UNIVERSITY OF VAASA

Faculty of Philosophy

English Studies

Emmi Eskola

"Continue Reading"

Where and Why English Is Used On the Front Pages of Top 20 Most
Subscribed Finnish Lifestyle Blogs

Master's Thesis

Vaasa 2016

TABLE OF CONTENTS

TABLES

UNIVERSITY OF VAASA
Faculty of Philosophy
Discipline: English Studies
Author: Emmi Eskola
Master's Thesis: *Continue Reading*
                         Where and Why English Is Used On the Front Pages of Top
                         20 Most Subscribed Finnish Lifestyle Blogs
Degree: Master of Arts
Date: 2016
Supervisor: Jukka Tiusanen, Kristiina Abdallah

ABSTRACT

Informaatioyhteiskunta on muuttanut ihmisten tapoja ja käsityksiä kommunikoida niin Suomessa kuin muuallakin maailmassa. Internetin ansiosta kommunikointi ja informaation haku on helppoa missä ja milloin tahansa. Kommunikointitapojen ja – kanavien muuttuessa myös niissä käytettyä kieltä sekä uusia genrejä ja tekstityyppejä on tarpeen tutkia. Sen lisäksi, kun palvelut siirtyvät yhä etenevässä määrin internetiin, on myös tärkeää tarkastella verkkosivustojen kielellistä rakennetta ja erityisesti maailman *lingua francan,* englannin kielen, käyttöä. Tässä pro gradu -tutkielmassa tutkittiin ja vertailtiin englannin kielen käyttöä 20 tilatuimman suomalaisen lifestyle-blogin etusivuilla. Blogien etusivujen englannin ja suomen kielen esiintyvyyksiä analysoitiin muodostettujen kriteerien avulla. Kriteerit perustuivat omiin kokemuksiini blogien käyttäjänä ja entisenä bloggaajana. Täten tutkimus on uusi lajissaan yhdistäessään heuristisen analyysin, asiantuntija-analyysin sekä käytettävyyden blogien vieraan kielen käytön tutkimiseen. Uutta on myös blogien lukijoihin viittaaminen "käyttäjinä". Nykyiset ja tulevat bloggaajat voivat hyväksikäyttää tätä tutkimusta käyttäjiensä ja heidän tarpeiden ja toiveiden, sekä itsensä identifioimiseen bloggaajina tämänhetkisessä blogosfäärissä. Identifioinnin apuna on käytetty käytettävyystutkimuksesta tuttua *persoonaa.* Tutkimuskysymyksiksi nousivat seuraavat: Miten englannin kieltä käytetään suomalaisissa lifestyle-blogeissa? Miksi englannin kieltä käytetään suomalaisissa lifestyle-blogeissa? Tutkimuksen ennakko-oletuksena oli, että nykyinen informaatioyhteiskunta, englannin kielen asema Suomessa virallisena *lingua francana* sekä suomen kielen pieni puhujakunta vaikuttavat englannin kielen laajaan käyttöön myös blogeissa. Bloggaajan ammattinimikkeen syntymisen myötä ja blogien suuren määrän vuoksi bloggaajat ovat yhä enemmän kiinnostuneita käyttäjistään ja heidän viihtymisestään blogeissaan.

1 INTRODUCTION

Journalism has gone through massive changes since the introduction of the internet and various social media channels that enable today's information society more than ever. Information of any kind is available online, easily accessible, while information providers can include anybody, anywhere at any hour, provided that the person has an internet connection. Today's information society has also changed people's ways of communicating and for that reason also the language that forms the core of such internet-based communication should be studied.

Weblogs, or shortly blogs, act as novel signs of the recent revolution in media and journalism. Blogs are various types of journals or diaries written online that can include either texts on the world's occurrences or the writer's own life and experiences. Blogs are handy tools for internet users to post personal texts, as well as current messages including news texts for communication purposes (Ari Heinonen et al 2009: 68). Millions of people visit various blogs daily, which increases the effect and significance of online texts and their quality. Though bloggers are not considered journalists, the influence bloggers may posses over the internet users cannot be overlooked and therefore it offers an interesting topic of study.

Though maintaining and reading a blog does not present itself to us as a new phenomenon, research on the language use in blogs has been quite scant. The extensive use of internet and various social media channels have made blogs mundane to people and therefore the lack of research in the most important tool of communication, language, is surprising. This study attempts to offer an outlook on blogs and blogging combined with the concept of usability as well as a heuristic and expert evaluation in language studies. The goal is to provide new insight on how blogging could benefit from the recent usability research by using a method affected by heuristic and expert analysis by looking closely at the use of English in the top 20 most subscribed Finnish lifestyle[1] blogs according to blogilista.fi[2]

---

[1] "The way in which a person lives" (Oxford English Dictionary Online).
[2] Blogilista.fi disbanded on June 1, 2015

on May 27th 2015. Furthermore, the goal is to define not only the users of the blogs, but the bloggers as well and where the blogs, bloggers and users stand in the current blogosphere. The analysis of the bloggers and possible users has its roots in the usability-testing concept of *persona* creation. The study could also act as models in how bloggers could further study their blogs and their users and therefore the users' needs and wishes. I shall concentrate on the language aspect of blogging and therefore study the use of English elements in the most read Finnish lifestyle blogs. I shall provide a quantitative, as well as a qualitative research on where and perhaps for what reasons English is used in Finnish lifestyle blogs.

According to a research conducted by Statistics Finland, close to half of the population in Finland reads a blog with some regularity. The survey that was conducted in 2014 shows that 48 per cent of people aged from 16 to 74 had read a blog during the past three months. The amount had increased by eight per cent from 2010 (Finland in figures 2010). The statistics not only indicate the clear rise in the number of people engaging themselves in the interactiveness of blogging, but also the great amount of people interested in the act of blogging and using blogs.

The factors that create the interest towards blogs appear numerous. Blogs may act as channels to promote anything and everything. They can also offer texts about the daily news or commentaries about actions or phenomena that have taken place around the world. The content may also include texts about the daily life of the blogger or simply include things that the blogger has found on the web (Rebecca Blood 2002). In some cases, the goal is to reach as many readers as possible making the act of blogging a source of income. Blogs can also act as promotion channels for companies or freelance workers, offering an easily accessible and effective way of advertising their services and good. Nevertheless, the assumption is personal diary style blogs seem the most popular reader and influence wise. In today's society "everything is mediated" (Sonia Livingstone 2009: 1). It can be argued that in today's information-driven society that if something has not been reported on the pages of the World Wide Web, it has indeed not happened.

Since in today's society everything takes place online, the social influence of blogs should be studied. Blood (2002) in her part stresses the democratic aspect of blogs as she states that weblogs bring the web to the people. Furthermore, by either using or maintaining a blog all people are able to take part in creating online content, which again gives people a democratic tool to express themselves. Blogs therefore act as major channels of influence that should be further studied.

Not only are blogs a democratic tool but, as Anna Mauranen (2013) has pointed out, blogs act as major sources of influence and even power. As the amount of information in today's world can seem overwhelming, bloggers perform information management work, rather than just "make information available". Mauranen (2013) has noted that although blogging is acknowledged and encouraged by universities, the academic community has rather slowly taken on the research blogging. Blogs and blogging should therefore be considered and researched as serious influence channels available to everybody, making it even more significant. "(--) with digital publishing now mainstream, a widening debate on open access, and increasing awareness of the need to ensure public understanding of science, potentially effective web genres like blogs should be of central interest to academia" (Mauranen 2013).

Previous studies on blogging include Salla Kääriäinen's[3] master's thesis "Bloggaajan etiikka. Vapaus, vuorovaikutus ja vastuu Suomen luetuimmissa muotiblogeissa" (2014) ["The Blogger's Ethics, Freedom, Responsibility and Interaction in the Most Read Finnish Fashion Blogs"][4] where she discusses in a thorough manner the ethics of a blogger and in more detail the freedom, interaction and responsibility of blogging in the most widely read Finnish fashion blogs. Her research captures the essence of the popularity of not only blogging, but also reading blogs along with the interaction between other bloggers, as well as the readers. Her research is new in the field of blogging and especially the

---

[3] I would like to thank the author for sending me an electronic copy of her thesis.
[4] My translation.

Finnish "blogosfääri" (Kääriäinen 2014: 6) or "blogosphere"[5] that has been so far little researched.

Expressions such as "blogosphere" do already appear in not only urban dictionaries, but classic dictionaries as well. This clearly indicates that blogging has developed into an acknowledged medium that should therefore be further studied. As Kääriäinen (2014: 5) states, the only research on Finnish blogs and the art of blogging has been carried out by Elina Noppari and Mikko Hautakangas (2012) in their book "Kovaa työtä olla minä – Muotibloggaajat mediamarkkinoilla" [Hard Work Being Me – Fashion Bloggers and Media Markets[6]]. In the book the authors look into the world of fashion blogs in the professional media sphere.

Noppari and Hautakangas (2012: 7) also discuss the phenomenon of fashion blogs as part of the so called "digimurros" or "digital revolution", where media companies move their businesses online in order to serve their customers better also in the digital world, therefore even more interest and value should be put on the interactive aspects of blogging. Also Jim Macnamara (2010: 244-245) highlights the change in the role of the media from a "monologue" and "lecture" style into a "conversation" between the provider and the user. In other words, media companies and bloggers must move from a product-centered mindset towards a more user-centered way of thinking. The readers of blogs should therefore be seen as users, not strictly as readers. From here on the readers of blogs will be referred to as *users* in this thesis.

As far defining what a blog is, the definition is quite straightforward. A weblog is a web page that is updated frequently and has dated entries or writings that appear in order from newest to oldest (Blood 2002). "The content of blogs combines musings, memories, jokes, reflections on research, photographs, rants, and essays (--)" (Laura Gurak et al. 2004). In short, blogs can be written on any thought or topic. Leppänen (2007: 164),

---

[5] Blogosphere is described as follows: "the cultural or intellectual environment in which blogs are written and read; blogs, their writers, and readers collectively, esp. considered as a distinct online network" (Oxford English Dictionary Online).
[6] My translation.

following Paquet's work from 2003, lists the following as the characteristics that most blogs have in common: "a. personal editorship, b. hyperlinked structure, c. frequent updates, d. free, public access to the content, and e. an archive of the posts". This does not mean that all weblogs provide the same type of user content, but that these categories are considered the most popular characteristics of a traditional blog. The writer of the blog, or the blogger, obviously decides on the contents and information provided in the blog.

Undoubtedly 'blog' is a widely recognized name for a type of a communicative action, even among non-bloggers" (Mauranen 2013). Consequently, *blogs* and *blogging* are acknowledged as appropriate words to be used to describe online writing. Words such as *blog* and *blogger* are used throughout this thesis for the words have gained their place even in the Oxford English Dictionary, where 'blog' is described as follows: "A frequently updated web site consisting of personal observations, excerpts from other sources, etc., typically run by a single person, and usually with hyperlinks to other sites; an online journal or diary". Furthermore, the act of blogging is described as follows: "The activity of writing or maintaining a weblog" (Oxford English Dictionary Online). In addition to the terms blog and blogging, also the related term *blogger* is used in this thesis. Simply put, the *blogger* is "the author of a weblog" (Oxford English Dictionary Online). The term *blogger* is today widely recognized and used to describe a person who writes a blog. The writings and texts in a blog are referred to as posts in this thesis.

One popular characteristic of a blog is the use of links to other sites including commercial links or simply references to other writings (Gurak et al. 2004). Commercial links are used especially in lifestyle and fashion blogs where the blogger often has sponsors and other partners in cooperation. Consequently, the blogger introduces the sponsor's products and provides a link where to purchase the product. The "clicks" from the blog to the sponsor's website through the provided link offer revenue and statistical data. According to strict regulations concerning product placement, indications about commercial cooperation should be included in the blog. In this thesis, commercial cooperation indications were taken into consideration when researching the use of

English in Finnish blogs. Attention was paid to the fact whether the blog provided indications in both Finnish and English or only in one language.

Another characteristic of blogs is to provide references and links to the blogger's older posts. The blog texts might also include links to other bloggers' writings and blogs, either to indicate for instance reference, cooperation or friendship. "Hypertext is fundamental to the practice of Weblogging. When bloggers refer to material that exists online, they invariably link to it." (Blood 2003) This type of novel form of writing creates new opportunities for storytelling where users are given multiple paths to navigate through information providing parallel and supplementary narratives (Macnamara 2010: 243).

While providing endless amounts of information to their users, bloggers are able to greatly influence their users with what they link and write to their blogs. Since it is, after all, the audience that creates a successful blog, the blogger must take his or her users into consideration in all aspects of his or her blog. As bloggers try to expand their audiences, it is important especially in a country like Finland, with limited users, to be able to produce texts also in English. This aspect of blogging will be discussed in this thesis in subsection 1.4 and chapter 4. The perception is that especially in small demographics, such as Finland, bloggers must adapt to the wide use of English in order to broaden their readership and gain more visibility, and therefore possibly retain their income. Also the evident use of English in the Finnish society affects the Finnish blogosphere by giving bloggers the chance to use English even on fully Finnish users.

In this study, I will discuss blogging as a phenomenon that has grown from a small-scale pastime into a multi-million business reaching its peak since the starting point. I will shortly discuss the history of blogging and how blogging has changed during the years. I shall also take a closer look on types of texts and genres that appear in online texts. In my study I shall look at the top 20 most subscribed blogs according to blogilista.fi and observe the use of English on the front pages of each blog. The method of this study was influenced by heuristic and expert evaluation as well as usability studies by presenting a close look at how widely English is used top read Finnish lifestyle blogs. A set of set criteria was created to systematically research how and to what extent is English used in

the blogs. I will also briefly discuss the role of English as the world's *lingua franca,* but the emphasis will lie on the status of English in Finland and how it may have affected the Finnish blogosphere and how the use of English could have affected the users finding and liking certain blogs.

Lastly, an analysis was conducted to create a vision of the average blogger and user based on the research done on the blogs. The analysis was inspired by *persona* creation from usability studies to analyze the content of the blogs as well as the bloggers themselves. The study could be of value to all bloggers who wish to further define themselves as bloggers and their users and where they stand in the current blogosphere. Furthermore, the content and especially language analysis conducted by the blogger on his/her blog could further help the blogger to define the purpose of the blog, increase usability and therefore increase the number of users.

1.1 Material

In order to acquire a broad and thorough understanding on how English is used in Finnish lifestyle blogs, I looked at the top 20 Finnish blogs at the moment that were subscribed through blogilista.fi[7] on May 27th 2015. I used a listing called "Top-lista" or the Top-list. Blogilista.fi gathers Finnish blogs based on their RSS address[8] and therefore makes it possible to follow and discover blogs in one place. Furthermore, at blogilista.fi users are able to easily follow a large amount of blogs and see daily what blogs have been updated. The top list is compiled from blogs that have received the highest amount of visitors through the website. (blogilista.fi) Another collective site for blog following is for instance the international Bloglovin' that aids the user to keep track on favorite blogs and their updates (bloglovin.com).

---

[7] Blogilista.fi disbanded on June 1, 2015.
[8] RSS (Rich Site Summary) is a format that delivers regularly changing web content.

Blogilista provides real time information on the most visited blogs through their site. The site also enables the discovery of new blogs with key words or themes and therefore acts as a tool for users to be able to stay on track with the ever-growing amount of new Finnish blogs. The user does not read the blog through Blogilista, but the site only enables key word search and then guides to the proper site. Bloggers have the ability to add their blog on the site and therefore receive new readers. Moreover, the site also offers tips and instructions on how to start and manage one's own blog. On the 27th of May 2015, blogilista.fi shows that it lists 57 843 blogs, 3192 new posts, 95 new blogs and 6 new users. (at 12.58 Finnish time, blogilista.fi) These numbers fortify the present and increasing high numbers of both bloggers and their users in the Finnish blogosphere.

The top 20 most subscribed blogs were taken from the list that arranges all the blogs by popularity through the site at blogilista.fi on the 27th of May 2015. The blogs that were analyzed were the top 20 most subscribed in the order they appeared on the listing. The blogs chosen for the study were not researched or categorized beforehand for the possible use or the lack of use of English. A number of blogs were so-called private blogs where the blogger did not work under any websites or magazines, while a majority of the blogs was part of women's magazines or other media.

I chose this topic because I am interested in the development of blogging and I have also written a blog myself, therefore I am familiar with the phenomenon and its practices. I looked at blogging as an interactive channel of social media. Some bloggers are making a living with their blogs and it appears more and more important to answer the needs and wishes of the users, for blogging has changed from writing an online diary for yourself or a few readers, into an industry involving fashion, travelling and other lifestyle topics. The culture of blogging has certainly changed, but it is still expanding and attracting people to read about topics that interest them. As previously mentioned, bloggers are trying to expand their audiences by providing texts also in English, especially in countries like Finland, where the target audience for lifestyle blogs is small due to a small population in general. It can be therefore claimed that writing in English is crucial if bloggers wish to broaden the usability of their blog.

1.2 Method

In order to see how blogs attract users immediately when arriving on the site and how the usage of language, English or Finnish, affects users and their user experience, the front pages of each blog were analyzed with a set of criteria. The method used in the study was influenced by heuristic and expert evaluation by creating a set list of criteria in order to see where English was used in the blogs that were part of the study. The list of criteria was based on myself as former blogger and current blog user, but also because of the tendency of the criteria to appear in numerous blogs. I chose to restrict myself to content analysis for it was anticipated that the answer-rate for a non-academic use of blogs would be low and the analysis unreliable, therefore questionnaires about perceived usability were not sent.

As mentioned above, the aim of the research was to see whether the criteria of text elements appeared in Finnish or English in each blog. In addition, the aim then was also to detect patterns in the language use and therefore define the goals in using English in Finnish blogs. The conclusions on language usability in this thesis were based on quantity and quality of the elements appearing in English. The prediction was that English was used in the blogs to attract a greater number of readers, also outside the Finnish blogosphere, as well as to make the blogs more visible. Furthermore, the prediction also was that the use of English in the blogs has made the blogs to reach a higher degree of popularity.

1.2.1   Text element criteria to see where English was used in the lifestyle blogs

As previously mentioned, the emphasis in this thesis was to see which of the following text elements appeared in Finnish and English in the top 20 most subscribed Finnish lifestyle blogs. The list below was used as the criteria when analyzing each blog to see where and in what way English has been used in the blogs. The criteria were chosen due to their prominence and visibility in the blogs when arriving on the sites. Furthermore, the list of criteria was created by combining relevant elements from the blogs including

links as well as text to provide an extensive view on a number of things presented on the front pages. It must also be pointed out that I have chosen these criteria myself based on my own study of blogs and experiences as a blog user and therefore the list acts as an expert analysis. The qualitative and quantitative results would indicate the ways in which English is used in Finnish lifestyle blogs. The created and used lifestyle blog text element categories in this thesis were the following:

1. Name of the blog
2. Subheadings or menu
3. Titles of posts
4. Post body text
5. Captions
6. Description of blog or blogger or contact information
7. Categories of posts
8. Tags for posts
9. Commercial indications
10. Comment link

1. Name of the blog: It was studied whether the name of the blog appeared in Finnish or English. For the blogs were written by Finnish people, it was suspected that the name of the blog would therefore be most likely in Finnish or English, if not, it was left out and marked with hyphen (-). The name of the blog represents the whole concept of the blog and the blogger and was therefore chosen.

2. Subheadings or menu: Subheadings or menu most often appear under the name of the blog or the banner and they can include links to more information about the blogger, post categories or other information that should be found easily according to each blogger. Their appearance in Finnish or English was analyzed.

3. Titles of posts: Titles always indicate the beginning of new posts and topics discussed and therefore they have an important role in creating user experience. The titles of posts that appeared on the main page of the blog were categorized

4. according to the usage of Finnish or English in them. Only titles of posts that appeared on the front page in full were taken into consideration.

5. Post body text: The body texts of posts appear after the title and discuss various topics according to the given title. It was analyzed whether the body texts of blog posts that can be seen on the main page of the blog were written in Finnish or English, and whether the texts in Finnish and English were identical to one another. Only fully visible posts were taken into consideration.

6. Captions: In some cases, captions provide additional information about the pictures appearing in blogs. Only texts that strongly referred to the provided pictures were taken into consideration, for instance explanations given on daily outfits worn in "outfit of the day" –photos. Texts written on top of pictures were also taken into consideration.

7. Description of blog or blogger or contact information: This information is in a large number of blogs on the top right hand side of the page. Information about the blogger and the blog is usually available, as well as additional contact information. This category also included information about product placement in the blog in question.

8. Categories of posts: Post categories most often appear on the right side of the blog, under blog information. Categorization of blog posts by the topics discussed in them, facilitate the user navigating through the page to older posts for instance. Categories most often include a one word or several word descriptions that appear in most cases in alphabetical order. In some cases, the links included a topic, such as "Categories".

9. Tags for posts: Tags are used in a somewhat similar manner as the categories of posts mentioned above. Bloggers are able to tag their posts with certain key words and therefore categorize their posts in other ways than only by date. Tag words might appear more colloquial than categories and in some cases they might include a hash tag in front. The deployment of tags can appear random.

10. Commercial indications: Indications of commercial links or collaboration campaigns have gained more visibility due to the popularity of blogging and therefore the growth in blog advertising. Due to laws considering subliminal advertising, collaborations and links to possible online stores have to be marked.

11. It was seen whether these indications (links or written texts) appeared in Finnish or English.

12. Comment link: Commenting on bloggers' posts has become a large part of not only reading a blog, but also using a blog. Bloggers as well as various media are highlighting the interactive feature of blogging. A link to the comment section is most often provided at the end of each post and I observed whether the link appears in Finnish or English.

To be more specific, I examined whether all the categories above appeared in Finnish, English or in both languages. The use of English in the various categories would indicate how extensive the usage of English is not only in each blog but also in lifestyle blogging in general. The set criteria above were used to systematically research the use of English in the blogs chosen for the study. The questions to be answered by conducting the research were: In which of the categories was English used? Were there mixed forms of English and Finnish? And how does the use of English contribute to the usability of the blog?

1.2.2   Post topic criteria to see what were the topics discussed in the lifestyle blogs

Furthermore, the language analysis was complemented with a content analysis in order to better define the average blogger and user. It was accomplished by categorizing full posts that were visible in each blog into categories based on the topic discussed in each post. It must be mentioned that I created the topic categories based on the definition of a lifestyle blog and its usual content, followed by the analysis on my observations as a blog user. The criteria were also used to analyze the content of the blog according to the bloggers, in other words the blogger descriptions. Interest was paid to see how the bloggers introduced their own blogs and topics that would be discussed in the blogs. Therefore, the same content criteria were used to what the bloggers claim to discuss in their blogs.

The criteria listed below acts as an expert analysis. Each post had to be fully visible on the front page in order to be taken into account. It was discovered that numerous posts included discussion that could be placed into multiple categories. The decision of the

topic then was made based on the dominating topic and especially the title of the post that most often related to the discussed topic. I based the decision of categorization on my own interpretation of what was discussed in each post. Furthermore, the study of posts and their topics is valuable to usability study in order for bloggers to maintain and keep the blogs' users. The users' interests and wants should be acknowledged to maintain a popular blog that has enough variation in discussion. Therefore, the study of the topics discussed in the blogs is vital to this thesis and its purpose.

The created lifestyle blog post topic category criteria in this thesis were the following:

1. Daily feelings/Blogger
2. Friends and Family
3. Travel
4. Fashion/Shopping/Clothes
5. Food/Cooking
6. Interior
7. Sports/Health
8. Beauty

1. Daily feelings/Blogger: This category included posts that discussed general topics about the blogger's day and feelings. The posts did not necessarily have to include any specific topics, such as fashion or travel, but the posts included general discussion about the blogger's every day life and feelings. The mentioned posts are typical to journal and diary style blogs. This category also included texts that discussed the bloggers themselves or included a Q/A about the blogger.

2. Friends and Family: Posts about spending time with friends or family were placed into this category. It is possible that for instance the first category overlaps with the category in question, therefore careful analysis and consideration were used to detect the differences.

3. Travel: In today's blogosphere lifestyle blog posts discussing travel and including pictures has become popular and widely recognized. Any posts that surrounded around travel were counted as part of this category.

4. Fashion/Shopping/Clothes: This category has long been and still is one of the most recognized topics discussed in lifestyle blogs. Posts that include discussion about any of the three categories were placed into the fourth category.

5. Food/Cooking/Nutrition: Posts where food, cooking and nutrition are presented and discussed in multiple ways present a category of their own when analyzing lifestyle blog topics. Any posts discussing the chosen three main topics were placed into this category.

6. Interior: Interior decoration plays a part in lifestyle blogs and posts that had their focus on interior decoration were counted in to this category.

7. Sports/Health: Sports and health related discussions play an important role in today's lifestyle blogs and therefore they were placed in their own category.

8. Beauty: The last category included posts where beauty or for instance make up was discussed, for though it is presented last, it is discussed widely.

To be more specific, each lifestyle blog was carefully gone through to see the amount and language of fully visible posts on the front pages. It must also be highlighted that only posts that were fully visible and that appeared on the front pages were taken into consideration, as the goal of this study was to see the language use and user experience when arriving on the blog sites. Therefore, to reach full understanding of the first impression, as well as to admit the limitations of this thesis, the material had to be limited keeping the goal of this thesis in mind.

Finally, the concept of translation was kept in mind throughout the thesis, by observing the quality of English that appeared in some blog posts. Since in this thesis translation was understood as a broad concept, not as equivalence or equal value but rather as adaptation. To provide an example, the English used in the blogs was not always a translation from the Finnish text but, instead, it often appeared as an adaptation or even an independent element. Also patterns that arose from the use of English among the researched blogs formed the results in this thesis.

The aim of this thesis was also to define the average blogger and user based on the research on the blogs. The analysis was based on the concept of *persona* creation in

usability studies. The concept of *personas* is further discussed in chapter five. The study could therefore also act as a tool to refine blogs and again broaden readerships and gain more visibility. The study could also act as a model for bloggers to conduct their own studies influenced by usability to better define their users and their needs.

1.3 Social media and blogging

In this subsection I shall discuss the art of blogging from its early years to how it has changed and is changing rapidly. The important aspect of the relationship between blogging and journalism will also be discussed in this sub-section, for blogs are published in accessible media making them vulnerable to the discussion of what constitutes journalism and how should blogs be placed on the map of media and journalism.

To begin with social media, it is quite often that Facebook, Twitter or perhaps Instagram are listed when people think about social media channels. Millions of people use these social media channels every second of the day and they remain as vital and effective ways of promoting oneself as well as promoting one's ideas and thoughts. Even though they are popular and effective, they are limited by the amount of space for writing texts and also by possible restrictions when entering profiles.

Blogs, again, offer unlimited amount of space to express one's thoughts while most blogs are also open to all users. Furthermore, blogs attract amounts of people and they are most often only maintained by one person. This type of activity requires careful planning from the bloggers, if they wish to attract as many users as possible. Blogging can also act as a source of income in today's social media society, therefore careful planning and execution of the blog from the blogger seems important, if not compulsory. Though everybody can establish and maintain a blog, the art of gaining visibility and users requires careful thinking. A blog can exist even without users, but the attractiveness and quality of the blog rests on the blogger's ability to maintain a blog and provide quality texts. Careful attention has to be paid to the use of language and the quality of possible translations in other languages.

1.3.1 History of blogging

Though the history of blogs and maintaining a blog do not date far back in time, the development of blogging has been rapid during the past years. Rebecca Blood (2000) refers back to the year 1998 and marks it as the recognition of weblogs that became to be known, for short, as blogs. As the first free, build-your-own-weblog tool was established, the number of blogs exploded when the ability to code webpages was not necessary anymore (Blood 2000).

Though many blogs still follow the old blog pattern where blogs are mainly driven by links to various other sources, and they are "a mixture in unique proportions of links, commentary, and personal thoughts and essays" (Blood 2000), a change in the nature of blogs and blogging could have been seen for some time. The 'old' way of blogging included discussions about current topics including links to other sources that support the blogger's arguments. Blood (2000) points out the change by saying that instead of posting long and complex texts including various links to other texts, bloggers now may post short notes and thoughts even several times a day. The topic and style of the post remains even more in the hands of the blogger. A change to this original blog style can be detected when blogs have become places of interaction where the blog users leave their comments for the blogger to answer in return. While texts have become shorter and less complex, the amount of pictures for instance has increased to the measure that blogs offering only pictures have emerged and become popular. Digital cameras and various photo tools have enabled this change, along with developed blog publishing tools. In this thesis, the studied material included pictures if they consisted of text. The text most often complimented the picture with additional information.

 As this thesis shows and highlights, the change in the direction of blogs already happened in 1992, partly due to the need to define between public and audience, where audience is passive and public is active (Greg Ruggiero 1992, quoted in Blood 2000). Ruggiero already in 1992 and Blood in 2000 established the idea of blogs being interactive including active readers. This interaction does not only appear in the commenting of blog posts, but also in the way blogs appear online today. When before blogs solely appeared

as independent sites, today a number of what are known as online communities play host to blogs.

Online communities such as the Finnish lily.fi (2015) claims to be an online community where anybody can establish a blog. Lily.fi works under a Finnish women's fashion magazine *Trendi* (2015) and therefore it seems likely that it would attract like minded people interested in lifestyle topics. Online communities can appear "open", such as lily.fi, or closed, only open for a selected amount of bloggers that could earn revenue on their activity. Made possible by the online communities, people that hold interests in similar things have the opportunity to interact with other people who are interested in the activity. As blogging has become extremely international, people from different nationalities and language groups interact with the blogger and with each other. While the blog users have become more interactive, the bloggers are also encouraging people to take part in the process in inquiring the preferences of the users when it comes to post topics.

Another aspect that has emerged along with the obvious blog content is the marketing opportunities blogs offer. When everything from shopping to literature has been appearing online for years, more and more attention has to be paid to various marketing opportunities online. While obviously it seems that marketing appears as its best where the people are, companies and other facets have found their way to blogs. As blogs attract large amounts of users, they also offer great opportunities when it comes to marketing. Bloggers must pay attention to advertising and product placement, for it is the bloggers that are first and foremost responsible for the blogs' content.

Furthermore, as advertising in blogs has increased tremendously, another way of promoting businesses and products in blogs has been discovered. Various companies offer products and services for the blogger to be tested after which the blogger reports his or her experiences of the product or service. According to Alice E. Marwick (2013) this could be referred to as "brand engagement". Furthermore, in her study, Marwick (2013) discussed the phenomenon of brand engagement with a number of successful fashion bloggers. A majority of the interviewed bloggers would only present products that they

fully stand behind in their blogs stating that if a blogger would engage with brands only for the money, "her integrity and credibility could be compromised" (Marwick 2013). This shows that though today's blogging involves advertising and brand engagement, the way in which they are practiced still follows a certain "guideline" of conduct.

Apart from the "code of conduct" when it comes to advertising in blogs, most likely laws and regulations concerning product placement states that all type of cooperation must be clearly stated. In the light of the new advertisement opportunities, commercial cooperation was chosen as one of the categories in the research. It was of interest whether the same information was provided in English and Finnish in accordance with the rest of the blog content. Furthermore, bloggers can rely on revenues from various advertisements or brand engagements that appear in their blogs. These revenues can simply come from advertisements on the webpage or from the amount of clicks to companies' sites that the blogger introduces. In any case, the nature of blogging has changed along with the change in marketing strategies.

1.3.2 Blogging and journalism

As blogging has claimed its place in today's digital world, there has been much discussion about the journalistic aspects of maintaining a blog. Linda Jones (2006, quoted in Jones et al 2012: 1) argues that bloggers cannot be considered journalists; for the same processes and pressures do not apply to them like they do to "real" journalists. She further continues that bloggers "are not trained to consider content that might be libelous or contemptuous" and furthermore, bloggers do not consider the value of their posts on the audience (Jones 2006). She finally states that bloggers do not consider grammatical and stylistic issues (Jones 2006). While this might apply to a great number of bloggers, it certainly does not to all. It is evident that a greater number of bloggers do not hold any degrees in journalism, or at least did not when they started as bloggers. Discussion on the nature of the blog and its purpose in the blogosphere should be held before making conclusions on either the blogger's possible status as a journalist or the blogger's vision of himself or herself as a journalist. Jones and Salter (2012: 1-2) emphasize the need to firstly define what is journalism and secondly to define the referred blog to allow analysis.

In order to provide a broad view of blogging as an underrated, yet clearly influential media channel, the importance is to look at blogging as a journalistic practice, where the blogger is not presented as a professional journalist, but the practice of blogging is considered journalism. Made possible by the internet, the idea that everyone is a journalist has raised strong opinions among people that agree and celebrate the idea, but also among people that disagree with the statement (Jones et al 2012: 1). Whether one agrees or disagrees with this statement, it is clear that blogs appear as an influential and open media and that blogs should be analyzed with care and attention. Furthermore, the practice of blogging has gained the visibility and influentiality of any medium. The point of interest to be highlighted should therefore be the nature of the blog and whether the blogger receives money from the blogging. It is possible that the blogger works under an online magazine or a company and receives payments for each post. Bloggers can also present themselves as entrepreneurs and money is received from advertisements and commercial links, as mentioned earlier. Though the capitalistic aspects of any media cannot be overlooked, they will not be further discussed in this thesis.

If bloggers work for a magazine appearing online and they do not work for themselves as entrepreneurs, their employer might restrict the content appearing in their blog. In the age of liberal media, this does not usually refer to topic restrictions, but rather to recommendations about discussion topics, post lengths and posting times, as in any media, whether printed or online. While some bloggers work under magazines and companies, other bloggers feel that it is too restrictive for them in order to be able to express their own thoughts and ideas as they like and when it best suits them. In this paper, 7/20 of the blogs appeared to function under an online magazine that also appeared as printed media. 13/20 of the blogs were either independent blogs or parts of other services online, such as travel sites or online communities.

1.4 English in the world

Today English is considered the main language of communication between people who do not share the same language. English has gained its position as the *lingua franca* of today's world, also apart from the evident areas of English usage, such as science, technology and business. English and its variations can be seen and heard everywhere in the world and consequently it is the international *lingua franca* for cross-cultural communication as well (Kate Moore & Krista Varantola 2005: 133). Blogging can be seen as cross-cultural communication, for many bloggers choose to also communicate in English while broadening their readerships. As earlier stated, blogging has developed into widely recognized cross-cultural communication.

In this chapter I shall go through and explain the concept of a lingua franca and briefly discuss how English became today's *lingua franca.* I shall then discuss the role of English in Finland and especially in the sub-fields of internet and blogging. The topic of this thesis demands that attention is paid on the role of English as the tool for cross-cultural communication, for blogging is by all means a fairly new way of communicating, providing a new topic for multilingual research.

1.4.1   English as *lingua franca* and English in Finland

In the following subsection I shall briefly go through the role of English as the *lingua franca* in the world as well as in Finland. This discussion is of importance for this thesis to receive a better understanding of why Finnish bloggers decide to use English in their blogs.

The role of English in the world dates back to the need and want for cross-cultural communication throughout history from early needs of trade to the times of modern globalization. The rise of English as a global language can be detected to date back to the 16th century and later on to a second wave during the rise of the British Empire in the 19th century (Gunilla Anderman et al 2005: 5-7). English has risen to act as the *lingua franca* of today's modern society and there neither is nor have been any signs of other languages

taking over. Gottlieb (2005: 161) agrees with this by stating that especially the Hollywood-based American media dominance from the beginning of the 20th century has only increased and fortified the popularity and usage of English.

Anderman et al (2005: 20) state that the broad use of English in international communication within numerous parts of the world has helped to create contacts across cultural and linguistic borders. English is not only applied to official communication on sea and in air, but simplified forms of English are in use when company languages and technical communication have adopted English as their *lingua franca* (Moore et al 2005: 134). As English has claimed the place of the *lingua franca* of Europe, it is no surprise that English is being widely used in Finnish society as well. As Moore et al (2005: 134) state, there are only a little over five million Finnish speakers from which close to all reside inside the borders of Finland. English has established itself a spot in the everyday life of the Finnish society, as well as in international communication with other people, states and organizations. It is inevitable that especially in a country with a small population, learning and using the global *lingua franca* is vital.

The ever so widening use of English in Finland does not only date back to the expansion of English from the 19th century, but it is kept going by the extensive teaching of English. According to Moore et al (2005: 133), 80% of Finnish elementary school children chose English as their first foreign language at school. The availability and excellent teaching of English, globalization and English in the media have all created the confidence in Finnish people to seek information and express oneself in English.

2 TEXT TYPES AND GENRES ONLINE

In this section I shall discuss the basics of any text analysis: text types and genres and what distinguishes them from one another and how they could be applied to blog analysis. A great number of texts can be found today on the internet, therefore more attention has been drawn to the need to categorize and analyze texts appearing online. Two highly important reasons for the interest in the analysis of text types and genres online could be firstly, the availability of the material presented online. Most information is available to everybody seeking it at any hour, which makes it easily accessible, but also highly effective. Secondly, it is the great amount of uploaded material that draws people's attention and especially the quality of the material that presents an interesting research topic.

Biber (1988, quoted in Giltrow & Stein 2009: 2) makes a distinction between text types and genres, where the former is a linguistic category and the latter a non-linguistic category. While text type analysis often refers to the linguistic features of texts, it falls beyond the scope of this research undertaking. Furthermore, the interest of this research does not lie in distinct linguistic features and grammar of phrases or vocabulary, but rather in the use of Finnish and English from the blog user's point of view. Instead the focus is on genre distinction where blogs are looked upon as a separate genre and lifestyle blogs as a sub-genre.

As text types underdetermine the genre category (Biber 1988, quoted in Giltrow et al 2009: 3) and because language has an important role in this thesis, text types will be shortly discussed followed by a discussion of genres in more depth in the following chapters.

2.1 Text types

The internet era has moved research attention towards texts published online while new ways of categorizing and analyzing new texts arise. "Text types born, die, merge and

diverge" Toini Rahtu 2011: 3). Consequently, text types are an inseparable part of the life of societies and their media. Text types change simultaneously with the needs of communication; therefore, text types should be researched in relation to the society that is part of the context of the usage of languages. (Rahtu 2011: 13) While societies change the ways of communication and consequently text types used, also the perceptions of what new text types are, what messages they convey and how text types differ from each other vary according to societies and their ways of preferred communication (Rahtu 2011: 13).

Blogs are a good example of the emergence of new means of communication created by the medium, as mentioned earlier by Rahtu. Blogs, as part of social media, present a fairly novel way of communication that emerged soon after the introduction of the internet. Furthermore, the need to classify texts into genres derives from the need of societies to name texts, Rahtu (2011: 15) continues about the tasks and functions of text types. It is the activities that are performed with the text that create a genre or a text type (Rahtu 2011: 15). In the light of this, the task or function of blogs is to act as a channel of communication through the internet, providing information on various topics. When blogs began to emerge, it seemed evident that they should be named. This idea is supported by Rahtu's idea of the need to name and categorize novel texts.

Furthermore, according to Rahtu (2011: 17), text types reflect the speaker or writer's courses of actions and goals. Consequently, different text types are created by various people in different roles and vice versa (Rahtu 2011: 17). This definition can be applied to blogs as well, where the producer, or blogger, has a goal that he or she is trying to reach with his or her actions. These actions include writing texts that attract readers and as regards this thesis, blog users.

2.2 Genres

Genres present a relevant point of study for this thesis, for in order to research certain blogs and their users, the genre must be defined. The purpose of this study was also to

create a *persona* that is based on a common user of one blog genre, lifestyle blogs. In order to perform this research, the definition and creation of genres have to be closely examined.

As mentioned above, genre is considered a situational category (Biber 1988, quoted in Giltrow et al 2009: 2). As its name suggests, a situational category of texts derives from a situation that marks the context and usability of the text. Though text types and linguistic analyses could be used to research blogs, it is very seldom that linguistic cues are used to realize the genre. The so-called "pre-signals" alert the reader of the upcoming texts; the reader of a newspaper is aware of what he or she is going to read when turning to a certain page. (Giltrow et al 2009: 5) Consequently, the browsing internet user is aware of a basic level of texts and genres that are presented in blogs, taking into account the fact that the user is familiar with the internet and the presence of blogs. This might not apply to all people, but due to the limitations of this thesis, a basic knowledge of the internet is expected. The user is familiar with the internet and especially blogs that are in the focus in this thesis.

The previously mentioned availability of texts appearing online has raised more interest towards the research of writings appearing on the internet. Giltrow et al (2009: 8-9) discuss the difference between internet genres and written and spoken genres stating that the main components of the internet have created new types of communicational settings that affect the area of genres. One of the main questions to be answered is whether a new medium automatically makes for a new genre? The internet has existed for such a long period of time that today more problems occur on the category levels and what is their relationship to the previous genres. This derives from the amount of information now available online. Giltrow et al (2009: 10) claim that the problem is to find "the bracketings" or establish types and their boundaries, for traditional spoken and written genres might not be sufficient enough anymore and new abstractions need to be found. An example is provided by Giltrow et al (2009: 10) to illustrate the problems of categorization, where both chat and email have diverse functions or "social actions", but are dispersed amongst many genres. Moreover, genres can reproduce themselves as well as arrive on a scene, answer exigence and to disappear with the scene (Giltrow et al 2009:

10). Therefore, especially in internet genres the classification and emergence of new genres is somewhat more difficult than in spoken and traditional written genres.

It can be said that internet genres are less focused than traditional text genres, despite the global reach of the internet. Written genres again have a wide range of applicability (Giltrow et al 2009: 10). Internet genres in general appear freer of norms of regular genres and lack "ritualized expectedness", but at the same time obligation to the so-called "Netiquette" is felt (Giltrow et al 2009: 11). This "netiquette" can refer to the etiquette in the entire internet, especially in chat rooms as well as in blogs. In her thesis Salla Kääriäinen (2014) discusses the etiquette and ethics of bloggers in relation to one another. The base of her research is in the "netiquette" of blogging. "The functions of internet genres change often, and define themselves at a low level: that is, they emerge over a series of interactions as internet users orient to one another's moves (--)" (Giltrow et al 2009: 11). Moreover, internet users act in relation to one another and each other's actions. This ultimately creates the genres appearing online.

Giltrow et al (2009: 11) have pointed out that internet genres are cross-cultural in nature, whereas traditional genres tend to be more culture-specific. This observation is an important point in this thesis and the reason for me to look closely into the usage of English in blogs. As English is considered the general *lingua franca* in the world, it is no surprise that it is the same in the internet. Traditional written genres are closely related to the culture of the country where the text was produced. Spoken genres are even more culture-specific; whereas texts published online automatically reach larger demographics. That is in fact what the writer is most often trying to achieve. This applies to blogging as well, especially when blogging in languages that are not used beyond the borders of the country of origin. Consequently, many bloggers have reacted to this and begun providing the same blog content in English to attract more users and visibility for their blogs. This change in language use is the main focus in this thesis.

Blogs have acquired a steady status in the internet and the media, but in order to study blogs and their functions more thoroughly, it is important to define the genres of blogging, as well as the characteristics of texts published on webpages. Questions to be answered

present problems such as whether blogs have created text genres of their own, or whether already existing text genres have just been moved online. Topics of interest also include the formation of genres according to topics and the separation of the possible genres. Mauranen (2013) further discusses genre with the help of certain communities that use blogs. She states that "certain blogs or interconnected blogs attract networks of like-minded people around them" (Mauranen 2013), yet she concludes that it is in fact the genre that creates the community. It is evident that people have the tendency to be drawn towards topics of their interest and liking. In addition to Mauranen, Noppari et al. (2012: 58) conclude that blogs create the audience, but not until an audience is formed can there be a blog. Readers, networking and interaction are vital to bloggers (Noppari et al. 2012: 58).

The definitions by Mauranen and Noppari et al. concur with Giltrow et al. (2009) that it is the people and communities that create certain genres. Like-minded users, such as myself, therefore create the genre of lifestyle blogs. As I am part of the users, I also take part in creating the genre. Furthermore, the *persona* created as the result of this study, is a valid example of the common user and creator of the genre of lifestyle blogs.

Lastly, referring to the previously mentioned scholars, blogs are considered a genre in itself in this thesis, whereas lifestyle blogs act as a sub-genre. Other sub-categories can be drawn from the main category of blogs as a genre. Rebecca Blood's (2000) general categorization of blogs is used to further divide and analyze the blogs in chapter three of this thesis.

3 USABILITY

In this chapter, I shall define and go through the concept of usability and how it could be used in the study of the usage of English in Finnish lifestyle blogs. By analyzing the content and especially language use in blogs, bloggers could even better define their average users, increase the usability of the blog and therefore gain more users and more visibility. Usability research offers an interesting way to approach product usability, but also the field of translation. Consequently, the blogs researched in this thesis provide a base for an analysis in both, for as mentioned in the previous chapters, blogs can today act as products and the use of English in them can be seen as translation. I shall go through the core idea of usability study and define the ways in which the study undergoing, as well as future studies in the field could benefit from the

Furthermore, I shall also go through briefly the concept of expert evaluation used in this thesis along with the concept of usability. The research results on the use of English in the top 20 most subscribed blogs are drawn from the analysis based on a list of text elements that were created the expert evaluation in mind. It should also be mentioned that the expert evaluation was conducted using myself as the expert as a blog user and former blogger.

3.1 Usability research

"Usability is a product's suitability for the designed purpose, so that the product can be used fruitfully, effectively and agreeably" (Koskinen et al 2012: 15).

Research and studies on usability can be tracked back to the history of technology, but it was not until the 1980s and 1990s before usability was researched in a broader sense. According to the new research, products and services had to be pleasant to use and the user had to be pleased with the product. Research in the field of technical communication was the breakthrough in the research of usability in the humanities. (Koskinen et al 2012: 21) Koskinen et al (2012) have further studied and applied the field of usability into

translations and the study of translations, moreover the reverse point of view of what translations can bring to the study of usability.

In this thesis usability is viewed from the perspective of User-Centered Translation or UCT and communication in blogs and how bloggers could make their blogs more usable regarding the usage of English. The aim was to find out in what ways did bloggers use English in their blogs and in what ways the usage of English in Finnish blogs could affect the user experience. As this thesis aims to show, usability and UCT can be applied to numerous new fields of especially technical communication. Consequently, the readers of blogs are considered users, for blog texts appear online and are classified as technical communication.

The origins of UCT lie in classical translation studies, such as the translation of manuals and other instructions, where the reader is in fact considered a user (Koskinen et al 2012: 33). Koskinen et al (2012: 33) discuss a new and broader approach on UCT studies and how they could be applied to other texts where the reader can be seen as a user, not only a reader. The authors mention web pages as an example where the usability approach is indeed between man and computer (Koskinen et al 2012: 33). In addition, blog readers are also in interaction with the blogger if they so wish. This study not only discusses blogs but also looks at User-Centered Translation in a new way by broadening the definition itself to be applied to blogs. In other words, this study offers a fresh perspective on blogs as a social media channel that affects us all, whether we like it or not.

3.2 Product categorization

Koskinen et al (2012: 30) also discuss usability and text categorization by stating that everything can be categorized according to usability and that everybody can also be seen as a user. Therefore their categorization is based on the user, rather than the text or product itself. Although blogs contain text, they can, nevertheless, be considered products that are being marketed by the blogger. Koskinen et al (2012: 30) broaden their definition by using the categorization by Routio (2007, quoted in Koskinen et al 2012: 30) who in fact

categorizes products according to their relation to the user. Routio's (2007) categorization is as follows:

1) Passive product, active user
2) Interactive product
3) Active product, passive user

In the first category, the user is seen as active and the product as passive. Routio (2007) divides the first category into four sub-categories: consumer products, half-ready products, shells and containers and containers for non-physical content, such as registers, dictionaries, manuals and databases. In this category, the user is clearly the active user of a product and there is no interaction between the user and the used product, as there is in the second category. Products in the second category can only function when the user is using or piloting them at all times. Examples include machinery-like products and services, whose content is negotiated or whose aim is to affect the user, for instance teaching packages or health and beauty care. (Routio 2007, quoted in Koskinen et al 2012: 30)

The last category contains products where the product is active and the user is passive. Contrary to the first category, here the product functions on its own after being installed, without the constant use or attention of the user. The category includes some machinery and public utilities where the content is beforehand defined. Routio also states that if art can be "utilized" and "consumed", it should then be sorted into the latter category. If this is the case, then television entertainment and music belong to this category, for the "user" is only an observer without any other functions. (Routio 2007, quoted in Koskinen et al 2012: 30-31)

Furthermore, Koskinen et al (2012: 31) remark that the function of the user or audience in the latter category is somewhat problematic, for lately there has been debate about the role of television viewers who should be seen as more active, rather than just passive users. Audience research aims at showing the audience as the interactive user of media. "The active viewer has become the interactive user". (Koskinen et al 2012: 31) This

concept of activating the user can also be used to study blogs and their readers. Since blog readers actively take part by commenting the blog posts as well as by clicking provided links to external sources provided by the blogger. Due to the ever-growing active part of the blog reader, it can be argued that blog readers should be therefore called "users".

Consequently, the user-oriented approach to looking at blog readers as users is used in this thesis. Though most blog readers, or users, simply act as the plain readers of the provided texts, there is the ever-growing phenomenon of interaction between the blogger and the reader, where the blogger provides texts and the users comment on them. Moreover, the action of blogging is considered interactive, according to Routio's categorization blogs and blogging hold qualities from the second and last categories. Blogs belong to the blogger who keeps it running and provides updates and texts about topics of his or her choice, which clearly is a one sided action. Therefore the blog is active and the user is passive. This can especially be said about the early days of blogging, where interaction between the blogger and the user was minimal. Today, on the other hand, blogging is more interactive and the users of blogs are taking part in as users, not only acting as passive readers. Noppari and Hautakangas (2012: 13) emphasize this by stating that user-oriented content has become more mainstream along with the so-called culture of involvement. Together they have become the megatrend of today's media culture.

3.3 Blog classification

In the following sub-section, the blogs that are studied in this thesis will be categorized into blog sub-categories. I shall provide the reader with an understanding of the ways blogs are written and operated and furthermore why and in what way they attract users. A clear categorization of the blogs will be provided at the end of the section to further clarify the categorization. A proper classification is needed to understand the variation in what can seem as a general activity of blogging, in fact includes a large amount of variation. The variation appears in the topics discussed, the goal of the blog and the users the blog tries to attract and therefore careful attention should be paid to all of them. With the following classification of different blogs that appear online, it is possible to define

the blog users to some extent, based on the characteristics of the blogs and what the blogs offer to the users. Furthermore, the content of the blog also defines the category in the classification.

Firstly, I shall categorize the analyzed blogs into three blog categories. These categories were introduced by Rebecca Blood (2000) and referred to by Sirpa Leppänen (2007: 164) in her article "Youth language in media contexts: insights into the functions of English in Finland" where she discusses the elements of blogs by introducing a case study. Leppänen uses the categorization created by Blood who is considered one of the leading bloggers and authors on the topic of weblog research. Blood has actively updated her blog "Rebecca's Pocket" since 1999 and has written a book "The Weblog Handbook: Practical Advice on Creating and Maintaining Your Blog", published in 2002. In the book, Blood explains what weblogs are and provides practical information how to create and maintain one as she also tries to "place weblogs into a larger cultural and media context" (Blood 2002). She explores the relationship between blogs and journalism, as well as the cultural context of weblogs (Blood 2002). In addition, Blood has also written essays and articles on the theory and usage of weblogs. Consequently she has become one of the most cited authorities on blogging (Blood 2002).

Blood (2000, quoted in Leppänen 2007: 164) has divided blogs into three categories based on the characteristics and writings published in the blog. The three categories are:
1. Filters
2. Personal Journals
3. Notebooks

In filter blogs, the blogger discusses topics that are external to the blogger, examples including the world events and happenings. Personal Journals provide mainly internal contents, such as the thoughts of the blogger and information about his or her life. Notebook type blogs again contain both contents, being more essay type writings. (Leppänen 2007: 164) Though blogs can be divided into three categories, Leppänen (2007: 164) states that all of the blog categories have certain characteristics in common that Paquet (2003, quoted in Leppänen 2007: 164) has listed and researched. The

characteristics are 1) personal editorship, 2) hyperlinked structure, 3) frequent updates, 4) free public access to content and 5) an archive of the posts. The lifestyle blogs researched in this thesis fulfill these characteristics that were discussed in more detail in the introduction.

All of the lifestyle blogs in this thesis belong to the category of Personal Journals, though elements that fall into the other categories mentioned above can also be found. The main topics still remain within the boundaries of Personal Journals, where the blogger's texts involve discussions about things in his or her life. The element of reading a blogger's personal "journal", still available online, might appear as the factor for gaining attention from users. Especially in today's world and societies and rely on the need of information, people possess great interest in other people's lives, seemingly perfect or not. Therefore, from the three blog categories, personal journals have yet increased their popularity. The following chart was created by myself to even further clarify the division of the studied blogs in this thesis.

Figure 1. Blog classification.
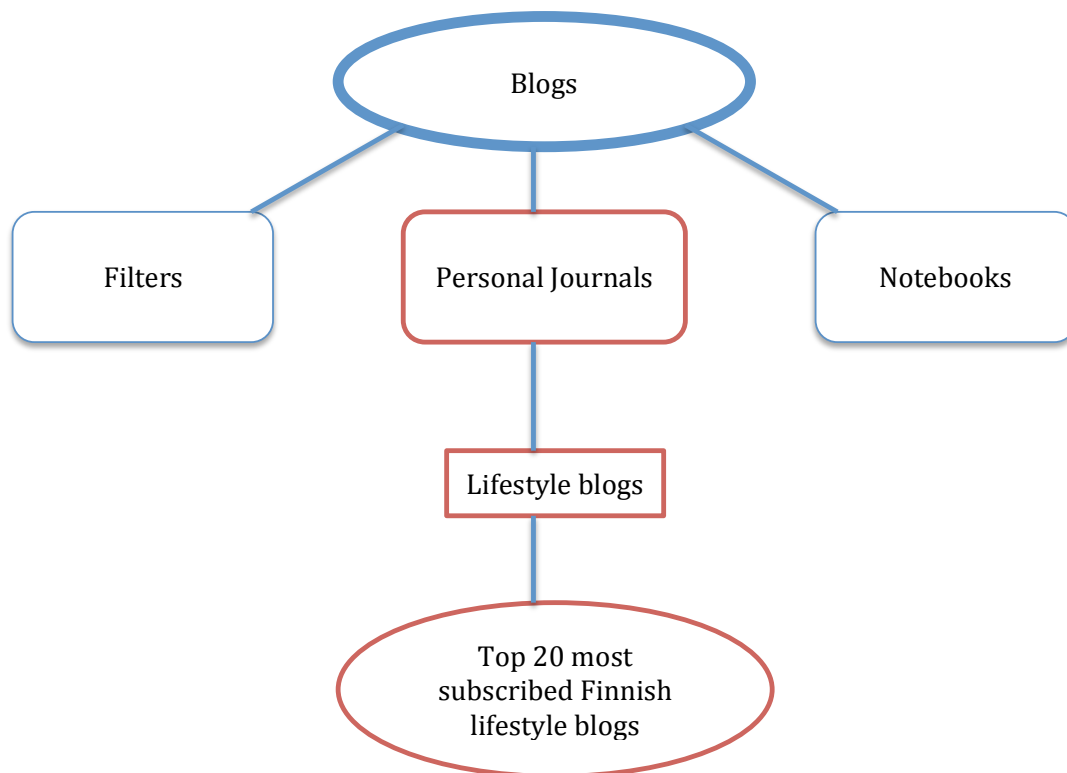
3.4 Expert evaluation

Expert evaluation or expert review was utilized in this thesis to search and analyze the English used in Finnish blogs. The expert evaluation was conducted on blogs in order to discover the ways in which English was used in lifestyle blogs maintained by Finnish bloggers. The expert evaluation used in this thesis partly belongs to the category of expert evaluation and partly to heuristic evaluation. Firstly, I shall go through the general aspects of using and creating an expert evaluation list and secondly I shall explain how expert evaluation was used in this thesis and shortly discuss the ways in which blogs could benefit from using similar evaluations.

To start, heuristic evaluation is a concept firstly created by Jacob Nielsen in the early 1990s to detect problems in interface usability. Furthermore, in heuristic evaluation, a list of heuristics is created to for instance acquire fast feedback on the design of the website, which affects usability. The list of heuristics could include points, such as visibility of system status, consistency and standards, and efficiency of use. The conducted research then detects any problems in the set criteria, or heuristics. Usability research should not be replaced by heuristic evaluation, for heuristic evaluation cannot detect all usability problems. Nevertheless, heuristic evaluation offers an inexpensive and fast solution to design and usability problems already from early stages of design. (usability.gov)

To continue, expert evaluation or expert review offers an approach to interface usability where the expert is already familiar with the heuristics while conducting a research and therefore no set list of heuristics is needed. Expert evaluations appear most often less formal and therefore each potential problem does not require a specific heuristic. (usability.gov)

As mentioned above, the framework for the analysis for this thesis was created by combining heuristic evaluation and expert evaluation into criteria discussed in chapter one. A list of so-called heuristics was established according to expert evaluation, where I myself created the list of elements to be analyzed based on myself as the expert as well as the prominence of the elements analyzed. Therefore, both heuristics and expert

evaluation were utilized in order to discover the ways in which English was used in the Finnish blogs that were part of this study. The criteria were created to help to analyze to what extent English was used in the blogs and how the usability and comfort of the user could be affected by foreign language use. Furthermore, as any problems in for instance usability or design, the use of language affects the user experience equally as much. It is of great importance to also pay close attention to language use and how it affects usability. This study aimed to research foreign language use in Finnish lifestyle blogs by seeing to what extent and for what possible reasons English was used in the blogs that were part of the study.

4 ENGLISH IN THE TOP 20 MOST SUBSCRIBED BLOGS

In this chapter, I shall discuss the differences that appeared in the usage of English and Finnish in the top 20 most subscribed Finnish lifestyle blogs according to the Top-list at blogilista.fi. First I shall define and explain the chart below that provides the information on the blogs and the use of both Finnish and English in the created expert evaluation. Full explanation of the evaluation categories was provided in the first chapter in this thesis. Secondly, in Table 2 underneath I will indicate the number of posts that discuss the indicated discussion topics. Again, full explanation of the discussion topics could be found in chapter one of this thesis. Furthermore, as stated in the introduction, only posts that were fully visible on the front pages of each blog were taken into account. There were altogether 75 full posts on the front pages of the studied 20 blogs.

Column one in Table 1 shows the name of the blog as it appeared on the main page of the blog on a possible banner. Banners most often include the name of the blog with possible pictures. The date of the conducted analysis is also shown in this column. Whether the blog in question did not appear as a private blog, but under an online magazine or other medium, it was indicated in this column as well.

The second column (marked as number 1) shows whether the name of the blog in question appeared in Finnish (FI) or English (EN) or the combination of the two. The cell was left empty if the name of the blog could not be identified as either one, for instance if the name of the blog was a proper noun. The third column (marked as number 2) was made to observe the differences in the use of the two languages in the subheadings or the so-called categories of the blog. The possible categories were counted and the division between the languages is shown in the table, as in the fourth column (marked as number 3) that shows the numbers of the titles of the posts appearing on the front page.

In the fifth column (marked as number 4) of table 1 data from the analysis of the body text of posts that were visible as such on the front page is shown to indicate whether the blogger has chosen to provide body texts in Finnish or English. The amount of full blog texts is indicated followed by other possible remarks of the text. Following the fifth

column is column six (marked as number 5) where the total number of captions was indicated alongside with the separation of the two languages used. In the next column (marked as number 6) the percentage provided shows in what language were the information about the blog or blogger or contact information provided, if at all. Both eight (marked as number 7) and ninth (marked as number 8) columns show the number found and language of post categories and tags in the analyzed blogs. A number of blogs included categories and tags that were proper nouns or written in other languages than Finnish or English that were not taken into consideration. Into the last two columns (marked as number 9 and 10) data about the possible commercial or cooperation information, as well as links to commenting sections was collected.

All of the categories include indications of the amount of English and Finnish used, marked with either percentage (blogger information) or with the total number (if countable) of the indicated element and the division between Finnish and English in the pointed category. If the presented element did not appear in the blog, the column space was marked with a hyphen (-). If the element in question did not appear in English, or was a proper noun, the column was left empty.

Table 1. Analysis of Finnish and English used in the top 20 most subscribed Finnish lifestyle blogs according to blogilista.fi (27.5.2015).

Blog name/ Date/Portal	1. Name	2. Sub-headings	3. Post titles	4. Body text	5. Captions	6. Blogger info	7. Post categories	8. Tags	9. Commercial cooperation	10. Comment link
1. *Mungolife* 2.6.2015 Rantapallo	EN	EN 8/8	FI 1/1	FI 1/1	EN 3/3	EN	-	EN 22/22	FI 1/1	EN 4/4
2. *Motherfuckin' Fashion* 2.6.2015	EN	-	FI 5/5	FI 5/5	-	EN 50% FI 50%	-	161 EN 15 FI 101	-	EN 5/5
3. *Linda Juhola* 2.6.2015 Suomen Blogimedia	-	EN 4/4	EN 3/3	EN/FI 3/3	EN/FI 6	EN	EN 4/4	-	FI 1/1	EN 3/3
4. *Nelliinan vaatehuone* 4.6.2015 Olivia	FI	-	FI 3/3	FI 3/3	FI 1/1	FI	35 EN 3 FI 29 EN/FI 3	46 EN 1 FI 2	-	FI 3/3

5. *No Fashion Victims* 4.6.2015 Bellablogit	EN	-	3 EN 1 FI 2	FI 3/3	-	EN	28 EN 27 FI 1	-	-	- (icon only)
6. *Colour me!* 4.6.2015 Indiedays	EN	-	EN 3/3	FI 3/3	FI 2/2	-	FI 27/27	-	-	FI 3/3
7. *Tickle Your Fancy* 4.6.2015 Lily-blogit	EN	-	6 EN 3 FI 3	6 EN 1[9] FI 6 1 E/F	EN 5/5	FI	-	FI 28/28	FI 2/2	FI 6/6
8. *Xenia's Day* 4.6.2015 Costume	EN	7 EN 3	4 EN 1 FI 3	FI 4/4	FI 2/2	FI	29 FI 27 EN 1	-	FI 2/2	EN 4/4
9. *Just my imagination* 4.6.2015 Indiedays	EN	6 EN 1	3 EN 1 FI 2	FI 3/3	EN 1/1	EN	-	39 EN 2 FI 29	FI 1/1	FI 3/3
10. *Are you feeling fashionable?* 4.6.2015 Indiedays	EN	-	3 EN 1 FI 2	FI 3/3	FI 1/1	EN	-	-	-	FI 3/3
11. *Jenni Ukkonen* 4.6.2015 Anna		-	3 EN 1 FI 2	EN/FI 3/3	-	EN	31 EN 17 FI 2	-	FI 1/1	FI 3/3
12. *Focus on Fashion* 4.6.2015 Bellablogit	EN	-	3 FI 1	FI 3/3	2 EN 1 FI 1	EN 50% FI 50%	-	24 EN 8 FI 14	FI 2/2	FI 3/3
13. *MouMou* 9.6.2015 Bellablogit		-	FI 3/3	FI 3/3	-	FI	-	55 EN 41 FI 7	FI 2/2	FI 3/3
14. *Magicpoks* 9.6.2015 Olivia	EN 50%	-	FI 3/3	FI 3/3	-	FI	42 EN 2 FI 38 EN/FI 1	-	FI 1/1	FI 3/3
15. *Beauty Box* 9.6.2015 Anna	EN	-	FI 3/3	FI 3/3	FI 1/1	FI	77 EN 1 FI 63	-	-	FI 3/3
16. *Pupulandia* 9.6.2015 Lily-blogit	FI 50%	-	FI 6/6	6 EN 3[10] FI 6	EN 2/2	FI	109 EN 14 FI 73	-	EN/FI 1/1	FI 5/5
17. *Strictly Style* 10.6.2015 Olivia	EN	-	3 EN 1 FI 1 EN/FI 1	FI 3/3[11]	12 EN 9 FI 3	EN 50% FI 50%	33 EN 29 FI 2 EN/FI 2	-	-	FI 3/3

[9] Only abstract in English.
[10] Only abstract in English.
[11] Also additional phrases in English.

18. *Julia Toivola* 10.6.2015 MyCosmo		-	8 EN 2 FI 6	FI 8/8	FI 11/11	FI	-	10 EN 9	FI 1/1	EN 8/8
19. *White Trash Disease* 10.6.2015 Lily-blogit	EN	-	9 EN/ FI 1 FI 8	9 EN 9[12] FI 9	FI 2/2	FI	25 EN/FI 1 FI 20	-	FI 3/3	FI 9/9
20. *Too fast for love* 10.6.2015 Rantapallo	EN	-	-	-	-	EN 50% FI 50%	-	-	-	EN 5/5
In total	**20**	**25**	**75**	**75**	**51**	**19**	**440**	**385**	**18**	**79**

Table 2 shows the amount and categorization of blog posts that appeared in full in the top 20 most subscribed Finnish lifestyle blogs.

Table 2. Categorization of post topics in the top 20 most subscribed Finnish lifestyle blogs according to Blogilista.fi (27.5.2015).

Category	Amount of posts
Daily thoughts and feelings	19
Friends and family	3
Travel	9
Fashion/shopping/clothes	26
Food/cooking/nutrition	8
Interior	2
Sports/health	4
Beauty	4
In total	75

In the following sub-sections I shall go through the results above in general as well as in detail looking at each blog individually.

4.1 The most subscribed blogs 1-10

In this sub-section I shall go through the first top 10 most subscribed Finnish lifestyle blogs according to the Top list at blogilista.fi. I shall first go through the elements found

---

[12] Only abstract in English.

in English and then provide pictures of the most important elements that showed the use of English in these blogs.

The first and most subscribed blog on the list was *Mungolife* (www.rantapallo.fi/mungolife). The main page of the blog included a great number of elements written and posted in English, as well as some elements in Finnish. The name of the blog, subheadings, captions, blogger description, tags and the blog comment link only appeared in English, whereas half of the titles of the posts were introduced in English and the other half in Finnish. The actual body text of posts that were visible was written in Finnish, along with an indication of a commercial cooperation. As mentioned, only the first post was visible in full on the main page where the blogger discusses her day and therefore the post was categorized into the group "Daily Feelings".

The use of English in this blog seems greater than the use of Finnish. In fact, more than half of the studied elements were provided in English. Based on the fact that the body texts were only provided in Finnish, it would seem unlikely that users that do not master the Finnish language could be able to follow the blog. Yet again, there are numerous elements that only appeared in English. Based on the fact that the blog was the most subscribed Finnish lifestyle blog has most likely affected the blogger's decision to use English in order to even more broaden her readership. *Mungolife* presented itself as an applicable example of how English could be used in Finnish blogs still retaining Finnish readers, but creating an international atmosphere by using English to some extent. The following screen shots were taken from the blog and their attempt is to demonstrate the use of English in an otherwise Finnish blog.
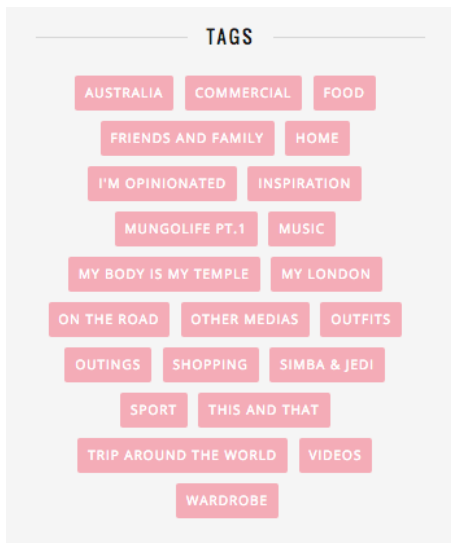
Picture 1. Tags, *Mungolife* 4.6.2015.

Picture 2. Caption 25.5.2015, *Mungolife* 4.6.2015.
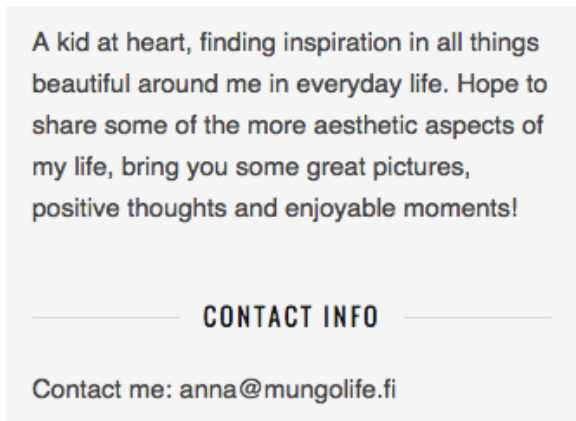
Picture 3. Blogger information, *Mungolife* 4.6.2015.

When observing the posts and body text appearing only in Finnish in *Mungolife*, it can be argued that the blogger aims to attract Finnish readers while using English in certain elements, such as captions that appear throughout the Finnish body text. This seems likely

since even though the blogger has clearly used in English to a great extent in her blog, the body text, the main content, remains only in Finnish.

Another example of the use of English in otherwise fully Finnish blogs appeared mainly in the name of the blog, post categories or tags, comment links or in the blog and blogger description. The fourth most subscribed blog *Nelliinan vaatehuone* or *Nelliina's closet*[13] (www.olivialehti.fi/nelliinan-vaatehuone) could be used as an example of a blog where all other visible elements on the main page were provided in Finnish, except a number of post categories and tags. A majority of the category names along with tags were written in Finnish, however a small number of them were provided in English. Two of the three full posts that were visible discussed various topics, but overall the main emphasis was on travel, whereas the third and last post concerned fashion.

The second most subscribed blog *Motherfuckin' fashion* (fuckfash.blogspot.fi) presented all the studied categories in Finnish, except the name of the blog, commenting link, a number of tags, and part of the blogger information. The blog appears as a suitable example where elements such as the commenting link are provided in English. This might be due to the fact that most web publishing tools (e.g. *Blogger*) are provided in English. The blogger might not be able or willing to change the language of certain blog elements.

Posted by Laura at 12:39 PM   16 comments:
   Labels: tatuoinninpoisto, tatuoinnit

Picture 4. "Labels: tattoo removal, tattoos." **[14]** Post information and comment link, *Motherfuckin' fashion* 4.6.2015.

In the screenshot above, the use of somewhat small elements in English can be detected from an otherwise fully Finnish blog. Elements in English such as "Posted by", "12:39 PM", "16 comments" and "Labels" appeared throughout the blog at the end of each post. Then again Finnish words appeared as label categories with the English elements. Using

---

[13] My translation.
[14] My translation.

English in small elements could possibly be due to the blog software appearing only in English when the blogger might be unable to affect it. Visible from the main page, the blog also included three full posts, of which two discussed mainly the blogger's life and feelings and the third post's topic involved discussion about health.

Linda Juhola (www.lindajuhola.com) was the third most subscribed blog through blogilista.fi, however it seems probable that the blog attracts even a greater number of users, especially abroad, for the blogger provides numerous elements also in English. All of the researched elements appeared in the *Linda Juhola* blog either fully in English or in English and Finnish. Only an indication of commercial advertisement appeared solely in Finnish. All three fully visible posts were identical in English and Finnish including posts about interior, sports, and food.

According to the blogger Linda Juhola, though she has provided the same texts in her blog in Finnish and English, a conducted experiment of starting posts with the English version instead of the Finnish text did not turn out successful. She says that her Finnish blog users did not respond very positively to the change. She concludes that she reacted to the feedback of her Finnish users and changed back to her original layout beginning with the text in Finnish. (Linda Juhola, Ei saa peittää 2015)

The following screen shots were taken from the main page of the blog *Linda Juhola* and they attempt to demonstrate the wide and mainly consistent use of English in the blog. The first screenshot is an excerpt of a post where the same information was provided firstly in Finnish and then in English. The texts do not appear identical, but they convey the same message in a similar manner. According to the blogger interview and her nationality being Finnish, it could be thought that the English text appears as the translation. The second screenshot indicates the commercial cooperation between the blogger and an other party. The information is only provided in Finnish, which seems somewhat surprising and in contrast with the rest of the blog being bilingual. Another aspect of providing the necessary information about cooperation is product placement and subliminal advertising that is strictly monitored in today's growing blogosphere.

Nyt pieni kurkistus kotini nukkumanurkkauksen eli sänkyalkovin puolelle. Tauluhylly on vihdoinkin löytänyt paikoilleen alkovin seinälle – tästä kiitos ystäväni poikaystävän poralle ja poraustaidoille, joiden avustuksella hylly tosiaan kiinnitettiin seinään. Tauluhyllyn päälle komeilemaan pääsivät "Not a keep calm kind of home" -tekstillä varustettu taulu Sealoelta, Marie Clairen uusi numero sekä kaksi kappaletta Diptyquen minikokoisia tuoksukynttilöitä. Tarkoituksena olisi vielä myös hankkia pieni klipsillä kiinnitettävä lamppu hyllyn toiseen reunaan roikkumaan ja valoa tuomaan.

Itse sängystä löytyvätkin sitten varmasti maailmankaikkeuden mukavimmat lakanat Balmuirilta. Se tunne, kun joka ilta sänkyyn hypätessäni tuntuu siltä, kuin hyppäsin hotellisänkyyn – voin kertoa, että silloin ovat lakanat enemmän kuin kohdallaan. Sängyn viereen jää puolestaan parinkymmenen sentin kokoinen "rappunen", jonka päältä löytyy milloin mitäkin erinäistä pikkusälää. Siivouksen jälkeen lähinnä lehti, muistivihko ja kynttilä, kuten kuvissa siivouksen jäljiltä ;-). Tämä väliosa kuitenkin katoaa piakkoin, nimittäin uuden leveämmän sängyn on tarkoitus muuttaa lähiaikoina taloon! Sen jälkeen täytyykin yrittää kehitellä jokin toisenlainen yöpöytä-ratkaisu..

Tältäpä näyttää siis paikka, jossa painan pääni tyynyn aina iltaisin. Aika mukava nukkumanurkkaus, vaikka itse sanonkin!

Now it's time for a little peek into my sleeping corner here in my apartment. As you can see, the table shelf is finally on it's place – thanks to my friend's boyfriend's drill and his drilling skills. On it I've places a print saying "Not a keep calm kind of home" from Sealoe, a new issue of Marie Claire and also two mini candles from Diptyque. I'm still also planning to buy a little clip lamp which I want to clip on to the other side of the shelv to bring a little more light into my sleepy place.

Then in my bed you'll find the most comfortable sheets ever from Balmuir.Every night I hop into my bed I feel like I'm hopping into a hotel bed – so yes, my sheets sure are on fleek and I'm one lucky girl sleeping in them. Next to my bed is a little extra area that I use as a nightstand and usually have small little things laying here and there on it. Before taking these pics I just "happened" to clean though so now there's just a magazine, a notebook and a scented candle and no sight of any of the mess that were there earlier ;-). This extra area isn't gonna stay here for long though since a new wider bed is moving into the house soon! Then I have to come up with some other kind of nightstand solution..

So yes, this is what the place where I sleep every night looks like. Quite cozy if I can say that myself, hehe.

Picture 5. Post (1.6.2015) excerpt, *Linda Juhola* 4.6.2015.

* lakanat, kynttilä ja printti blogin kautta saatu *

Picture 6. "sheets, candle and print gifted through the blog". [15] Commercial cooperation indication, *Linda Juhola* 4.6.2015.

No Fashion Victims -blog (www.nofashionvictims.bellablogit.fi) showed an average use of English in the researched elements. The fifth most subscribed blog appeared at lily.fi, as part of the online community of the women's magazine Trendi. In the aforementioned blog, English was used in the following categories: name of the blog, titles of posts, description of the blogger and post categories, whereas only Finnish was used in the body text and commercial cooperation indications. From three full posts two discussed fashion

---

[15] My translation.

and shopping, whereas the third and last post on the page included a story about the blogger's travel.

Firstly, a number of English phrases or Anglicisms appeared in the Finnish body text. Secondly, Anglicisms, as well as short and catchy phrases in English, were used. This can be detected in various media in order to perhaps draw attention to certain products in the blog. The following screenshot was taken from the blog and it demonstrates the somewhat irregular use of English in some elements. In some cases, patterns could not be detected when it comes to several blogs and their usage of English in a mainly Finnish environment.

Khihihi. *Me gotz some new phonecandy!*

Picture 7. English phrase/Anglicism from post 3.6.2015, *No Fashion Victims* 4.6.2015.

On sixth place as the most subscribed blogs list, *Colour me!* (www.colourme.indiedays.com), appeared to include all the researched elements in Finnish, apart from the blog title. The blog appeared as the only one of the twenty blogs to have all of the elements of interest in Finnish, but still carry a name in English. Though the blog *Colour me!* was introduced with an English name, it appeared quite rare throughout the research that the blogs did not include English in some of the elements. Consequently the blog above stood alone in the research in that matter. Along with most of the blog elements, also the body text appeared in Finnish throughout the blog discussing fashion in two posts and the blogger's feelings of the day in the last post.

English was used widely, but not entirely systematically in the 7th blog on the list. The blogger of *Tickle Your Fancy* (www.lily.fi/blogit/tickle-your-fancy) presented the following elements in English: name of the blog, titles of posts, abstracts of posts, one full post, and captions. Six full posts altogether could be seen on the main page, of which one was fully written in English as well and two included short abstracts in English summarizing the Finnish body text. The posts discussed fashion, shopping or clothes in three posts, sports in one and one topic involved around the blogger telling about her day.

This does not seem consistent when the usage of English is random. Half of the titles of the posts appeared in English and half in Finnish. In addition to the discussed, the blog also included product placement indication in Finnish, but the actual links provided were in English.

The following screenshots were taken from the blog to show the use of English in the textual situations that were studied. As the screenshots show, the inconsistent indication of commercial links and product placement appeared in both languages in different situations. The last picture was a combination of a Finnish text that appeared at the beginning of the day's post and the English at the end. It presents an example of how English was used to provide a quite similar text in as the Finnish one, instead of providing an abstract.

*sis mainoslinkin

Picture 8. "Includes an advertisement link". [16] Commercial cooperation indication in Finnish, 4.6.2015, *Tickle Your Fancy.*

jacket Nelly / t-shirt Lindex / skirt 2hand / sunnies 2hand / sandals here*

Picture 9. Caption/commercial link, 4.6.2015, *Tickle Your Fancy.*

Niitä harvoja kertoja kun osasin varautua juhlapukeutumisen suhteen fiksusti etukäteen. Tunnen ylpeyttä sanoessani, että ostin kaksi juhla-asua muutama viikko takaperin Mangosta. Huom, muutama viikko etukäteen, ei edellisenä iltana tai samana aamuna, sitäkin on nimittäin nähty... Ei siis paniikkia, eikä riskiä siitä, että juhla-asua ei vaan löydy. Ajoissa valmistautuminen ja ennakointi, tältäkö se tuntuu? Aika siisti juttu. Tosin jotten nyt ihan täysin pääsisi leijumaan niin myönnettäköön nyt vielä, että haalarihan oli minulle aivan liian iso ja äiti pääsi lyhentelemään sitä vähän joka puolelta. Ja milloin? No 2h ennen juhliin lähtöä kun asiasta häntä informoin :D Ja jos nyt ihan täysin rehellisiä ollaan, niin hiuksetkin päätyivät nutturalle vaan koska kiharakampaukseni epäonnistui niin täydellisesti. Eli juu eiköhän vaan suosiolla unohdeta kaikki nuo puheet ajoissa valmistautumisesta. Ei se nyt ihan niin putkeen mennytkään :D

I actually bought this jumpsuit almost three weeks before weekend's graduation parties. That's a huge news because usually I'm the one who's always late and the one who buys dresses just day before the party or in some cases at the same day... If we're skipping the fact that this jumpsuit was way too big for me and I totally forgot it and finally asked my mother to fix it 2 hours before the graduation party, I might say that I'm quite proud of myself :D

Picture 10. Body text Finnish and English in post 1.6.2015, 4.6.2015, *Tickle Your Fancy.*

---

[16] My translation.

Following the 7th most subscribed blog above, appeared *Xenia's Day* (xeniasday.costume.fi) as the 8th on the list and it included a small number of elements in English. The name of the blog, a number of subheadings as well as a number of titles of posts, post categories, and the comment link were visible in English. Though the blog included posts that appeared with a title in English, all posts that were visible on the main page were fully in Finnish. Two posts discussed fashion and clothes, one introduced a beauty topic and the fourth and last post discussed the blogger's life.

Followed by providing full posts in Finnish, also any indications about commercial cooperation or product placement appeared in Finnish, which consequently seems logical when thinking about the users of the blog. The screenshot from the blog presents the subheadings, such as "About me" and "Contact" that appear in English albeit the fact that the blog itself is written in Finnish. Four of the categories below are proper nouns representing various parties involved in the art of blogging.

ABOUT ME   BLOGILISTA   BLOGLOVIN   COMMERCIAL   FASHIOLISTA   FACEBOOK   CONTACT

Picture 11. Subheadings, 4.6.2015, *Xenia's Day.*

On ninth place on the most subscribed blogs list appeared *Just my imagination* (just-my-imagination.indiedays.fi) that continued the same pattern of the blogger introducing some elements in the blog in English. The name of the blog, subtitles, one title of post, caption, contact information, and a number of tags were provided only in English. While many elements appeared in English, three full posts that were visible on the front page were written fully in Finnish. Two of three posts dealt with fashion and shopping while one post brought forth the blogger's feelings about the up coming summer. Though the blog's body text only appeared in Finnish, one post included a heading in English. The use of English in headings with Finnish body text seemed very typical throughout the research along with captions being presented in English as well.

The first introduced screenshot was taken from a caption that provides outfit information in English in an otherwise Finnish text. The second screenshot introduces how an English

title introduces a fully Finnish post. In the body text, as the title suggests, the blogger discusses her favorite type of sandals and what she found from an online shop.

Trench and jeans **Gina Tricot*** / Top **Bik Bok** / Sandals **Dinsko** / Watch **GUL** / Shades **Ray-Ban**

Picture 12. Outfit details 2.6.2015, *Just my imagination* 4.6.2015.

MY FAVORITE SANDALS
03/06/2015

Erilaiset tennarit ja lenkkarit ovat olleet jo monena vuotena meikäläisen kesän käytetyimmät jalkineet ja näin uskoisin käyvän myös tänäkin vuonna. Viime aikoina mua on alkanut kuitenkin entistä enemmän kiinnostamaan erilaiset sandaalit ja selailinkin yhtenä iltana aikani kuluksi Zalandon sandaalivalikoimaa. Tuo nettikauppa on kyllä viheliäinen paikka, sillä jättisuuresta valikoimasta tuntuu aina löytävän jotain tilaamisen arvoista. Myös sandaaleja löytyi Zalandon valikoimista kasapäin ja jopa yllättävän paljon kivoja erilaisiin tilanteisiin soveltuvia yksilöitä. Selasin valikoiman läpi juhlavista korollisista sandaaleista aina terveyskenkiin asti ja taisinpa tilata yhdet alla näkyvistä sandaaleista kotiin testattaviksikin!

Tässä omat suosikkini, joita pääsette tsekkaamaan tarkemmin kuvien alla olevien numerolinkkien kautta :)

Picture 13. English title on a Finnish post 3.6.2015, *Just my imagination* 4.6.2015.

The blog *Are you feeling fashionable?* (nadjastrange.indiedays.com) continued on the same path with a number of other introduced blogs by including a name in English, along with English description of the blogger, and one post title. Three of the three visible posts were written fully in Finnish while two of the posts dealt with the blogger's life and feelings, one post introduced a text that was set into the category of friends and family.

The blogger used English in only a few elements in the tenth most subscribed blog on the list. As said, it appeared extremely popular throughout the research to present a blog with a name written in English, as the blog continues to highlight. Though the blogger of *Are you feeling fashionable?* mainly introduced every part of the blog in Finnish, the following screenshot shows that the description of the blogger appeared as one of the few elements only written in English.

Picture 14. Blogger information, *Are you feeling fashionable?* 4.6.2015.

4.2 The most subscribed blogs 11-20

The 11th most subscribed blog on the list appeared with a smaller amount of English elements than it could have, for the blogger was based in London and she provided similar body texts in Finnish and English. The blog *Jenni Ukkonen* (ellit.fi/muoti-ja-kauneus/jenni-ukkonen) included elements such as a title of post, body text, contact information, post categories, and a commercial link indication in English. Though the blog took the place of the 11th most subscribed blog, it is probable that it attracts a greater amount of users due to the blogger's effort in posting identically in Finnish and English.

Though all three of the visible posts were identical in Finnish and English, the titles of the posts did not align with the body text, for two of the posts included solely a Finnish title, whereas one post appeared with a title only in English. The topics of the three posts included food, fashion and the blogger's feelings and thoughts. The screenshot below shows three titles of posts from which two appear in Finnish and one in English, though all body text was written identically in Finnish and English.

Raikas lohi-fenkolisalaatti

Picture 15."Fresh salmon and fennel salad."[17] Post title 2015, *Jenni Ukkonen* 4.6.2015.

---

[17] My translation.

Viittamainen bleiseri

Picture 16. "Cape Blazer."[18] Post title 2015, *Jenni Ukkonen* 4.6.2015.

Hello June

Picture 17. Post title 2015, *Jenni Ukkonen* 4.6.2015.

As the following screenshot demonstrates, the blog appeared as the only blog in the research where the indication of a commercial cooperation was provided solemnly in English. This aligns with the somewhat irregular pattern in the use of English in the blog, though simultaneously other bloggers that provided identical texts in Finnish as well as in English, indicated similar product placements only in Finnish.

Commercial links

Picture 18. Commercial link indication, *Jenni Ukkonen* 4.6.2015.

Apart from its name, the next blog, *Focus on Fashion* (focusonfashion.bellablogit.fi), only included English elements in one caption, contact information and a number of post categories. The topics discussed in the three posts that were visible on the front page included two posts about travel and one posts discussing the blogger's day. This blog appeared as one of the few throughout the research that held a blogger description and contact information in different languages. Though the use of solemnly English or Finnish in the categories above was not consistent, apart from *Focus on Fashion* only one other blog included the description and contact information in different languages. A hint of English could be detected in the introduction when the blogger uses the saying "since 2007" to indicate the starting point of the blog. The following screenshot demonstrates the variation.

---

[18] My translation.

Blogia päivittää 26-vuotias vaatteita ja
hyvää ruokaa rakastava turkulaistunut
forssalainen. Kehnolla huumorilla
varustettua muotilöpinää, avautumisia
sekä päivän asuja since 2007.

CONTACT:
fofsalla@gmail.com

Picture 19. "The blog is maintained by a Finnish 26-year-old who has a passion for clothes and good food. Since 2007, the blog has offered fashion talk, deep discussions and daily outfits spiced up with bad humor." [19] Blogger information, *Focus on Fashion*, 4.6.2015.

The next blog, 13th on the list, fell into the small category of only including one element, tags, in English. Though the blog *MouMou* (moumou.bellablogit.fi) only included one element in English, the number of tags appearing in English was high when 41 out of 55 were in fact written in English and only seven were presented in Finnish. While the majority of the blog's tags appeared in English, the title for the tags, "Avainsanat" or "Key words" [20] remained in Finnish. The screenshot below presents a part of the larger list of tags that appeared on the right hand side on the blog's front page. Due to the restrictions of this paper, only a small amount of tags could be taken into the picture, but the screenshot attempts to show the somewhat inconsistent use of English in an otherwise fully Finnish blog.

As mentioned earlier, the blog's front page included three full posts fully in Finnish that dealt with beauty, fashion, and sports. Though all of the three posts appeared only in Finnish, it remains quite interesting that a large number of the tags that represented the posts were provided in English.

---

[19] My translation.
[20] My translation.

AVAINSANAT

"I'm Joey. I'm disgusting"
accessories Amoudiatou
around the world
attitude:sporty
blog blog blog
Buzzador
daydreaming en
kitch Finski following stars
for MEN goodbye fattie HC
tuning just a hair
day kenkähaaste2013
kirppariprinsessa
KSML Kuntoportti-
yhteistyö Lady Line
laukkuhaaste2014 little big
boutiques living on
video love story love
the planet lucky
you making it up
memories messing
up my mind MIUN

Picture 20. Tags, *MouMou* 9.6.2015.

As the results show, the following blog, *Magicpoks* (olivialehti.fi/magicpoks), appeared extremely similar to the previous blog on the list only including English in its tags. In contrast to the previous blog, *Magicpoks* only had two English tags out of 42. The blog's three full posts visible were written in Finnish and they were categorized according to topic as follows: one post dealt with travel and one with food, while the third included a discussion about the blogger's thoughts and ponderings.

Apart from the questionable name of the blog, no other elements were found to have appeared in English. The name of the blog appeared to work as a word play combining an anglicism and a word in Finnish that is used when performing magic tricks. The following screenshot was taken of the banner of the blog. Using various and inventive colors and pictures with the name of the blog appeared popular throughout the research.

Picture 21. Banner, *Magicpoks* 9.6.2015.

The sixth last blog on the list, *Beauty Box* (ellit.fi/muoti-ja-kauneus/beauty-box) presented similar qualities to the two blogs analyzed above by presenting itself with a name and including a post category in English. As the research has shown, a great number of blogs maintained by Finnish people and otherwise fully Finnish blogs appeared with a name in English. The names appeared often short and simple phrases in English that indicated the content of the blog. This concept matches with the blog *Beauty Box* where the blogger discusses cosmetics, travel, fashion and inspiration to the every day (*Beauty Box* 15.7.2015). Consequently the topics discussed in the three posts that were visible on the front page were food, fashion and beauty.

The blog *Pupulandia* (lily.fi/blogit/pupulandia) appeared different from the last three blogs in the research, for it included a larger amount of elements in English. Also a larger amount of full posts, six in total, were visible on the front page. Two of the six posts included a topic about the blogger's life and thoughts, while three posts dealt with fashion and clothes, and finally one post discussed travelling.

Categories that were provided in English were captions, post categories and commercial link indications. While the body texts appeared in Finnish, short abstracts in English were also included. The use of English in the body text was not consistent when only three posts out of the total six included short abstracts in English. The abstracts were marked as "Translation" after each Finnish body text. Short abstracts including only the main thoughts in English appeared somewhat popular throughout research, for providing even short introductions to the discussed topics could possibly increase the number of users. This appears as a possibility since especially lifestyle blogs appear very visual with large quantities of pictures and therefore even a short and simple phrase in English could attract users from abroad. Planning and presenting full texts in one language is time consuming,

therefore abstracts are often used to reduce the time consumed while gaining new users and visibility.

The following screenshots demonstrate the extensive use of English in the blog *Pupulandia*. The first picture shows how the blogger introduced outfit details, as well as commercial cooperation indications both in Finnish and English. The second screenshot is of a poem that appeared in originally in English in the blog and in fact included a translation in Finnish. Whereas the last picture provided acts as an example of how the blogger posted a body text in Finnish and an abstract in English.

Takki // trench coat *Samuji*, **haalari // jumpsuit** *Esprit**, **neulepusero // sweater** *Samuji*, **kengät // loafers** *& Other Stories*, **aurinkolasit // sunglasses** *Urban Outfitters*

* saatu blogin kautta / gifted

Picture 22. Caption/outfit details/commercial cooperation indication 5.6.2015, *Pupulandia* 9.6.2015.
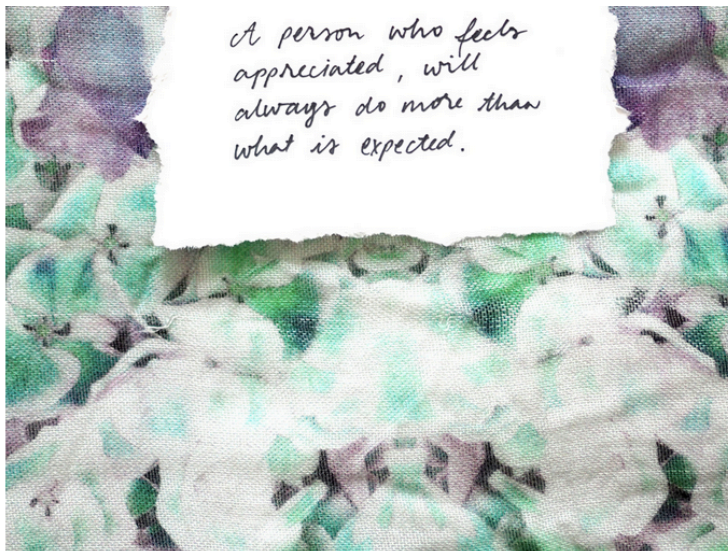
Ihminen, joka kokee,

että häntä arvostetaan,

tekee aina enemmän

kuin häneltä odotetaan.

Picture 23. Picture/caption 8.6.2015, *Pupulandia* 9.6.2015.

Kukkamekot kuuluvat kesään, mutta tänä vuonna vaihdoin helmat lahkeisiin ja vetäisin ylleni kukkakuosia haalarin muodossa. I love it! Onhan tuossa vähän sellainen potkupukufiilis, mutta ei haittaa yhtään! Kun haalariin yhdistää asiallisemman takin ja maalaa huulet punaisiksi, niin ei tule fiilis, että on lähtenyt yöpuvussa kaupungille. Noin muuten haalarista on sanottava, että maailman kivoin kesävaate! Tosin vessassa käyminen on aina pienimuotoinen operaatio. :D

Hiukset ovat olleet viime aikoina kuvissa lähes aina kiinni, koska olen kipeästi kampaajan tarpeessa. Tukka on jotenkin kasvanut niin kohisten, ettei se asetu tällä hetkellä oikein mihinkään asentoon nätisti, joten on helpointa vain sitoa se ponnarille. Mutta ensi viikon jälkeen toivottavasti voi taas välillä pitää hiuksia auki myös, kun kuontalo on siistitty edustuskuntoon!

Translation: *The best summer outfit: floral jumpsuit! Maybe not the most convenient outfit considering the visits to the bathroom but otherwise so cute and comfortable! :D And a nice option for the traditional floral summer dress!*

Picture 24. Post and abstract 5.6.2015, *Pupulandia* 9.6.2015.

Strictly Style (olivialehti.fi/strictly-style) lifestyle blog included a number of the researched elements in English, though the use of English in certain elements appeared incoherent. The visible posts were fully in Finnish discussing fashion and travel. The name of the blog, the titles of posts, captions and post categories, as well as a part of the blogger and blog information appeared in English.

While the use of English in the blog seemed similar and average compared to the other blogs, information about the blogger along with contact information appeared disorganized combining Finnish and English. In addition, also nine out of twelve captions appeared in English, as well as 29 post categories from 33 existed only in English. Some English phrases and expressions could also be detected from the text. An explanation to the extensive or minimal use of English in blogs could be detected in the bloggers' locations, whether they blog from Finland or from abroad. When living abroad, especially in an English speaking country, one is surrounded by another language making it also more likely to include it in one's texts.

The screenshots below demonstrate how the blogger has combined elements in English with a blog that appears otherwise to be fully in Finnish. The first three pictures in the row (they appeared vertically after one another in the blog) show how English and Finnish are inconsistently mixed creating a somewhat disoriented entity. The texts included titles in Finnish ("Bloggaaja"), whereas the following text itself appeared in English and vice

versa. The second screenshot shows an English caption appearing on top of a picture in an otherwise Finnish post. The third and last picture shows a part of a post that included a large amount of various phrases and expressions, such as "Some things just never get old", within a Finnish text.

STRICTLY STYLE

Strictly Style -tyyliblogi on suunnattu kaikille estetiikasta nauttiville, jotka kaipaavat pientä lepohetkeä arjen kiireiden ja todellisten haasteiden keskelle.

This style blog is dedicated to all, who enjoy the small and beautiful things in everyday life.

BLOGGAAJA

Hanna Väyrynen

A wife, a mother and a woman – who loves being one. Originally from Helsinki, now living in Los Angeles with my family of four.

CONTACT

strictlystylemrsv@gmail.com

Kaupalliset yhteistyöt blogiin:
juulia.karjula@aller.fi

Näin merkitsen kaupalliset sisällöt blogissani

Pictures 25, 26, 27. Blog/blogger/contact information, *Strictly Style* 10.6.2015.

Picture 28. Caption 7.6.2015, *Strictly Style* 10.6.2015.

Disney oli vahvasti läsnä omassa lapsuudessani. Esimerkiksi rannalla aaltojen paiskeessa siskojen kanssa matkittiin kilpaa Arielia kivellä (*kuinka legendaarinen kohtaus!*) ja hoilattiin kovaa ja korkealta *"Part of your woooooorld"*. Disney-elokuvien laulut ovat vieläkin niin takaraivoon pinttyneitä, että sanat osaan vaikka unissani. Olimme sen verran onnekkaita, että jo pienenä pääsimme ihastelemaan Disneyn taianomaisia huvipuistoja. Ja yksi laite oli silloin jo ylitse muiden: *"It's a small world after all"* -ajelu, missä maailman eri kolkat tulevat tutuiksi laulavien nukkein toimesta. Nostalgian huumassa sain viedä laitteeseen nyt oman perheeni ja voihan ilon kyynel, miten paljon pienet poikani siitä pitivät. Koko perheen suosikki – edelleen. *Some things just never get old.*
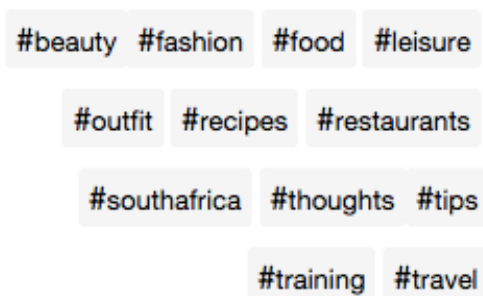
Picture 29. Post 8.6.2015, *Strictly Style* 10.6.2015.

The blog *Julia Toivola* (mycosmo.fi/news/author/juliatoivola) only included a few elements in English, such as a small number of titles of posts, tags and the comment links. Though the body text of the blog appeared fully in Finnish, nine out of ten tags were provided in English. Also the links for commenting the blog posts appeared in English, which could be the result of an international website and blogging tool. Though according to the results, including a comment link in English did not appear as popular as thought in the beginning of the research. A majority of the blogs in this research included a commenting link possibility in Finnish.

The first picture below shows the use of a comment link in English followed by a screenshot of tags in English indicating the topics discussed in the blog. Furthermore, as the tags below suggest, the topics that were discussed in the visible posts included travel, food, fashion, beauty and the blogger's day-to-day life and thoughts. The reason for posting tags (in this case hash tags) in English could be that the blogger wished to make it easier to find her blog in the media, also for non-Finnish users. As is evident, more visibility and more blog visits could most likely create more income to the blogger. Finally, all together eight posts were fully visible on the front page, which partly explains the large quantity and variation in the post topics.

968 views   3 comments

Picture 30. Views and comment link 9.6.2015, *Julia Toivola* 10.6.2015.

#beauty #fashion #food #leisure
#outfit #recipes #restaurants
#southafrica #thoughts #tips
#training #travel

Picture 31. Tags, *Julia Toivola* 10.6.2015.

The following, 19th most subscribed blog, called *White Trash Disease* (www.lily.fi/blogit/white-trash-disease) yet included different ways of using some elements in English. Though the number of English elements did not appear as very large, the blogger for instance introduced short, one phrase "translations" in English after each post. In most cases they were sarcastic and catchy phrases that acted as a good addition to the Finnish post, but did not include a function by themselves. Though the short text in English came across as an abstract of the Finnish text, the function as an abstract remained questionable, for one could not fully grasp the topic of the post from the abstract. Furthermore, the "abstracts" were used as rhetorical devices in enhancing the Finnish body text. The screenshot acts as an example of an English abstract in an otherwise Finnish text. In the text the blogger explained the ways of taking pictures in addition to her outfit of the day. The second picture shows how the so-called "translation" functions solely with the Finnish text where the blogger discussed attending a wine tasting event. Apart from introducing her outfit of the day, the blogger wrote about travel, food, interior, friends and her feelings and thoughts.

Mites saada takin leopardivuori näkymään kuvissa? No, kävelemällä vastatuuleen tietty. Jokainen voi tehdä omat johtopäätöksensä siitä, että oliko se nyt sitten hyvä idea vai ei..

Pitkälle ollaan tultu bloggaamisessa. Nykyisen asukuvaajani Saran kanssa jutustelin, että silloin kun perustin WTD:n vuonna 2011, niin kävelin tai heiluin jotenkin lähes kaikissa asukuvissa. Niihin aikoihin yhdet asukuvaukset saattoivat viedä aikaa meikkauksineen ja stailauksineen helposti parikin tuntia. Lopputulos oli harvemmin sellainen, joka päällä olisin ollut yhtään missään. Ennen töihin lähtöä kävin useimmiten vaihtamassa kengät, takin ja pyyhkimässä suuremmat pakkelit pois. There you have it. Muotiblogien asut ovat useimmiten lavastettuja - ei kai kukaan oleta jengin oikeasti heiluvan korkkarit jalassa Suomen syksyssä?

Nykyään asukuvia tulee otettua lähinnä siksi, koska onhan se nyt ihan perkeleen hauskaa. Ei meitsin ikuisissa farkut + t-paita -yhdistelmissä mitään nähtävää ole, mutta kyllä joudun myöntämään olevani jonkin sortin linssilude. Ruokaa ja kämppää kuvatessa sisäinen huippumalli (ai mikä?!) ei pääse hommiin. Pitää säilyttää elämässä balanssi ja olla kameran molemmilla puolilla vuorotellen. Zen. Ommmmmmmmm....

Kummalla puolella te itse viihdytte paremmin?

Translation: Touch of leopard never hurts.

Picture 32. Post 9.6.2015, *White Trash Disease* 10.6.2015.

Eikä hauskuus suinkaan tähän loppunut. Janne raaski avata kanssamme yhden viinikokoelmansa helmen - olimme kuulemma valmiita tähän. Näinpä jälkkäriksi laseihin kaadettiin Vega Sicilian 2002 -vuosikertaa. Jokainen pullo on numeroitu, hinta huimaa päätä, eikä näitä ihan niin helposti käsiinsä saa. Oli kyllä ehdottomasti, ylivoimaisesti **parasta viiniä**, jota olen koskaan elämässäni maistanut. Toista kertaa ei kuulemma elämässä koskaan tule, joten pitää tallentaa tämä muisto tiukasti aivosopukoihin. Viinin tuoksu oli aivan mieletön ja maku vertaansa vaille. Kylkeen vielä 36 kuukautta vanhaa parmesaania ja oltiin todella lähellä ilonkyyneleitä. Kaikki taisivat hiljentyä vähäksi aikaa nauttimaan tästä ainutkertaisesta tilaisuudesta.

Toivottavasti seuraava tasting järkätään pian! Aivan mielettömiä iltoja ovat olleet joka ikinen ja tästä on hyvin vaikeaa enää parantaa. Huh.

Translation: Larulife is da bomb.

Picture 33. Part of post 10.6.2015, *White Trash Disease* 10.6.2015.

The last blog on the top 20 most subscribed called *Too fast for love* (www. rantapallo.fi/fastforlove) included a number of elements that appeared in English, including the full name of the blog, one title of a post, the title of the introduction of the blogger and the commenting link. No full posts appeared visible on the front page, only the beginning of posts were showing with "Continue reading" possibility provided in English. As the research shows, *Too fast for love* appeared as the only blog where no full posts were visible on the front page. The screenshots provided were taken from the front page to present the English title used in a post written in Finnish. In addition to the title, also the comment link visible in the picture appeared in English, yet the date remained in Finnish. The second picture shows the "Continue reading" element that was throughout only provided in English.

IT'S CALLED PMS BECAUSE "MAD COW DISEASE" WAS ALREADY TAKEN

torstai, kesäkuu 4, 2015 - 8 comments

Picture 34. Title of post 4.6.2015, *Too fast for love* 10.6.2015.
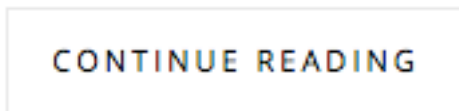
CONTINUE READING

Picture 35. "Continue reading" link, *Too fast for love* 10.6.2015.

The findings of this study clearly support the statement of this thesis that English is used in Finnish lifestyle blogs. The results show how English was widely used in independent elements and text without any Finnish context. The extensive use of English is supported by the fact that 14 out of 20 blogs had a name in English. Moreover, English was clearly frequently used also in sub-headings, where 16 out of the total 25 appeared in English. A number of other elements were also presented in English, including post titles and captions. The research also showed the use of possible other languages and proper nouns that were counted into the total amount, but not further counted or analyzed, for the interest of this thesis lied in the use of English in the blogs. The chart below offers an

overview on the research results where the use of English in the blogs and elements is compared with the total amount of elements and elements appearing in Finnish.

Table 3. Total number of elements appearing in English in the top 20 most subscribed Finnish lifestyle blogs. Total= total amount of elements in research, EN= number of elements in English, FI= number of elements in Finnish, EN/FI= number of elements that appeared in English and in Finnish, EN50/FI50= number of elements that appeared half in English and half in Finnish.

1. Name of blog	Total: 20 EN: 14 FI: 1 EN50/FI50: 2
2. Sub-headings/ Categories	Total: 25 EN: 16
3. Post titles	Total: 75 EN: 17 FI: 55 EN50/FI50: 2
4. Body text	Total: 75 FI: 69 EN/FI: 6 Abstract in English: 13
5. Captions	Total: 51 EN: 21 FI: 24 EN/FI: 6
6. Blogger info	Total: 19 EN: 6 FI: 9 EN50/FI50: 4
7. Post categories	Total: 440 EN: 98 FI: 282 EN50/FI50: 7
8. Tags	Total: 385 EN: 98 FI: 181
9. Commercial cooperation indication	Total: 18 FI: 17 EN/FI: 1
10. Comment link	Total: 79 EN: 29 FI: 50

Firstly, the results show that English was also used in blogs that only offer body texts in Finnish. Pictures such as numbers 1, 2 and 28 above demonstrate the use of blog elements and some text written in English in an otherwise Finnish blog. Those blogs only offer body texts in Finnish and are therefore targeted to users that are able to read Finnish. As stated earlier, using some English in otherwise Finnish blogs might derive from the desire to make one's blog more international and findable without the desire or know-how to write body texts in English. Providing some elements and possibly a short abstract of the body texts in English allow non-Finnish speaking users to enjoy the blogs as well and most importantly to find the blog online. As demonstrated for instance in picture 31, the blogger has chosen to provide hash tags in English. Hash tags allow the user to find the blog with certain keywords that represent something the user is interested in finding about. This is an important aspect in all social media channels and is therefore not surprising that bloggers utilize it when promoting their blogs everywhere in the social media.

As stated above, another way of attracting more users and making one's blog more international, is simply to provide abstracts of body texts in English, as shown in pictures 10 and 24. Furthermore, due to the abstracts the user is able to follow the blog and the posts, even though the user does not know Finnish. Providing only abstracts in English, the blogger is able to save time by not having to produce the same text in two languages. Meanwhile, by only providing abstracts in English and not full body texts, the blogger is most likely not able to attract such a variety of users, especially international users. This is most likely because the blogs rely heavily on the text to inform the reader about something. Though it should also be mentioned that blogs do also attract users lacking the linguistic ability to read the texts, nevertheless the blog visitors could be seen as users. It would be of interest to further study the relationship of pictures and text to the user experience, but due to the acknowledged limitations it cannot be further studied in this thesis.

Apart from creating abstracts, another result in this study that highlights the use of English in Finnish blogs is providing full body texts in Finnish. Picture 5 above demonstrates the use of both English and Finnish in the body text, providing the same info in both

languages. In contrary to providing abstracts, full body texts in English allow the user to use the blog more efficiently when the user is able to understand the topics and therefore for instance engage in discussion in the commenting sections. This interactiveness strengthens the core idea of this thesis that blogs in fact create users, not solely readers.

In addition, another conclusion drawn from the analysis of the English used in the blogs is that occasionally the use of English seemed limited to the blog software elements. Pictures, such as number 30 and 4, demonstrate the fact that some English elements were limited to elements that might not be created by the blogger. Elements, such as the time of posting a post, commenting link and amount of comments are likely to be software base elements, if the used software and blog template appears in English.

In conclusion, all of the examples of English use in the blogs studied support the thesis statement that English is used in different ways in Finnish lifestyle blogs. The analysis also demonstrates the ways in which English is used voluntarily or involuntarily by the bloggers to attract more international audiences and therefore more visibility to their blogs.

In the following chapter I shall introduce the usability concept of creating a *persona* that acts as the base of the analysis of the average blogger and blog user. The goal was not to create a functional *persona,* but to use *persona* analysis as a tool to define the average blogger and potential users.

5 ANALYSIS OF THE AVERAGE BLOGGER AND USER

The analysis conducted in the previous chapter showed the incoherent, but great use of English in the Top 20 most subscribed Finnish lifestyle blogs. A conclusion of the average blogger and user was created by using the creation of a *persona. Personas* are fictional characters based on research that represent the average user of a website. Even though the purpose of this study was not to create a single *persona,* the process of creating a *persona* acts as an useful tool when defining the average blogger and user.

Current bloggers could find this study helpful when defining themselves as bloggers as well as in defining their users. Furthermore, the study of the blogs could help the bloggers to place themselves in the current blogosphere, define the purpose of the blog and therefore eventually help the blogs gain more visibility by ameliorating the usability of the blogs. Firstly, I shall explain what a *persona* is and how to create one and how the *persona* concept was used in this study. Lastly, I shall provide a short analysis on the average blogger and user aided by the research conducted in this study. The criteria for content analysis was introduced earlier in this thesis in chapter one, but will be reintroduced later in this chapter.

To begin with, a *persona* is a fictional character that represents "a cluster of users who exhibit similar behavioral patterns as the target audience" (Kevin O'Connor 2011). Persona testing is widely used today to discover what customers and users want from their products and services and therefore better and more precise texts and webpages can be developed for instance for blog users (Personas, usability.gov). Personas are created as detailed as possible, so that they act as an effective design tool and are easy to relate to (Cooper 1999, quoted in Randolph 2004: 108). Personas are not fully "made up", they are based on actual users, and only the names and persona details are created in the process. According to Cooper (1999, quoted in Randolph 2004: 108-109), the more specific the test personas are, the more effective they are as design tools. Furthermore, the personas created should include detailed information about the persona's name, age and family and in most cases also a picture is added in order to realize the persona. The

created personas therefore identify with the user motivations, expectations and goals that relate to the website behavior (Tina Calabria 2004).

Personas are most often based on user interviews and the understanding of the personas and their behavior is essential (O'Connor 2011). "They are hypothetical archetypes of actual users" (Cooper 1999, quoted in Randolph 2004). In this thesis I used *persona* analysis and creation as a tool to define the average blogger and user by analyzing the content of the blogs presented earlier in the study.

Furthermore, according to Steve Mulder et al (2007: 15), what one writes and what the content of a webpage includes is one of the key elements that should guide the introduction of texts online, while taking the users into account. In this case, attention is drawn to the usage of not only Finnish, but English as well. Personas can be useful for bloggers as well, for they help to define for whom they are creating the site, what type of users are critical to their site and they help them to precise the target audience and not only talk about 'users' in general (Mulder at al 2007: 22). Bloggers' goals are most often to broaden their circle of users, gain more visibility, but also in most cases, increase revenue. Though blogs cannot be said to act as business trying to sell products online, but the blogger is the product in this case. Consequently, the blogger could better define the purpose of the blog and therefore also to define the place of the blog and the blogger in the current blogosphere.

5.1 Average blogger and user analysis aided by *persona* creation

The questions to be answered when creating a persona vary depending on the research and its aims. The following table is altered from the original (Personas, usability.gov) when defining the target group of website visitors in order to create the most suitable *persona* for *persona* testing. Even though the purpose of this study was not to create a *persona,* but to provide a short analysis of the average blogger and user based on the content research on the blogs, the process of creating a *persona* offer usable material for

the analysis. Some questions were removed from and added to the original to serve this study better.

Table 4. Defining the average blogger and user

Objective	Questions
Define the purpose/vision of the site.	What is the purpose of the site? What are the goals of the site?
Describe the user.	What is the age of your person? What is the gender of your person? What is the highest level of education of your person? What is the mother tongue of your person? Does he/she speak or understand other languages? Why are they going to the site? (user interests, needs and goals) Where (or from whom) else is this person getting information about your issue or similar programs or services?
User motivation.	What is your person motivated by? What are they looking for? What is your person looking to do? What are his/her needs?

5.1.1 Defining the purpose/vision of the site

The purpose of the blogs is to provide the reader with discussion about certain topics. The blogs' content was analyzed by using the following criteria. The criteria presented here as well as earlier in more depth in chapter one originate from my own experiences as a former blogger and current blog user. Consequently, the list was used to research the topic content as well as the blogger description in each blog to receive a possible definition of the average blogger and therefore also a possible definition of the average user. The criteria were the following:

1. Daily feelings/Blogger
2. Friends and Family
3. Travel
4. Fashion/Shopping/Clothes
5. Food/Cooking/Nutrition
6. Interior
7. Sports/Health
8. Beauty

The general purpose of a lifestyle blog is not to discuss the news, but lighter topics evolving around the blogger's life. The results of the post content research conducted in this thesis support this statement. Bloggers posting about their every day lives appeared as the second most popular topic when 19 out of the total 75 posts discussed the topic. Only posts about fashion, shopping, and clothing appeared more popular, in total 26 out of 75 (the table including the full categorization of post topics can be found on page 44). Furthermore, the high amount of posts shows that users are interested in learning about the bloggers and their lives just by reading updates about the bloggers' every day lives. The blog *Jenni Ukkonen* (http://anna.fi/jenni-ukkonen) acts as an example of lifestyle blogs when the blogger describes her blog as follows: "After five years in London, Jenni is currently based in Munich, where she blogs full time. In her blog she shares bits of her life abroad as well as travel tips, personal style, beauty and healthy living. I hope you enjoy the articles and leave inspired. Thank you for visiting and see you again soon!" The blogger states the main topics that are discussed in her blog, such as beauty, style, and travel. These topics generalize into the lifestyle blog category. The blogger also wishes the users to enjoy the blog and inspire. Therefore the goal is to gain users with similar interests as well as to act as a channel between the user and the blogger when exchanging views and opinions. The blog can also act as a source of income to the blogger.

5.1.2 Describing the user

It is important to be able to define or vision the possible user firstly when maintaining a blog and secondly when attracting possible new users. The purpose of this description is

to create a base for the *persona* created for lifestyle blogs. Due to the topics discussed, as well as profiles of the bloggers, it could be predicted that the blogs attracts mainly young adult females that are able to relate to the age and lifestyle of the blogger. The age group of the users could be between 20 and 40. In order to enjoy the blog, one most often has to have at least some similar interest or at least a possible interest in the bloggers' lives. The potential user might also study in a university, might have recently graduated or might be in working life. Even though some of the bloggers do not show their real age, the assumption based on their pictures is that all of the bloggers are fairly young females.

Consequently, while similar interests and possibly age are important factors, people tend to use blogs also to escape every day life and its problems. As the blogger Jenni Ukkonen states in her blog, she wishes that her blog users "enjoy the articles and leave inspired" (http://anna.fi/jenni-ukkonen). Furthermore, the blogger of the blog *Strictly Style* (http://olivialehti.fi/strictly-style) describes her blog's potential users as follows: "This style blog is dedicated to all, who enjoy the small and beautiful things in everyday life". In both excerpts, the bloggers wish that their blogs and their contents inspire the readers in their everyday lives, therefore lifestyle blogs act as channels to enjoy as well as to escape every day life.

Furthermore, blogs can act as channels in displaying beautiful photos and other esthetic aspects that appeal to the user. Depending on the blogger and the function of the blog, in some cases common things are left to the background in order to give a polished look of the blogger's life. This varies according to blogs and their goals. In some blogs the user is left without the knowledge of the blogger's most intimate details perhaps concerning family and friends.

Although the majority of the users of the lifestyle blogs studied in this thesis are most likely Finnish, it is very likely that the users master other languages as well, such as Swedish or especially English. This is due to the status of English as *lingua franca* in the Finland discussed earlier in chapter 1. There might be some users from abroad that enjoy the blog's English posts that either appear daily or every now and then. The Finnish user might also be interested in reading the similar post in English in order to learn or maintain

their English skills. Some non-Finnish readers could be drawn away from the blog because of the Finnish used in the blog texts, for the language might feel incomprehensible and therefore the blog distant to the readers.

Furthermore, it is also likely that the user might have found the site through a blog portal, such as Bloglovin' or Blogiportaali. Blog portals are sites that gather a large amount of blogs under one site, which help the user to subscribe their favorite blogs and discover new ones (bloglovin.com). Blogiportaali represents similar functions. The user might have also been drawn to the site by a friend's recommendation. The users return to the site reflects to their interest in what the blogger discusses in his or her posts. The user might even cook a dish presented and praised in the blog or purchase items of clothes seen on the blogger. Consequently, some bloggers perform cooperation with online stores or brands in order to post straight links to the online shops for the user to click.

Lastly, in most cases the users use several blogs that might be similar to each other topic or blogger wise. The user might receive the same information from other sources or the blogger might link to another blog that has presented similar topics. In some cases beautiful or inspirational photos can act as a major lure for users' return. Though pictures play important roles in numerous blogs, the use and analysis of blogs remained outside of the scope and reach of this thesis.

5.1.3 User motivation

User motivation should be analyzed along with the blog users to find out what motivates the user to arrive and use the blog, how to keep the users motivated and how to reach out to new users. The possible user might be motivated to learn about the blogger's life along with tips and inspiration concerning every day life, as it was pointed out above by two bloggers. As the study showed, 19 out of the total 75 blog post topics included discussion about the bloggers' life and daily feelings. The results show that users are eager to learn personal things about the bloggers. Therefore, blogs also act as ways of getting a "sneak peek" of the blogger's life, which in today's reality life oriented society plays an important role. The users are always eager to learn more about the blogger.

It is very usual in lifestyle blogs that the posted topics only involve light topics. This can give the user the impression that the blogger's life is just shopping for expensive things, travelling, healthy food and exercise, which usually is not the reality. But then again the expectations of the users in most cases meet with the blog topics and vice versa. The blogger see from data which posts and topics draw in the most users while the blogger might also be interested in feedback from the users about what the users would be interested in learning about. Therefore, the user is an active force in the blog design.

5.2 Average blogger and user analysis

As the discussion about the user and the motivation of the user above shows, the user is an active force in the shaping of the blog. Even though the blogger might not have conducted any usability studies on his/her blog, the data the blogger receives from users visiting the site and posts act as valuable information in blog design. Though some bloggers might be aware of their users' needs and wants and consequently the usability of their blogs, the research conducted in this thesis showed the vast but incoherent use of English in the blogs. As it has been stated earlier in this thesis, language use increases or decreases the usability of any blog and therefore it should be carefully studied. In this sub-section I shall briefly go through the results of the content analysis of blog topics and blogger description provided by the blogger. Furthermore, the aim is to provide information about the average blogger and what the bloggers offer to their users according to their own words and according to the conducted research. As the discussion about user motivation and the average user, it was concluded that often the interest and expectations of the blogger and the user cross. Therefore it could be concluded that the blogs attract similar users as the blogger.

If blogs attract similar users as the blogger themselves, the majority of lifestyle blog users could be young female adults. The majority of the lifestyle blogs studied in this thesis were maintained by women that were 25 years or older. The bloggers informed about

their age in 10 out of the total 19 blogs[21]. Two bloggers informed to be 25-years-old, while four bloggers were 26-years-old. Two more bloggers were 27-years-old and lastly two bloggers informed that they were "about thirty years old" making the average blogger age 26,8. The results show that all of the ten bloggers were almost of the same age while all of the 19 bloggers were also female. This supports the statement that young women maintain a great number of lifestyle blogs.

Study results show that blogs and blogging are most popular among younger people. According to Statistics Finland and Finland in Figures, almost 70 percent of people aged 16-34 had read a blog over the past three months, when the same number in people aged 35-54 was under 50 percent and clearly under 30 percent in 55-74 year olds. These figures indicate that younger people are more active blog users, though they do not separate women and men as users, but it is most evident that people are drawn towards similar interests. Furthermore, lifestyle blogs are targeted at young women that carry a similar lifestyle or are interested in the discussed topics. To gain an understanding on the topics discussed, a content analysis of the fully visible posts in each blog was conducted. Furthermore, an analysis of the content the bloggers short description of their blogs was also conducted. The descriptions had to involve information about what the blogger would blog about. The purpose was to see what topics were most discussed and how that could support the statement of the average blogger and user discussed earlier in this chapter.

The results of the post content analysis were discussed earlier and categorized in chapter 4. The topic categories for the blog post content and blog/blogger description were as follows:

1. Daily feelings/Blogger
2. Friends and Family
3. Travel

---

[21] Blogger description analysis conducted on March 21st 2016. Only 19 blogs were analyzed due to the blog *Motherfuckin' Fashion* (http://fuckfash.blogspot.fi) not existing anymore.

4. Fashion/Shopping/Clothes

5. Food/Cooking/Nutrition

6. Interior

7. Sports/Health

8. Beauty

The results of the post topic analysis showed that out of the total 75 visible posts in all of the blogs, 26 posts evolved around the category of Fashion/shopping/clothes. This result in is align with the result of the blogger description analysis, where in 11 blogs the blogger indicated her interest in or discussion about fashion in her blog. It should be mentioned that 14 out of 19 blogs[22] provided a short introduction to the blog's content. The second most claimed topic according to the bloggers appeared to be the promise in discussing the daily life of the blogger in the blog posts. Again, the results from the post content analysis appear similar. The category of Daily thoughts and feelings of the blogger was the second most discussed topic from the total posts of 75. In their short descriptions, the bloggers also promised discussion about Beauty (5/19), and Sports/ Health (5/19). Others were Friends and Family (3/19), Travel (3/19), Food/Cooking/Nutrition (4/19), and Interior (2/19). All of the discussion topics in the list above appeared in the bloggers' descriptions of themselves and their blogs. All of the topics were also mentioned in the 75 posts that were analyzed to receive an understanding of the written content of the blogs. Therefore it could be concluded that the expectations put on the content of the blogs were filled in the posts.

In conclusion, this short analysis of the blog content and blogger profile support the statements of the average blogger and user profiles. Young women maintain a great number of lifestyle blogs including posts that evolve around lifestyle-blog-oriented topics. Furthermore, the research results show that the bloggers most often provide a short description of the blog and then execute the promises in the blog posts by providing posts about expected topics.

---

[22] Study conducted to March 21st 2016.

6 CONCLUSIONS

The purpose of this study was to find out where and in what way English was used on the main pages of the top 20 most subscribed Finnish lifestyle blogs and what stood out as the most discussed lifestyle blog topics. Of interest was how the blogs portray themselves to users arriving on the site when it comes to the use of English versus Finnish. The research was conducted by using a list of criteria to look at and categorize each blog's elements that appeared in English. The method of the thesis was affected by heuristic and expert analysis as well as usability. The criteria for the analysis were based on myself as a blog user and former blogger. Finally, a brief analysis of the average blogger and potential user was conducted using a *persona* creation tool in mind. Current bloggers could find this study helpful when defining themselves as bloggers as well as in defining their users. Furthermore, the study of the blogs could help the bloggers to place themselves in the current blogosphere, define the purpose of the blog and therefore eventually help the blogs gain more visibility by ameliorating the usability of the blogs.

The assumption was that the bloggers wish to expand their audiences outside of Finland. Secondly, the broad use of English in Finland in especially in the internet and various social media channels allow bloggers to engage in bilingual activities in their blogs. Furthermore, the assumption was that elements in English would especially include research categories such as the blog template, blog topic categorization and blog titles. Based on the research on the blogs, a short analysis of the average blogger and blog user was conducted at the end of the study to further aid bloggers to study their audiences and the content the bloggers provide. This study appeared new in its field combining the study of blogs with a user-centered approach, stating that the act of blogging and using a blog has become more and more interactive.

Firstly, the analysis was conducted using a classification of products in relation to the user created by Routio (2007) and mentioned by Koskinen et al (2012: 30) in their paper concerning usability. The authors stated that the categorization should be based on the user, rather than the text or product itself. Though the blogs contained text, they were considered products that were marketed by the bloggers. Routio's (2007) categorization

(1. Passive product, active user; 2. Interactive product; 3. Active product, passive user) of products was used to define the category for lifestyle blogs. It was concluded that in this case, the lifestyle blogs chosen for the study were categorized as either being part of the second or the last category, because of the interactive nature of modern day blogging.

Secondly, the blogs chosen for the study were further analyzed according to a blog categorization by Rebecca Blood (2000) quoted by Sirpa Leppänen (2007: 164). Blood (2000) presented three categories of blogs (1. Filters, 2. Personal Journals, 3. Notebooks) that were based on the characteristics and writings that were published in the blog. It was concluded that all of the blogs in this study belonged to the category of Personal Journals, for lifestyle blogs in most cases act as channels for the blogger to write about his or her own life in a light manner, most often excluding the news and events of the world.

Thirdly, a categorization of elements that appeared in most blogs was made based on my own experiences as a blog user and blogger, as well as the overall experience of any user arriving in the blogs. This analysis was based on an expert evaluation in usability research in order to coherently analyze the use of English. Interest was paid to the variation in the use of English and Finnish in specified categories in each blog, as well as in the blogs in relation to one another. According to the results, most English was used in the names of the blogs, where 14 out of 20 blogs appeared with a name fully in English. Other elements that appeared most often in English included the description of the blogger and titles of posts. The variation in the use Finnish and English in a number of blogs cannot be overlooked, but presented as interesting evidence of the use of English in otherwise Finnish contexts.

Finally, the analysis was complemented with a categorization of the topics discussed in the posts that were visible on the main pages of the blogs chosen. The categorization was based on my own experiences as a blog user and blogger, as well as the overall assumption and definition of lifestyle blogs. All in all eight categories were defined to cover the most discussed topics. No post topics were left outside the analysis. All together 75 posts were visible on the main pages, of which the category for Fashion/Shopping/Clothes gathered a greatest number of posts, 26. The second and third discussed topics included the Daily

feelings/Blogger, and Travel. The possible analysis of discussed topics and their appearance in blogs could be of interest to the blogger to even further take the users into account. Even though lifestyle blog users are attracted to the blogs certain topics in mind, variation or at least acknowledging variation in the user ship and their wishes could draw in even more users.

In addition to the concrete and deep analysis of the blogs and their contents, the goal of this thesis was to provide a short discussion on the average blogger and the user based on the content analysis and a complementary analysis on the blogger description. The description of the blogger was provided by the blogger in the blog and mots often stated some personal data, interests and purpose of the blog. A tool from usability studies aided the analysis of the blogger and user. Personas appear as handy design tools in website creation and maintenance, most often presenting a group of users exhibiting similar behavioral patterns when it comes to website usage. The study conducted in this thesis was inspired by persona testing. Even though the purpose of this study was not to create a *persona,* researching the users and their needs and the general usability of a blog can benefit the blogger. Especially research conducted on written language, the communication tool of blogs, could be of value to the blogger.

Usability studies, especially ones conducted online, have become extremely popular due to the fast-growing number of services appearing online. This study appeared as novel in its field by referring to blog readers as 'users', as well as combining the popular act of blogging with heuristic analysis and usability research to conduct an analysis on the average user and therefore help bloggers to define their blog content and ensure better user experiences. In the future, it would be of interest to further study the still-growing field of blogging and usability by obtaining material only visible to the bloggers and therefore gaining valuable material to expand the purpose of the study.

WORKS CITED

Primary Sources

Are you feeling fashionable? (2015). [Web address]. Indiedays Oy, updated 19th
    September 2015, [Cited 4th June 2015]. Available at:
    http://nadjastrange.indiedays.com/

Beauty Box (2015). [Web address]. Otavamedia, updated 20th September 2015, [Cited
    9th June 2015]. Available at: http://anna.fi/beauty-box/

Colour me! (2015). [Web address]. Indiedays Oy, updated 20th September 2015, [Cited
    4th June 2015]. Available at: http:// http://colourme.indiedays.com/

Focus On Fashion (2015). [Web address]. Bastella Media Oy, updated 21st September
    2015, [Cited 4th June 2015]. Available at: http://focusonfashion.bellablogit.fi/

Jenni Ukkonen (2015). [Web address]. Otavamedia, updated 22nd September 2015, [Cited
    4th June 2015]. Available at: http://anna.fi/jenni-ukkonen/

Julia Toivola (2015). [Web address]. Sanoma Media Finland Oy, updated 21st September
    2015, [Cited 10th June 2015]. Available at:
    http://mycosmo.fi/news/author/juliatoivola

Just My Imagination (2015). [Web address]. Indiedays Oy, updated 21st September 2015,
    [Cited 4th June 2015]. Available at: http://just-my-imagination.indiedays.com/

Magicpoks (2015). [Web address]. Aller Media Oy, updated 21st September 2015, [Cited
    9th June 2015]. Available at: http://www.olivialehti.fi/magicpoks/

Motherfuckin' Fashion (2015). [Web address]. Blogger, updated 12th July 2015, [Cited
    2nd June 2015]. Available at: http://fuckfash.blogspot.no/

MouMou (2015). [Web address]. Bastella Media Oy, updated 22nd September 2015,
    [Cited 9th June 2015]. Available at: http://moumou.bellablogit.fi/

Mungolife (2015). [Web address]. Rantapallo Oy, updated 20th September 2015, [Cited
    2nd June 2015]. Available at: http://www.rantapallo.fi/mungolife/

Nelliinan vaatehuone (2015). [Web address]. Aller Media Oy, updated 22nd September
    2015, Cited [4th June 2015]. Available at: http://www.olivialehti.fi/nelliinan-
    vaatehuone/

No Fashion Victims (2015). [Web address]. Bastella Media Oy, updated 21st September
    2015, [Cited 4th June 2015]. Available at: http://nofashionvictims.bellablogit.fi/

PS I love fashion by Linda Juhola (2015). [Web address]. Suomen blogimedia, updated 22nd September 2015, [Cited 2nd June 2015]. Available at: http://lindajuhola.com

Pupulandia (2015). [Web address]. A-lehdet, updated 22nd September 2015, [Cited 9th June 2015]. Available at: http://www.lily.fi/blogit/pupulandia

Strictly Style (2015). [Web address]. Aller Media Oy, updated 21st September 2015, [Cited 10th June 2015]. Available at: http://www.olivialehti.fi/strictly-style/

Tickle Your Fancy (2015). [Web address]. A-lehdet, updated 22nd September 2015, [Cited 4th June 2015]. Available at: http://www.lily.fi/blogit/tickle-your-fancy

Too fast for love (2015). [Web address]. Rantapallo Oy, updated 8th September 2015, [Cited 10th June 2015]. Available at: http://www.rantapallo.fi/fastforlove/

White Trash Disease (2015). [Web address]. A-lehdet, updated 22nd September 2015, [Cited 10th June 2015]. Available at: http://www.lily.fi/blogit/white-trash-disease

Xenia's Day (2015). [Web address]. Aller Media Oy, updated 22nd September 2015, [Cited 4th June 2015]. Available at http://xeniasday.costume.fi/

Secondary Sources

Anderman, Gunilla & Margaret Rogers (2005). "English in Europe: For Better, For Worse?" In *In and Out of English: For Better, For Worse?* Great Britain: Cromwell Press Ltd.

Blogilista.fi (2015). [Web address]. Blogilista.fi disbanded on 1st June 2015.

Bloglovin' (2015). *Introduction*. [Web address]. Bloglovin', [Cited 23rd September 2015]. Available at: http://www.bloglovin.com/about

Blood, Rebecca (2000). *Weblogs: a history and perspective.* [Online]. Rebecca's Pocket, updated 11th February 2013, [Cited 24th October 2014]. Available at: http://www.rebeccablood.net/essays/weblog_history.html

Blood, Rebecca (2003). *Weblogs and Journalism: Do They Connect?* [Online]. Cambridge: Nieman Foundation for Journalism at Harvard, [Cited 24th October 2015]. Available at: http://niemanreports.org/articles/weblogs-and-journalism-do-they-connect/

Blood, Rebecca (2002). *The Weblog Handbook.* [Online]. Rebecca's Pocket, updated 11th February 2013, [Cited 24th October 2014]. Available at: http://rebeccablood.net/handbook/

Blood, Rebecca. *About Rebecca Blood.* [Online]. Rebecca's Pocket, updated 11th February 2013, [Cited 24th October 2015]. Available at: http://rebeccablood.net/about/

Blood Rebecca. *Rebecca Blood Bio.* [Online]. Rebecca's Pocket, updated 17th September 2013, [Cited 24th October 2014]. Available at: http://rebeccablood.net/about/bio.html

Calabria, Tina (2004). *An introduction to personas and how to create them* [Online]. Step Two Designs, [Cited 23rd September 2015]. Available at: http://www.steptwo.com.au/papers/kmc_personas/

Giltrow, Janet & Dieter Stein (2009). *Genres in the internet.* Amsterdam/Philadelphia: John Benjamins Publishing Company.

Gottlieb, Henrik (2005). "Anglicisms and Translation." In *In and Out of English: For Better, For Worse?* Eds. Gunilla Anderman and Margaret Rogers. Great Britain: Multilingual Matters Ltd. 161-184.

Gurak, Laura, Smiljana Antonijevic, Laurie Johnson & Clancy Ratliff & Jessica Reyman (2004). *Introduction: Weblogs, Rhetoric, Community and Culture.* [Online]. University of Minnesota, [Cited 25th October 2014]. Available at: http://conservancy.umn.edu/bitstream/handle/11299/172840/Gurak_Introductio n.pdf?sequence=1&isAllowed=y

Heinonen, Ari & David Domingo (2009). "Blogit journalismin muutoksen merkkinä". In *Journalismi murroksessa.* Ed. Esa Väliverronen. Helsinki: Gaudeamus Helsinki University Press.

Jones, Janet & Lee Salter (2012). *Digital Journalism.* London: SAGE Publications.

Koskinen, Kaisa, Tytti Suojanen & Tiina Tuominen (2012). *Käyttäjäkeskeinen kääntäminen* [User-Centered Translation] [Online]. Tampere: Tampereen Yliopisto, [Cited 5th February 2015]. Available at: http://tampub.uta.fi/bitstream/handle/10024/66333/kayttajakeskeinen_kaantami nen_2012.pdf?sequence=1

Kääriäinen, Salla (2013). *Bloggaajan etiikka. Vapaus, vuorovaikutus ja vastuu Suomen luetuimmissa muotiblogeissa.* Master's thesis [Electronic document]. Helsinki: Helsingin yliopisto, [Cited 15th November 2014].

Leppänen, Sirpa (2007). "Youth language in media contexts: insights into the functions of English in Finland." In *World Englishes.* Vol. 26, No. 2, 149-169. [Online], [Cited 15th February 2015].

Lily.fi (2015). *Mikä Lily on?* [What is Lily.fi?] [Web address]. A-lehdet, [Cited 26th October 2014]. Available at: http://www.lily.fi/info

Livingstone, Sonia (2009). "On the Mediation of Everything: ICA Presidential Address 2008." In *Journal of Communication* [Online]. Vol. 59 Issue 1, 1-18. [Cited 23rd September 2015].

MacNamara, Jim (2010). *The 21st Century Media (R)Evolution. Emergent Communication and Practices.* New York: Peter Lang Publishing.

Marwick, Alice E. (2013). *"They're really profound women, they're entrepreneurs": Conceptions of Authenticity in Fashion Blogging.* New York: Fordham University, [Cited 17th February 2016]. Available at: http://www.tiara.org/blog/wp-content/uploads/2013/07/amarwick_fashionblogs.pdf

Mauranen, Anna (2013). *Research Blogging?* [Online]. Helsinki: University of Helsinki, [Cited 15th February 2015]. Available at: http://community.dur.ac.uk/postgraduate.english/forum/wp-content/uploads/2013/11/Research-Blogging1.pdf

Moore, Kate & Krista Varantola (2005). "Anglo-Finnish Contacts: Collisions and Collusions." In *In and Out of English: For Better, For Worse?* Eds. Gunilla Anderman & Margaret Rogers. Great Britain: Cromwell Press Ltd. 133-149.

Mulder, Steve & Ziv Yaar (2007). *The User Is Always Right: A Practical Guide to Creating and Using Personas for the Web.* Berkeley: New Riders.

Noppari, Elina & Mikko Hautakangas (2012). *Kovaa työtä olla mina. Muotibloggaajat mediamarkkinoilla* [Online]. Tampere: Tampere University Press, [Cited 20th February 2015]. Available at: http://www.uta.fi/cmt/tutkimus/comet/julkaisut/kovaa_tyota_olla_mina_2012.pdf

O'Connor, Kevin (2011). *Personas: The Foundation of a Great User Experience* [Online]. Ux Magazine, [Cited 2nd February 2015]. Available at: http://uxmag.com/articles/personas-the-foundation-of-a-great-user-experience

Oxford English Dictionary. [Online]. [Cited 5th November 2014]. Available at: http://www.oed.com/

Rahtu, Toini (2011). "Kääntämisen tekstilajit ja tekstilajien kääntäminen." In *Tekstilaji on työkalu.* Eds. Leena Immonen & Mari Pakkala-Weckström & Inkeri Vehmas-Lehto. Helsinki: Finnlectura. 11-27.

Randolph, Gary (2004). "Use-Cases and Personas: A Case Study in Light-Weight User Interaction Design for Small Development Projects." In *Informing Science* [Online]. Ed. John Paynter. Volume 7. 105-116. Available at: http://www.inform.nu/Articles/Vol7/v7p105-116-175.pdf

What is RSS? RSS explained, [Online], [Cited 3rd February 2016]. Available at: http://www.whatisrss.com/

Suomen virallinen tilasto (2014). *Väestön tieto- ja viestintätekniikan käyttö: 3. Sosiaalisen median sosiaalisuus* [Online] [Finland in Figures]. Helsinki: Tilastokeskus, [Cited 30th January 2015]. Available at http://stat.fi/til/sutivi/2014/sutivi_2014_2014-11-06_kat_003_fi.html

U.S. Department of Agriculture's Economic Research Service. *Personas* [Online]. Washington: U.S. Department of Health and Human Services, Usability.gov, [Cited 30th January 2015]. Available at: http://www.usability.gov/how-to-and-tools/methods/personas.html