may represent up to 52% of all digital display advertising (Harms, Bijmolt, & Hoekstra, 2017).

While research concerning social media influencers and how users engage with their content is inadequate, this study shows that users prefer to engage with content that is not overt in its branding, pitch, and advertising. Instagram users also prefer influencers to use the product that is being advertised, rather than to simply share content in an overt advertising format. As the use of native advertising in social media grows, and the number of social media influencers and brands willing to partner with them (as part of their overall marketing strategy)

continues to rise, this pilot study highlights the need for critically examining consumer engagement with influencer content on Instagram. For influencers, it's important to understand which of their content followers engage with most on a consistent basis and tailor their content to ensure high engagement. For brands, it's important to make an effort to calculate the engagement rates of influencers and their content before choosing to partner with them. Otherwise, a brand may spend significant sums of money without a tangible return. Followers can be readily purchased online, thus, the number of followers means very little in comparison to the engagement rate.

An important aspect of this study to consider is the FTC's regulations requiring sponsorship disclosure. These regulations have had the intended effect, as is outlined by this study. The presence of sponsorship disclosure in influencer content results in lower engagement, possibly by triggering consumer ad skepticism. Thus, the FTC's regulations to protect consumers by helping them distinguish between genuine influencer content and sponsored content has worked. However, is the inclusion of #Ad or #Sponsored enough? These hashtags may be considered too subtle. In addition, what prevents an influencer from refusing to disclose their sponsorship or bias with a brand or agency? There currently exist no fines for violating FTC regulations (Federal Trade Commission [FTC], 2017a). This study examined content samples that used eWOM and advertised products subtly. Will the FTC be able to monitor social media

networks regularly and enforce its regulations? Without such enforcement and no deterrent, social media influencers may continue to use native advertising and openly advertise products without transparency for the consumer.

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Appendix A

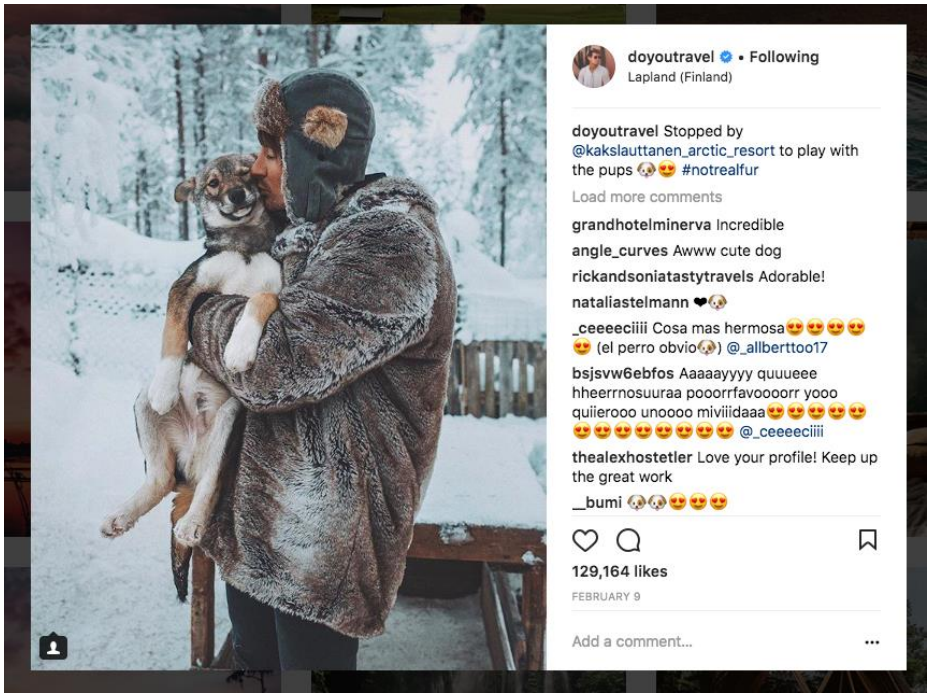
DYT1

DYT2

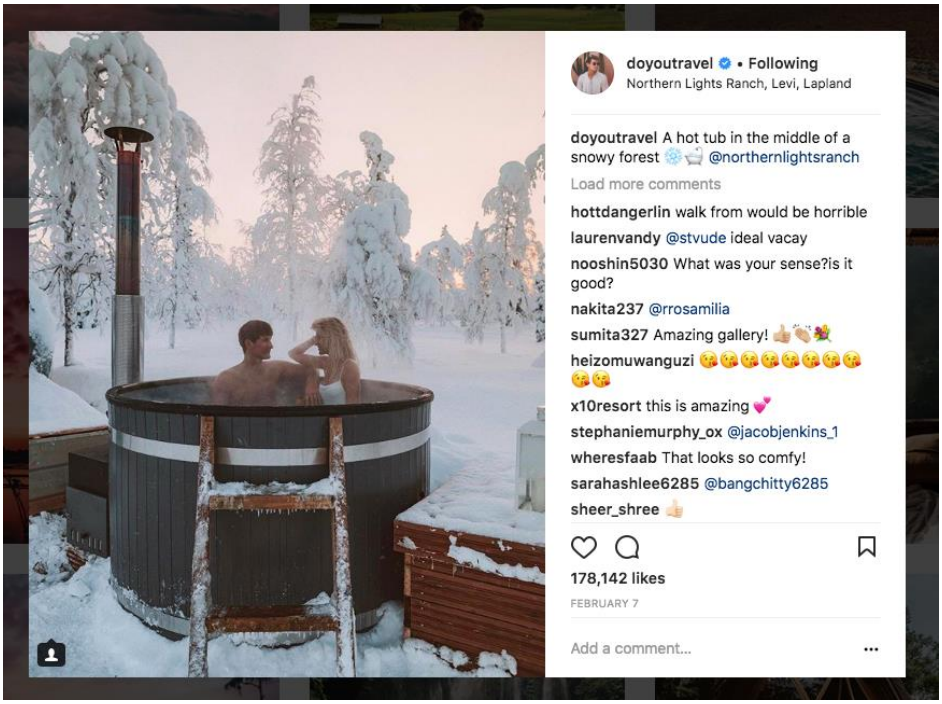
DYT3

doyoutravel • Following
Levi, Finland
doyoutravel Gotta be one of the coolest rooms I've ever slept in ~ pretty much a glass box perfect for star gazing ◻ Luggage from @rimowa
Load more comments
jenniferappadoo Hi. What is the name of the hotel?
king_rjk7 Name of hotel ??
ladylebebe @brentefitness
trishie_sita The caption!! Stargazinggg
!! @ailat268
oh_mandy86 @james82o next trip
aminahbarkatali @sairanaa let's go this winter!
dani_sarmento @thiago_falcao
lovely_curlz @thedapper_impresario
christianschaffer I need this place in my
227,822 likes
FEBRUARY 11
Add a comment...

DYT4


doyoutravel • Following
Lapland (Finland)
doyoutravel Stopped by @kakslauttanen_arctic_resort to play with the pups #notrealfur
Load more comments
grandhotelminerva Incredible
angle_curves Awww cute dog
rickandsoniatastytravels Adorable!
nataliastelmann
_ceeeeciiii Cosa mas hermosa (el perro obvio) @_allberttoo17
bsjsvw6ebfos Aaaaayyyy quuueee hheerrnosuuraa pooorrfavooorr yooo quiierooo unoooo miviiidaaa @_ceeeeciiii
thealexhostetler Love your profile! Keep up the great work
_bumi
129,164 likes
FEBRUARY 9
Add a comment...

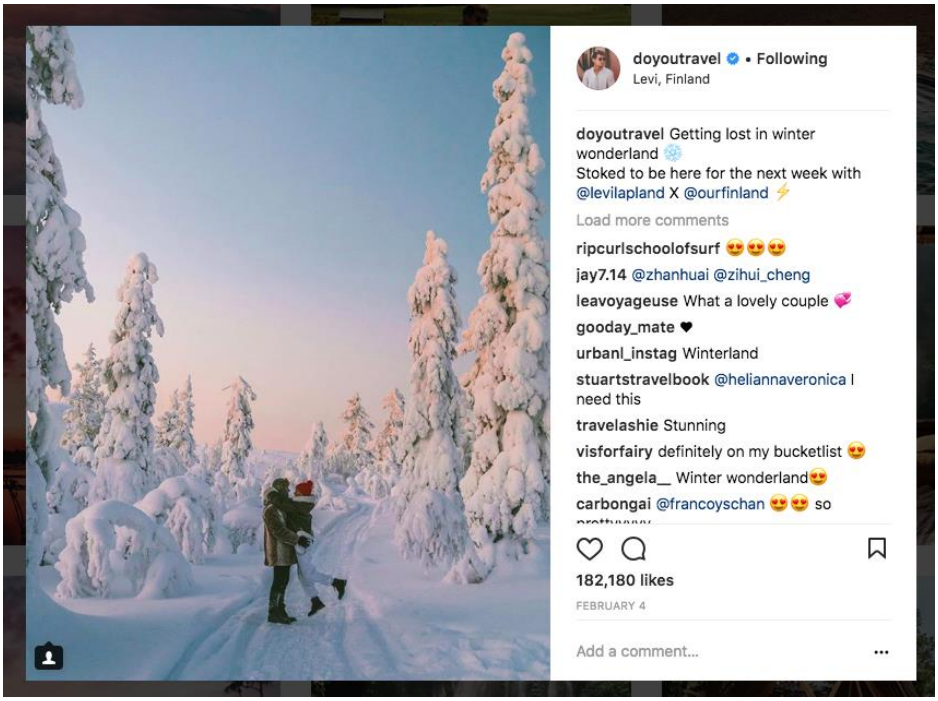
DYT5


doyoutravel • Following
Northern Lights Ranch, Levi, Lapland
doyoutravel A hot tub in the middle of a snowy forest @northernlightsranch
Load more comments
hottdangerlin walk from would be horrible
laurenvandy @stvude ideal vacay
nooshin5030 What was your sense?is it good?
nakita237 @rrosamilia
sumita327 Amazing gallery!
heizomuwanguzi
x10resort this is amazing
stephaniemurphy_ox @jacobjenkins_1
wheresfaab That looks so comfy!
sarahashlee6285 @bangchitty6285
sheer_shree
178,142 likes
FEBRUARY 7
Add a comment...

DYT6

doyoutravel • Following
Levi, Finland
doyoutravel Today's lunch spot @ourfinland X @levilapland
Load more comments
jpmoraldav19 @majoviolante vaaamos para darnos calooor
barbaraafm @stella.machadoo olha esse feed menina, vai ser a gente quando for pra ny
shelbyanneee @rad_agast
rz.clicks
heyleonel
jackie.matthewss @mcarl5
martineborresen Just like in Norway now
hbs.photos
grahamk_gkc So cool pictures
91,214 likes
FEBRUARY 5
Add a comment...

DYT7


doyoutravel • Following
Levi, Finland
doyoutravel Getting lost in winter wonderland ❄️
Stoked to be here for the next week with @levilapland X @ourfinland ⚡
Load more comments
ripcurlschoolofsurf 😍😍😍
jay7.14 @zhanhuai @zihui_cheng
leavoyageuse What a lovely couple 💞
gooday_mate ❤
urbanl_instag Winterland
stuartstravelbook @heliannaveronica I need this
travelashie Stunning
visforfairy definitely on my bucketlist 😍
the_angela__ Winter wonderland😍
carbongai @francoyschan 😍😍 so
182,180 likes
FEBRUARY 4
Add a comment...

DYT8

doyoutravel • Following
Paid partnership with americanexpress
Bali, Indonesia
doyoutravel Spending a bit of time back home on the island has me real excited and inspired for some new adventures this year. 🌴🐃 I'm proud to announce I've joined the #AmexPlatinum family, making my travels through 2018 worry free! #AmexAmbassador
Load more comments
ourwayofwanderlust This is everything ... 🐃💕
itinerary_southamerica Ja queremos ir também nesse lugar 💜
jessie_tur @laiaturferrer vull una foto així!!!!
coco_fauna Incredible 🐃🌴💖
west_coo This pic 👌🐃✨
martynlovely @_giomons_
140,300 likes
JANUARY 25
Add a comment...

DYT9

doyoutravel • Following
Paid partnership with uber
Bali, Indonesia
doyoutravel Back to that island life
When I'm in Bali I love getting away from the hustle and bustle and rediscovering some of my fav spots in the north - I use @Uber's Saved Places feature to conveniently revisit hidden gems like this one #WhereTo #ad
Load more comments
georgia_sims_ Where in Bali is this?
annalyn1981 It would be helpful for your followers if the exact place is mentioned
niarphotography Be photo, looks like an amazing location, thank young fot sharing
grayxamy @rayray_6073
ceci.camozzi Great capture!
misskatieglam Omg incredible!!!
164,942 likes
JANUARY 21
Add a comment...

DYT10

doyoutravel • Following
Joshua Tree, California
doyoutravel Last moments in Cali
Next stop Bali flying with my fav airline @singaporeair! #flySQ
Load more comments
isa_belle1709
pakinsky @glampingrutadearteyvino
sandyvalent @chris_uzcategui
annamart.love Love this!
malagemea Sonho @antonybretas
perlaq_14
thetwopassports Can we share this amazing pic??? Let us know?
anaclaracopelli Quero ser esse insta @renaanandrade
federicanocita @iamdavidek
kiefferbarchetti Fantastic picture
95,860 likes
JANUARY 18
Add a comment...

DYT11

doyoutravel • Following
Paid partnership with uber
Brooklyn Bridge
doyoutravel It's been amazing to end this crazy year in New York - I've spent the week exploring the city and celebrating the holidays with friends and family, using @Uber as my reliable means of transport. It's been sooo cold out here, which made using Uber even more convenient than normal cause the last thing I wanted to do was freeze whilst trying to flag down a cab in Manhattan!
This was one of my favourite spots in NY, the famous Brooklyn bridge! #WhereTo #Ad
Load more comments
nikolinegamst So silly. Everyone knows that the subway is the best way to travel around NYC. And much more environmental friendly than car services.
jyhawkins Probably my most favourite insta
98,698 likes
DECEMBER 31, 2017
Add a comment...

DYT12

doyoutravel • Following
Hong Kong
doyoutravel 3 days in crazy Hong Kong and now we're off to Istanbul 🇹🇷 both wearing glasses from @opsf!
Load more comments
kaylaalecsi Love this account!
nomadheart_travel Amazing! On my wishlist
anna_wizental 😍👌😍👌
wiolagaida 💪 💥
bon.clara @theo_grm
sunzibar 😱🔥 this picture's breathtaking
vero_fco Wow!!!
whereisjayfuller @justjackjoseph trust we gotta hit hong kong 🔥
planetillustrated 😍💛💛
kelmaralemos @cauelmartins
135,474 likes
DECEMBER 17, 2017
Add a comment...

DYT13

doyoutravel • Following
Egypt
doyoutravel Wherever I go I'm amazed by the things people have made, like the Abu Simbel temples in Egypt, built thousands of years ago. That's why @Bing is creating the #AmplifyIngenuity photo #contest. Your photography of other amazing things people have made can win you a Surface Studio, a Leica TL2 camera, $1500 in airfare, and a photo feature on Bing's homepage. Tag your photos with #AmplifyIngenuity and @Bing to enter, or click the link in my bio. #Sponsored
Load more comments
valegrimaldi @mjaramillo1 siii ☺
marialfy @travel.with.mario Aswan
nb_101286 @varshamalkar 😳
varshamalkar @nb_101286 we will go sweetheart
ourgreatdrift Hey! I read on @gypsea_lust
191,341 likes
NOVEMBER 24, 2017
Add a comment...

DYT14

doyoutravel • Following
Hawaii
doyoutravel ☐ Competition time!
I've teamed up with @trepicgoepic to give you a chance to win a 5-night stay at a luxury beach house in Hawaii. Trepic makes it easy to discover new destinations and has over 500,000 experiences you can book around the world. Tag a friend, include #TrepicxJack, click the link in @trepicgoepic bio, and download the Trepic app to enter! Good luck!
Load more comments
homegardenlife Looks better than any theme park!! Awesome.
girltalknation
toribuono @sickle @_nickvitale @anthonyvitale we can do this
anthonyvitale @toribuono yeah!
_chaosalloverr Wow 😍😍😍
220,453 likes
NOVEMBER 21, 2017
Add a comment...
Edited

DYT15

doyoutravel • Following
Paid partnership with tiffanyandco
Mauritius
doyoutravel My final post from my week with @TiffanyandCo ~ This trip was unforgettable and after experiencing the full journey of a Tiffany diamond, from traceable sourcing, to investing in local communities, and their sustainability efforts, I've grown to appreciate this brand so much more. Wearing #TiffanyAndCo
Load more comments
the_luxfashion @the_luxfashion
steve_purvey @raymondng418 ... first thing that comes your head lol
happy.feelss Wow I hope I can be there too
voflics Hey where did you get the gold bracelet ?
les4explorateurs.fr You're gallery is amazing you're very talented
58,236 likes
NOVEMBER 19, 2017
Add a comment...

DYT16

doyoutravel • Following
Paid partnership with tiffanyandco
Mauritius
doyoutravel We spent the second half of our @TiffanyAndCo adventure surrounded by crystal clear blues in Mauritius! Upon arrival we had a helicopter waiting for us at the airport to fly us to our hotel, it was so beautiful seeing the island from above. The first couple of days we enjoyed some down time and took a boat out for the day with a few locals to learn more about the Mauritian culture and soak up some sun. By day three we continued our journey by going behind the scenes of a Tiffany diamond polishing workshop. It was inspiring to learn about the positive impact and how much individual craftsmanship goes into finalising these diamonds. I spent the last part of the day polishing up a diamond myself which was a really cool experience! #TiffanyAndCo
Load more comments
84,694 likes
NOVEMBER 12, 2017
Add a comment...

DYT17

doyoutravel • Following
Paid partnership with tiffanyandco
Antwerp, Belgium
doyoutravel A few weeks ago I took part in a trip with @TiffanyandCo to experience the journey of a Tiffany diamond. Starting in Antwerp, we visited a Tiffany diamond grading facility where we went behind the scenes to discover exactly what goes into the early stages of evaluating a rough diamond. Not only did we learn about the grading process, but also about the sustainable sourcing and traceability of every Tiffany stone which is so important to promote social and environmental responsibility.
We also had the chance to explore Antwerp, as a chocolate lover the highlight of the city was indulging myself in as much famous Belgium chocolate as I could find
#TiffanyandCo
Load more comments
92,185 likes
NOVEMBER 9, 2017
Add a comment...

DYT18

doyoutravel • Following
Italy
doyoutravel Throw back thurs to when I spent a week cruisin' Italy and Greece with @theyachtweek! This was one of my fav days when we zipped around Salina on these retro Italian bikes Bookings just opened for 2018 so if you wanna do this trip or check out the itinerary I did click my bio link! #TheYachtWeek
Load more comments
yadp.selection I could almost see Sophia Loren coming out of the door.. so vintage
dyniowski Loooo
natalietihomirova Beautiful!
samhowell Love this snap Jack @doyoutravel
davide.tomeii
pinarodriguezz Unreal
107,285 likes
NOVEMBER 2, 2017
Add a comment...

DYT19

doyoutravel • Following
Namibia
doyoutravel Swipe across to check out 7 of my favourite pics from my Namibia trip with @Landrover! ⚡ This trip was so unique and incomparable to anything I've done before. It was amazing to experience the unique landscapes of Namibia from the drivers seat. Not only did I experience diverse parts of a new country, but I learned new off road driving skills (the best part was cruising down the beach as you may remember from my stories!)
We got off the beaten track away from the tourist crowds whilst at the same time staying in luxurious different lodges each night.
This trip was fast paced and we saw so much in just one week - the Land Rover experience was truly the best way to see the country and get most out of the time I had.
121,133 likes
OCTOBER 31, 2017
Add a comment...

DYT20

Edited
doyoutravel • Following
Namibia
doyoutravel What a week - road trippin' across Namibia with @Landrover, staying in places I've never heard of in the middle of the desert surrounded by heaps of wildlife. I'm curious, where in the world are you right now? 👀
#LandRoverExperience #Discovery #Ad
Load more comments
volandoandoyo Perfect place, stunning shot! 👌
sercho_s_ Cool place
marisa_thewanderess the natural lighting looks amazing for photos 😍
sammy_faces 😍 #visiterlafrique
pinarodriguezz Stunning 🔥 love it 😍
dabo_adama Kaita village Niger
mat_see @sarahlstaveley
100,162 likes
OCTOBER 29, 2017
Add a comment...

Appendix B

IAG1

IAG2

IAG3

iamgalla • Follow
Paid partnership with carlfbucherer
New York Public Library, Stephen A. Sc...
iamgalla Fiction, when we're not together ... one of my last shoots of the year & collab with @carlfbucherer. #maneroflyback #carlfbucherer (: @npierce88)
Load more comments
simon_kln_ @jancariius so vlt nach den 3 manaten
geir.magne.haukaas @iamgalla
misterwishes What a great Pic good job man
lilitbrd @instanastassja il n'y a pas la possibilité d'aimer plusieurs fois la photo ?
instanastassja @lilitbrd Ahaha des fois je me dis pareil
kaylin.crews Who dis @annabellehighsmith
93,672 likes
DECEMBER 26, 2017
Add a comment...

IAG4

iamgalla • Follow
Paid partnership with timex
SoHo, Manhattan
iamgalla Countdown to Christmas...my xmas list is full of places I want to explore in 2018 + overflowing accessories/timepieces – feat. the @Timex reissue of the 1960s Marlin #Timex #TakeTime
Load more comments
tony.franklin.photo I love he style of your IG
dreamingofthecatwalks I love this bag!
my_pink_luggage
wovenbridal Great pic!
madeincalico Great pictures, love them all!
madameclaudett @aldo_poda
david_secan Fantástic!!!
simplymamacita
47,245 likes
DECEMBER 21, 2017
Add a comment...

IAG5

iamgalla • Follow
Lower East Side
iamgalla Caught in the first snow of the season...bundled in @boss holiday threads ❄️ of course...all black✔️ #ThisIsBOSS (📸: @talunzeitoun)
Load more comments
christianschaffer ☺️👌
mlk_35_ Very nice 👍👏👏
vervnicaa @jordanbuhat this is the guy I told you about babe
wattman.jpeg Mehmud @tylerl_hoechlin
larissarochaf @annmassola
kuzminpavel What the bag is it?
hackopattt @ayseguluranx o zaman seni de böyle alalım :dd
agc22 Perfect!! 👌👌✌️
patriciab26ac 👌 Nice
101,323 likes
DECEMBER 19, 2017
Add a comment...

IAG6

iamgalla • Follow
Paid partnership with armanibeauty
DUMBO, Brooklyn
iamgalla These are a few of my favorite things..🎁 #acquadigio #specialblend #iamgio
Load more comments
iamalexlara Where is that razor from?!
sadia_jay Love the smell of it
captaingaldim 💯💯💯💯💯
captaingaldim 👌👌👌
eliza.arievilo Última
danuribee 👍👊
riccardostyles FAV!!! ✔️ #scent
crystaleanne @izaakgutierrez @eri_v19 he partnered up with Armani😭 that'll be us soon😏
tati_meteliza ♠
25,376 likes
DECEMBER 19, 2017
Add a comment...

IAG7

iamgalla • Follow
Paid partnership with carlfbucherer
New York, New York
iamgalla Where I'll be all winter...❄️sporting my new @carlfbucherer watch. see the whole vintage-inspired photoshoot on IAG now - swipe up in story ✔️ #maneroflyback (📸: @talunzeitoun)
Load more comments
keryakay Amazing...
dilo_ka_shooterrrr Nicee piccc
rabbimin_sozleri Gt
rabbimin_sozleri Gt
elozze Wahou
giuliagoja Richtig gelungen 📸👌
alber978 Like 👍
arockchicklife So cozy ✨❤️
mishmarques Nice pic!
64,775 likes
DECEMBER 15, 2017
Add a comment...

IAG8

iamgalla • Follow
Paid partnership with timex
Downtown Manhattan
iamgalla City lights for miles & miles...🌉⚡ excited christmas is almost here. @Timex #TakeTime #Timex
Load more comments
halilvuraan Great one! 💯🙌
tobilikee Cool
chromejerome16 It looks cold there⛄❄️
ririsgr ❤❤❤❤❤❤
biozetattack So nice!
marghebenty Cool, love your photo with the bokeh
iamisidor Perfect Shot😊😊😊
zuweiyang 🎛️
ivanlombardofit Super shot!!!
lapresqueparisienne Such a cool shot!
64,344 likes
DECEMBER 12, 2017
Add a comment...

IAG9

the CORN
CORNER
114 Kenmare
iamgalla • Follow
SoHo, Manhattan
iamgalla The corner of Kenmare & Lafayette...✨📍en route in my holiday, @hugoboss threads #ThisIsBOSS📸: @talunzeitoun
Load more comments
chlow__ @carolinedelmarmol
chromata_films now that is certainly a amazing photo
erik_ventu 👌👌
musee.eyewear te gusta la autenticidad?? productos SOLO ORIGINALES, al mejor precio!
beatrizalmeida4277 Lindo
arcanjo_25 Nice
andrejssemelevs very stylish ✨✨😍😍
dr_zain Cool shot
personal_branding_photographer Colors
73,204 likes
DECEMBER 5, 2017
Add a comment...

IAG10

iamgalla • Follow
Paid partnership with longines
New York, New York
iamgalla perfectly timed moments 🌇 @longines #eleganceisattitude (📸: @realjcreel)
Load more comments
parkeryorksmith Love that jacket
awwriana @jay_0290
herbal.semulajadi !!SALAM AKAK/ABG,KITA JUAL UBAT TINGGI SEMULAJADI TERBAIK,RAMAI SUDAH BERJAYA,JOM BUKTIKAN SENDIRI 🙏😘🤗😇
simplymamacita Stunning
almadani.world wow
liban_rose @araweeloo
tsarskaya.k 😍🖤🔥
sonnyvegasboy 😍
66,504 likes
NOVEMBER 30, 2017
Add a comment...

IAG11

iamgalla • Follow
corner Broome & Broadway
iamgalla En route to my event... 🚦 Excited to meet you guys tonight at the #armaniboxnyc 7-9pm 👍🏽 #iamgio #acquadigio 🎁📹: @talunzeitoun
Load more comments
chelsea_flores 💥
magdaswider Cool
nicolealnair Perfect shot and model!
nigelcajes @alyssa.maaee
marcel_knecht_photography great skyline TOP
almadani.world wow
francescoea1 Great pic! You're a boss! 👍
iam.dori 😍😍😍
crocusfreedom 💗💗💗
oktay_ang One of my Favorite pics 👌
61,394 likes
NOVEMBER 28, 2017
Add a comment...

IAG12

iamgalla • Follow
Paid partnership with armanibeauty
Soho
iamgalla ✨EVENT TIME: tomorrow (28th) you can come hang with @armanibeauty & I at the #ArmaniBoxNYC in SoHo, on Broadway at 7pm. Get there early & get your holiday shopping done ! #iamgio #acquadigio 🎁
Load more comments
sherwinshokofan Amazing!!
angiee_berrii are you here yet?
fireoftheking 🙌👍👍💥
angiee_berrii you should've been more specific 😭😂 you didn't say we needed tickets omll
sebastians_love Awesome
angelodelreyes Sick photo
angelodelreyes 🔥
38,336 likes
NOVEMBER 27, 2017
Add a comment...

IAG13

iamgalla • Follow
Paid partnership with schwarzkopf
New York, New York
iamgalla #SCHWARZKOPFcreators : 2018 is coming up & I have a lot of projects on the horizon...maybe even a hair change!? Thanks for all your recommendations, dark grey & short/messy were the two winners. While I think about it, I'm playing around with the texture of my current hair thanks to @schwarzkopf phenomenal thickening cream. #MYstory : @realjcreel
Load more comments
alaw.ceridwen @jasminehigginsx_
compreseguidoresreais_
nico.phan wooow
raine.a.n Hey gorgeous, please help us with a survey. Link on my page. We'll appreciate your help.Bless!
yasmin_oe @noon.mohd
79,101 likes
NOVEMBER 26, 2
Edited
Add a comment...

IAG14

iamgalla • Follow
Los Angeles, California
iamgalla West coast memories sporting my favorite @montblanc spirit orbis watch #montblanc
Load more comments
nico.phan love it
raramirez97 Yessss
ioannaangelakis Great feed!!!! Nice color palette!!!
bryanpaulrivera
columbus.jewellery Nice shot!
styleiswhat We love @montblanc and have been featuring some pieces. Visit @styleiswhat webshop
paradisovitae Nice
snughideout This is great
alinenanete Beautiful
49,594 likes
NOVEMBER 5, 2017
Add a comment...

IAG15

iamgalla • Follow
Victoria Harbour 維多利亞港, Hong Kong
iamgalla Partner in wine 🍷🤷‍♂️ sippin' the new #penfoldsg3 @penfolds (📸: @npierce88)
Load more comments
major.fashion 😍
theuppermen Super post! Tag us in the next one to be featured!
mickael_bdl Superbe photo, j'adore l'ambiance ! 😊✨👌
smartmensstyle To get featured tag #smartmensstyle check out my page guys @smartmensstyle
zaaria06 @zoransaher check him out
sophiedegn Top
the_uniquetraveler Amazing shot
jewellery_li High-end jewelry customization, customize your exclusive jewelry, let you
72,022 likes
OCTOBER 22, 2017
Add a comment...

IAG16

iamgalla • Follow
Victoria Harbour 維多利亞港, Hong Kong
iamgalla Wine not? @penfolds #penfoldsg3 🍷🌃
Load more comments
iamgeorgiana Amazing shot 👍💗
doxano1 Hungarian wine: Nyakas Irsai Olivér the best.
diibkk @kbmood
glendonww STUNNING PHOTO! ✨
ms.aline_ Super
deni_fadrianptra 🍷🍷
monsieurlifestyle Cheers 👌🍷
biberpatryk Nice 👌
emmelhuang How much for this trip ?
_bianka3 😍😍😍
sophiedegn Wow
domenica_fiore Cin cin
55,467 likes
OCTOBER 20, 2017
Add a comment...

IAG17

iamgalla • Follow
Hong Kong
iamgalla Elevated views, elevated taste 🌇🍷🇭🇰 Before the new @penfolds g3 launch last night #penfoldsg3
📸: @npierce88
Load more comments
richie_cheung Cool
philippe__ray Cool
evenjohnson love this suit @iamgalla
juveriyarockzz Wow
nico.phan so cool 😎
thegentlemans_journal My favorite 😍
hellvetika Natural
kozajewelry Love your style bro!
kristimontes Pensive. Love it
betweenclouds_byann @iamgalla It is a hotel or the restaurant?
71,052 likes
OCTOBER 19, 2017
Add a comment...

IAG18

iamgalla • Follow
Los Angeles, California
iamgalla 🌵 architecture & succulent heaven... so when can I move in? I'm already dressed the part in new #Goodfellow @Target threads #ad 📸: @johnphilp3
Load more comments
julian.calo He got his hand on his chin thinking "should i step on it?...mmm, prolly not a great idea" 🤔
natalie_burger @michaelcburger lewks
mar.io_e ¡Great! 😀🙌
leon.urfey Top
qonique ❤
gcfr_lawal7 @bonaselfie
chibuezeogah What camera is that please?
sailwithmel ♥
windking72 Long time no talk to sir, hope you're doing well. 😊
81,104 likes
OCTOBER 11, 2017
Add a comment...

IAG19

iamgalla • Follow
Paid partnership with schwarzkopf
Los Angeles, California
iamgalla ⚡#SCHWARZKOPFcreators - Slicking it back with #got2b Phenomenal Moulding Paste by @schwarzkopf. Not going to let any humidity ruin my day #MYstyle
Load more comments
kestensais @laurie_payant depuis le temps que je le follow je pense que tu devrais aller voir ce snack.
laurie_payant Jolie
ant_honey.png @iamgalla is the rollneck sweater from @clubmonaco
_darsh_patkal_17 Osm pic
zeenatbhyat
iam_pisa Super pic adam
fantasmiia You're my favourite blogger.
71,247 likes
OCTOBER 8, 2017
Add a comment...

IAG20

iamgalla • Follow
Paid partnership with armanibeauty
Lake Como
iamgalla Essentials on the lake...equipped with my #acquadigio which always pairs well with a trip on the water. #iamgio
Load more comments
gabrielguita_ I love this camera is the one you use it for photos?
phillphoto__ Fuji for the winnnnn
gasparsegura
nguyenngochai1234
tobilikee
boltey2013
possitivew Perfect essentials
fuad.mhmd Anyone, what camera is that?
fuad.mhmd @richardsharrison is that fuji x100 or x100s?
31,437 likes
OCTOBER 7, 2017
Add a comment...