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Organization Public Relationships on Social Media: The Experience of Those Who "Like" Oreo on Facebook

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Organization Public Relationships on Social Media:
The Experience of those who “Like” Oreo on Facebook

by

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A thesis submitted in partial fulfillment
of the requirements for the degree of
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Dedication

I dedicate this thesis to the great people I have around me that support me on a daily basis and continue to help me push forward even when I feel like giving up. I also dedicate this thesis to myself as a testament of picking up the pieces and starting new. When the world comes crashing down, it is always possible to grow and come out on top.

I'd like to give a special thanks to the great friends I have including Becca, Travis, Alaina, Tierra, Tiffany, Patrick, Dennie, Eric, Karen, Tai, Liza, Sunny, Matt, Bryan, and Jackie. The love, support, guidance, and motivation provided by you all is unparalleled. I love you all.

Finally, I dedicate this to my little brother, Raymond. Your light and how special you are is beyond the world's comprehension.

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Abstract

Despite a growing amount of research on social media, little research has been conducted to investigate why consumers connect with brands on Facebook. As companies continue to expand their presence to the social networking website, a gap in research on social media has formed. This study focuses on consumer's connection with a brand on Facebook. To do this, this research focuses on the connection of consumers with Oreo on the website to identify the environment created that engages those who connect with the brand online. Oreo was selected as the focus of the research due to its popularity on Facebook as well as the steady engagement that occurs on its page. Utilizing a phenomenological method, this qualitative study features 12 interviews in which current Oreo fans on Facebook discussed their experience and motivations for connecting with the brand. The interview questions were designed to investigate whether the tenets of relationship management theory and Ledingham's (2003) five dimensions of organization-public relationships (trust, openness, investment, involvement, and commitment) aligned with interaction on Facebook. Overall, the responses of the participants identified a connection between organization-public relationships and engagement on social media.

Chapter One:

Introduction

Social media has been at the forefront of new media for the last decade or so. From blogs to social networking websites, people have found new ways to communicate with one another. Prior to social media, interactive online communication typically consisted of email and instant messenger. The advent of social networking websites propelled these communication methods in a different direction. Sites such as Facebook and Twitter utilize open communication forums (Nielsen, 2012) to spur and maintain conversation among its users. In addition, these websites allow users to communicate directly with businesses and companies they interact with. The sites are primarily user-driven and each person's experience is unique to those they choose to include in their sphere of interaction as well as the content/activities they choose to explore. This lack of a uniformed experience makes studying social media a difficult task, as the environment is only common on a general, basic level.

For marketing/public relations practitioners, social media has grown in its inclusion among efforts to communicate with customers and establish lasting relationships. Businesses have jumped on the social media bandwagon as popularity among their consumers have increased (Nielsen, 2012). Consumers receive a number of traditional communications that include receiving large amounts of direct mail and seeing countless television commercials. Social media has helped tapped into people's need to

establish and maintain connections. Social networking websites have become the primary social media vehicle that businesses use as these sites represent some of the most popular websites on the Internet. By far, the most popular social networking website is Facebook.com (Nielsen, 2012). With over one billion profiles worldwide (Facebook, 2013), Facebook serves as a constant component of many people's lives and is used for a variety of communication functions including connecting with friends and updating the world about current events. Businesses are trying to become as ingrained in the lives of their consumers as Facebook is which helps to explain the growth in company activity on the site. Brand ambassadors can help companies spur growth and adoption by new consumers if a company is able to generate the positive relationships with consumers that incite them to speak highly of or write about that company to their friends and family.

As Facebook continues to grow, so does the need to study the social networking website. To date, there has been a moderate amount of studies on Facebook during its short history of existence. These studies have mainly focused on why people use Facebook in the context of what needs it fulfills in connection with uses and gratifications (Quan-Hasse & Young, 2010; Smock, Ellison, Lampe, & Wohn, 2011). However, there is little research on consumer interaction with brands/companies on the website and even less on what aspects of a brand's Facebook page affect the likelihood of a consumer pressing the "Like" button to connect with that brand on the website. Liking a page on Facebook is the gateway to interacting with a brand on Facebook. Once a consumer has liked the page, they can interact in a number of ways including commenting on content, sending messages to the brand, speaking with other consumers of the brand, and sharing content with friends (Facebook, 2013). Connecting with consumers on Facebook can

have a number of benefits including driving purchase intent as well as strengthening brand loyalty among existing customers. The goal of this research is to help establish a foundation for future studies while also generating findings that can be used in academic as well as professional settings to predict and plan for consumer connection with brands on Facebook.

This qualitative study focuses on the subscribers of a company Facebook page that many laud for their social media efforts. It is important to select a brand whose Facebook page garners steady interactivity and a sizeable following. For this study, the researcher interviewed several (12) individuals that have “liked” and interact with Nabisco’s Oreo Facebook page to identify potential commonalities in the behaviors of those who subscribe to the Oreo page. Using relationship management theory as the theoretical backdrop for this study, these in-depth interviews attempt to identify common themes among those who connect with Oreo that will help explain why millions of users already like the page (32 million) and thousands interact with the brand at any given point (roughly 200,000 per day). With such a strong standing among people throughout the world, Facebook continues to be a major part of people’s lives as well as popular culture. It is vital to understand such a massive communication tool and its impact on consumer brands.

Chapter Two: Review of Literature

Relationship Management Theory

With Facebook becoming a cultural phenomenon (Nielsen, 2012) so quickly, study of the site is not as robust as it could or should be. In part, this is due to the ever-changing nature of the site, as well as the largely individual experience that each user may encounter on the site. It is important to study Facebook because of the way it has helped re-shape cultural communication by utilizing diverse public (wall posts, status updates) and private (instant messenger, private messages) features to allow for a variety in how users address the world and those they connect with (Smock, Ellison, Lampe, & Wohn, 2011). To study this site, there are a number of theoretical frameworks that would produce various perspectives depending on what type of knowledge is desired. That said, a popular theory used when studying Facebook is uses and gratifications theory, which attempts to explain why people use the site and the needs or desire it fulfills (Smock et al., 2011; Pinar Tosun, 2012; Wang, Tchernev, & Solloway, 2012). However, one of major tenets of Facebook (and social media in general) is relationship management so it is important to apply other theoretical perspectives in ways that help identify common practices on the site. With this study focused on organization and public relationships, relationship management theory provides a sufficient framework for study.

Dating back to Ferguson's (1984) call for more of a focus on relationships in public relations, relationship management theory has been more heavily researched within the last 15 years. There has been much discussion about relationships but with no cohesive course of study until the last two decades or so. Public relations literature is replete with references to relationships without defining the concept and without indicating how to measure them (Broom, Casey, & Ritchey; 1997). In their study, Broom, et al. (1997) found that relationships are the dynamic results of the exchanges and reciprocity that manifest themselves as the relationships develop and evolve, but they can be described at any point in time (p. 95).

As companies attempt to connect and form relationships with consumers on Facebook, it is important to consider the organization-public relationship, both from an academic and a practitioner perspective. According to Bruning and Ledingham (1999), the relationship management theory has the potential to serve as a platform to guide theoretical inquiry and professional practice (p. 158). Moreover, the relationship management perspective shifts us away from the manipulation of public opinion and toward a focus on building, nurturing, and maintaining organization-public relationships (Bruning & Ledingham, 1999). With a focus on the organization-public relationships, the organization must recognize that it can affect the lives of the members of its key publics and recognize that members of its key publics can affect the organization (Bruning & Ledingham, 1999.) Building relationships takes time and this is a fact that must be planned for when developing strategic activity for organizational publics. It is incumbent upon the organization to develop practices that facilitate exchanges between the organization and the publics the organization serves; exchanges that provide building

blocks for relationships. Interestingly, the whole premise of Facebook is relationship-based. Users connect with family and friends. Users also have the ability to connect with brands, products, and companies they interact with, in some form or fashion, every day. This interaction is a choice; therefore, it is imperative that organizations continue to engage those who interact with them, as well as enact strategies that engage potential consumers to build quality, long lasting relationships.

Studying the relationships between organizations and their publics required the development of a criteria or scale. Ledingham and Bruning (1998) operationalized five dimensions that aid in the analysis of organization-public relationships: trust, openness, involvement, investment, and commitment. Within this scale, trust is operationalized as an organization “doing what it says it will do” and openness is seen as “sharing the organization’s plans for the future with public members.” Involvement is described as “the organization being involved in the welfare of the community,” investment as “the organization investing in the welfare of the community,” and commitment as “the organization being committed to the welfare of the community” (Ledingham, 2003). Furthermore, Ledingham and Bruning (1998) found that an organization-public relationship centered on building trust, demonstrating involvement, investment, and commitment, and maintaining open, frank communication between the organization and its key publics does have value (p. 61).

The concept of relationship management underscores the need to be conversant with strategic planning and other material processes (Ledingham, 2003). Moreover, it identifies the elements of an organization-public relationship (organizations, publics), as well as the phenomenon (mutual understanding and benefit), and the elements of the

condition that produce an instance of the phenomenon (effective management, common interests, shared goals) (Ledingham, 2003). One measuring stick of a successful relationship is the predisposition of members of significant publics to react positively toward a sponsoring organization (Ledingham & Bruning, 1998). Ledingham and Bruning's (1998) research indicated that an organization-public relationship centered around building trust, demonstrating involvement, investment, and commitment, and maintaining open, frank communication between the organization and its key public does have value in that it impacts the stay-leave decision in a competitive environment (p. 61).

While the study centered on consumers' decision to stay with a provider or switch to a competitor, there are parallels that can be drawn to the study of social media and a consumer's choice to connect with a brand on Facebook as it potentially can be used to cultivate an ideal organization-public relationship. According to Ledingham and Bruning (1998), an ideal organization-public relationship would be "the state that exists between an organization and its key publics that provides economic, social, political, and/or cultural benefits to all parties involved, and is characterized by mutual positive regard" (p. 62). Mutual benefit occurs when organization-public relationships are effectively managed (Ledingham, 2003). Furthermore, it just as important to engage in activities designed to build relationships with key publics as it is to communicate those activities so that they are top-of-mind (Ledingham & Bruning, 1998).

In another study, Bruning and Ledingham (1999) found that organizations and their publics have professional, personal, and community relationship expectations (p. 164). These expectations make managing these relationships difficult but not impossible. If anything, identifying the different types of expectations allows organizations to better

determine how to communicate in order to develop strong relationships with their publics to ensure organizational longevity. Successful organization-public relationships develop around common interests and shared solutions to common problems (Ledingham, 2003). Banning and Schoen (2007) later found mixed support within the tenets of Ledingham's (2003) relationship management theory. Banning and Schoen (2007) did not find support for analysis of relationships by relationship type (professional, personal, and community) and by the actors in the relationship. However, support was found for the second tenet of relationship management which holds that the continuation of the organization and public relationship depends on the degree to which expectations are met (Banning & Schoen, 2007).

Ferguson's (1984) challenge for public relations scholarship to focus on the organization-public relationship as the central unit of study appears to have served as the genesis for many public relations scholars to examine the types, nature, and influence of organization-public relationships, and on subsequent public and consumer behavior (Bruning & Ledingham, 1999). This line of study ultimately led Ledingham (2003) to develop a general relationship management theory. According to Ledingham (2003), relationship management theory is "effectively managing organizational-public relationships around common interests and shared goals, over time, results in mutual understanding and benefit for interacting organizations and publics" (p. 190). Relationship management theory specifies how to build toward symmetry (managing organizational-public relationships around common interests and shared goals) and when to apply that approach (Ledingham, 2003). Those who manage organization-public

relationships would be well served by developing strategies to “personalize” the organization for the public (Bruning, Castle, & Schrepfer, 2004).

Being that social media is all about mutually beneficial relationships, relationship management theory provides a useful practical framework for companies to engage consumers as brand ambassadors on a site (Facebook) where credibility is built in between users through the acceleration of social interaction and information seeking and enhances the individual’s role as a gatekeeper or filter of information for a given community such as friends (Baek, Holton, Harp, & Yaschur, 2011). This is largely due to the selectivity of who gets access to the user’s page. Additionally, consumers want to be able to get assistance, find deals, or engage with a company when and where they want (Nielsen, 2012). It is important for the organization to realize that it can affect the lives of the members of its key publics and also recognize that members of the key public can affect the organization (Bruning & Ledingham, 1999). Likewise, members of key publics must realize that they can affect the organization and also that the organization can affect them (Bruning & Ledingham, 1999). To make these connections, both the organization and the key publics must engage in the two-way symmetrical model which may lead to the organization becoming more relationally focused and can lead the organization to be more effective (Grunig & Grunig, 1992). Facebook allows both, the organization and the key publics, the opportunity to do so.

RQ 1: Will consumers’ connections with Oreo align with one of the five organization-public dimensions (trust, openness, involvement, investment, commitment).

RQ 2: Do consumers connect with Oreo to impact Oreo and be impacted by Oreo?

All About Facebook

Facebook, much like other social media sites, is set up very simply (Rethlefsen, 2007). Use and engagement tends to increase when the user experience is an easy one. “Social networking sites generally have two primary components: a user profile and a network of friends,” (Rethlefsen, 2007, p. 119). In the case of Facebook, the site began as a “college students only” website in 2004. As popularity spread, people outside of higher education displayed an increased demand for inclusion. Answering the demand, Facebook went public in 2006. This fact is important to remember when considering the demographics of Facebook. One of the reasons for its immense success is found in the structure of its networks. “Facebook creates siloed networks for regions, schools, or corporations. Having siloed networks meant that information is marginally more private,” (Rethlefsen, 2007, p. 123). This structure may be what continues to draw people in to the website: the ability to share content with whom you want whenever you want.

It is also important to understand how people connect on Facebook. As we look to engage users to “like” a brand’s page, it is imperative to review the tie between real-life connections and how connections are made on Facebook. Moreover, does a person’s offline personality translate to their behaviors online? Several studies have focused on the Five-Factor Model, or big five personality traits, to determine how those traits shape Facebook usage. According to Ryan and Xenos (2011), the big five traits are

extraversion, agreeableness, conscientiousness, neuroticism, and openness to experience (p.1659). Several of these factors relate to the way individuals interact and maintain social relationships. For example, extraversion is related to the size of an individual's social networks and social interactions. The results of personality studies in connection with Facebook have been mixed. One study conducted used a sample size of 1324 people to determine personality differences between Facebook users and non-users. As a result, Ryan and Xenos (2011) found that Facebook users are more likely to be extraverted and narcissistic. Extraverted people often use Facebook as a form of social extension (p. 1662). While substantial, these numbers are very unbalanced. Of the sample used in this survey, only 166 were Facebook non-users. When comparing users to non-users, the sample size of each must be equitable or as equal as possible. Still, the results are good to incorporate into later studies, such as the proposed in this paper. The data collected provides good insight into some commonalities among Facebook users. This study also serves as confirmation for previous research connecting extraversion to social behaviors. However, another study calls some of the personality research into question.

While the results of a study conducted by Ross, Orr, Sisic, Arsenault, Simmering and Orr (2009) did seem to agree with most of the research conducted using personality traits, one portion of the results seemed to suggest that personality traits are not as influential as previously thought. As part of the study, the group tested Computer Mediated Communication (CMC) components of Facebook and the participant's competence with each method. This section of the survey also contained questions around the motivation to use the CMC tools on Facebook. These communication tools include status updates, posting on the wall and sending private messages. The team

found that “this dimension of motivation was not associated with any particular personality variable” (Ross et al., 2009). This is a significant finding because it suggests, “motivation and competence can have an important bearing on online activity” (Ross et al., 2009). It is possible that the Five-Factor model could be too broad for understanding Internet specific behavior. In trying to determine who uses Facebook and how it is used, the conflicting research demonstrates how fluid an issue this is. There does not seem to be one type of person that uses Facebook. In addition, it seems that people use Facebook for a number of reasons. Being that Facebook is still in its infancy (it launched in 2004 and went public in 2006), there is still lots of research needed to determine who is using the site and why. Although the Ross study occurred about a year before the Ryan study, both are important to note. They illustrate the conflicting results that have been produced when trying to determine who is using Facebook and why.

Facebook and Liking Behaviors

As Facebook’s popularity increased, so did the realization that this website provided a prime opportunity to reach large numbers of customers in a setting of their choice. Facebook allows businesses to reach customers and potential customers where they are versus having the customer come to them. In recent years, companies have gravitated toward social media, especially to Facebook. Some were early adopters who cultivated an online presence as social networking sites grew (e.g. Zappos.com and their early adoption of Twitter) while others joined recently to develop a presence. From telling a story about their brand to connecting with consumers, many companies look to

Facebook as another avenue to get their product or service on the minds of current and potential customers. Although brands have gravitated to Facebook pretty rapidly, there has been very little research specifically focusing on the fanning behaviors (liking a Facebook page) of consumers in connection with brands and/or companies (Hyllegard, Ogle, Yan, & Reitz, 2011; Muntinga, Moorman, & Smit, 2011). As demonstrated in the previous section, much of the Facebook research focuses on people's use of Facebook and the needs or wants it fulfills through a uses and gratifications perspective. Studies focusing on fanning behaviors typically tend to use college students versus a study of the general population.

One such study, also conducted recently, focuses on the fanning (liking a page) behavior of college students. In their study, Hyllegard et al. (2011) look at motives to use Facebook as well as become a fan of an organization. Furthermore, the study explores "how the decision to fan may influence students' attitudes and behaviors toward consumer goods companies" (p. 613). A potentially useful component of the study comes in the use of impression versus expression identity. Impression identity is the construction of a positive identity that minimizes the possibility for a negative response by others. This plays a major role in the general use of Facebook by an individual. According to Hyllegard et al. (2011), "expression identity – or the use of Facebook to tell others about the self – predicted motives to use Facebook related to organizational and personal affiliations as well as utilitarian and hedonic motives to fan" (p. 613). The findings extend beyond a simple connection with the company. By fanning an organization, users may also be saying more about themselves.

Another factor looked at in this study was how well the student knew the market. Those more knowledgeable about the market or the specific consumer goods that the brand represented, “are more likely to perceive fanning as a means by which to (a) gain or share information about products or services that may be beneficial to self, others or the company and (b) engage in entertainment, creative, or social activities” (p. 613-614). Obviously, further research is needed on this topic to form generalized statements about consumers and fanning behavior but this study is important in that it gives insight into ways in which brands can entice consumers to “like” their brand on Facebook.

As brands have expanded their media presence to include social media, consumers are interacting with brands in many different ways. Watching videos of the best ways to eat Oreos, talking about Target on Twitter, watching videos on NBC’s YouTube page, and uploading a picture of a person’s new Converse sneakers to Facebook are just a few examples of ways consumers are interacting with brands. According to Muntinga et al. (2011), these behaviors are all examples of “consumer’s online brand-related activities (COBRAs)” (p. 14). It is these behaviors that we must pay special attention to, as they will drive our efforts in effectively engaging consumers on Facebook. Of the studies reviewed when preparing this study, the study by Muntinga et al. (2011) is the most interesting in that it utilizes non-traditional methods to collect research. In their study, Muntinga et al. (2011) used instant messaging (IM) to conduct unstructured open-ended interviews, which allows for anecdotal data without any preconceived bias of the study or study method. This study (Muntinga et al., 2011) is an example of a study that utilizes innovative methods when studying what is an innovation itself. The IM application used was developed specifically for this study and was hosted

on a university website. This was done to lend credibility to the study. Within the study, the researchers analyzed the data collected to determine the level of activity around brand-related content in three areas: consuming, contributing, and creating. Per the study, consuming brand-related content is the COBRA type with the lowest level of brand-related activeness (p. 35). Activity in this COBRA type was proven to be motivated by need for information, entertainment, and remuneration (p. 35). In other words, those consuming brand-related content expect to get something out of it. This type requires very little participation other than reading content.

The next COBRA type, contributing, requires a higher level of participation. Users that are contributing brand-related content are actually interacting with the brand. Not only are they interacting with the brand, they are interacting with others users about the brand. Consumers' contributions to brand-related content are driven by three motivations: personal identity, integration and social interaction, and entertainment. It is at this stage that you begin to convert dormant fans that simply peruse your page for information into active ambassadors for your brand. The final COBRA type, creating, features the highest level of participation and it is driven by the same three motivations as contributing. However, Muntinga et al. (2011) also found a fourth motivation. "In addition, we found that creating is also driven by empowerment motivation that, notably, then, is present only in the COBRA type that requires the highest level of brand activeness" (p. 36). The creating type is largely driven by the empowerment motivation as consumers become aware of their influence on other consumers. Collectively, those creating content about a brand, whether it be a product review or customer feedback, have the potential to influence an individual's perception of a brand and even sway a

purchasing decision. Facebook provides a strong snapshot of the thoughts, opinions and beliefs of consumers about a brand. Being that Facebook utilizes a many-to-many communication structure, users are free to share their thoughts with anyone they like at any time. As further studies are conducted on the use of Facebook and the various interactions that occur, it would be wise to incorporate such unorthodox methods as instant messaging, Facebook chat, and direct messages into the data gathering.

RQ 3: Do consumer online brand related activity (COBRA)

typologies indicate if consumers will actively engage with Oreo on Facebook?

Oreo on Facebook

As mentioned previously, the Oreo Facebook page was selected for a number of reasons. First, the page currently has over 30 million fans (Oreo Facebook, 2012) which ranks the page as one of the most popular, in terms of number of fans, on Facebook. In addition, at any given point during the day, there are usually between 200,000 and 300,000 people discussing Oreo on the website (Oreo Facebook, 2012). Upon reviewing the Oreo Facebook page, it quickly becomes apparent that a large number of people not only like the Facebook page but continuously engage with the brand (and the company) here. Using colorful images with witty and hip messaging that references the latest in pop culture, Oreo continuously engages its users in ways that build a strong (almost fanatical) fan base. Moreover, Oreo has been able to build a community and an online world all around its product without being overtly self-serving. For brands to be successful on

Facebook and not simply be a beacon for those who want to complain about the company, it is imperative to analyze the shared experience of the Oreo page among its current fans to identify any potential commonalities.

RQ 4: How does Oreo foster a brand related environment to generate a positive experience among fans?

Chapter Three:

Method

To capture the shared of experience of many, a qualitative research approach was utilized. The research focused specifically on the experience that is common among a group of people. The qualitative research type used here is phenomenological research. According to Creswell (2013), a phenomenological study describes the common meaning for several individuals of their lived experiences of a concept or a phenomenon (p. 76). The focus of this study is what the participants all have in common in a shared experience. This phenomenological study of Oreo centers on the shared experience of liking the Oreo page and what common experiences those users encounter. In recent studies, phenomenology has been used to examine the experience and environment created on social media (Meek, 2012; Wilson, 2012). This research posits that understanding the experience created by a brand on Facebook will help practitioners develop stronger communication strategies to engage with their customers through social media.

To answer the research questions, qualitative interviews were conducted among current Oreo fans that connect with the brand on Facebook. The data was collected using in-depth interviews of a small sample group (12 participants). The 12-member sample is comparable to other recent qualitative studies including other in depth interview studies (Khanna, 2010; Burns, 2012) and was used to generate foundational findings that can be

further explored in future research. The participants were recruited through existing Facebook connections who currently “like” or subscribe to the Oreo Facebook page. The recruitment procedures included chatting via Facebook Messenger (Facebook’s instant messenger client) and messages sent via Facebook private messaging. It is important to note that “friend” is the technical term for profile connections on Facebook (Facebook, 2013) and does not indicate actual in-person relationships or the depth of the connection. These connections include actual friends, colleagues, and casual acquaintances. Social networking “friends” may be personal friends, acquaintances, co-workers, classmates, celebrities, or even commodities (Rethlefsen, 2007). Samples of convenience are routinely used in a number of studies, particularly those conducted on college campuses (Raacke & Bonds-Raacke, 2008; Ross et al., 2009; Seifried, Krenzelok, Turner, & Brett, 2009). In the case of this study, the purpose is to derive potential commonalities, which will lay a foundation for further research that can be done utilizing a convenience sample for introductory information.

Each interview lasted about 30 – 45 minutes and was semi-structured. This interview method was selected due to the direct communication on a specific topic that it allows. According to Berger (2011), interviews “enable researchers to obtain information that they cannot gain by observation alone” (p. 135). Direct communication with research subjects allows the researcher to not only get the information needed for a study but also allows for the identification of common behaviors, practices, and themes within the topic being studied. Berger (2011) defines interviewing as:

The simplest way to describe an interview is to say that it is a conversation between a researcher (someone who wishes to gain

information about a subject) and an informant (someone who presumably has information of interest on the subject (p.135).

Furthermore, there are typically four types of research interviews: Informal, Unstructured, Semistructured, and Structured (Berger, 2011, p. 136-137). These four methods encompass the variety of ways in which the interview conversation can go. As can be inferred by each title, the types of research vary in their degree of structure and control. For the purposes of this study, the semi structured interview type will best align with the type of data desired. According to Berger (2011), the semi-structured interview features a setup where the interviewer has a written set of questions to ask the informant but also tries to main a casual quality usually found in unstructured interviews. This type of interview research allows breathing room to react to some of the answers that may be received as the interviews are conducted. The goal with the interviews is to obtain information that highlight commonalities among those interviewed to provide insight into consumer behaviors and interactions with brands on Facebook.

Structurally, the interviews consisted of 23 questions, which outline the desired trajectory of the conversation. As with any semi-structured interview, these questions simply serve as a roadmap for the interview so that the discussion remains as informal and comfortable as possible while also allowing us to cover the necessary topics within the interview timeframe. The interview questions began with general Facebook usage information including use of the site, frequency of Facebook use, connecting with brands on the website, and identifying the types of activities conducted on the site. From there, the interview segued into exploring the subject's connection with Oreo. The remainder of the interview questions focused on the subject's reason for liking the brand page, the

types of interaction (e.g. like, comment, share) the subject has with Oreo's page, their reasoning for maintaining the connection with Oreo on Facebook, their expectation of the connection, and the likelihood of continuing to interact with the brand on Facebook.

For these interviews, Instant Messaging (IM) sessions were conducted. This selection of this method was prompted by the discovery of its use in the Muntinga, et al (2011) study. Being that social media is studied here; employing a method that directly aligns with the technological aspects of social media will provide an additional level of ease for the interviewee (Muntinga, et al., 2011). Once concluded, the interviews were analyzed using the Ledingham (1998) five dimensions outlined in the previous section as well as the COBRA typologies (Muntinga, et al., 2011) to determine if behavioral commonalities exist among those interviewed. The commonalities should elucidate the existence of a communal environment created by Oreo that allows its' customers the ability to connect with the brand on Facebook in a way that continually evokes a desire to engage with the brand.

When reviewing the results of this phenomenological study, the steps used to analyze the data followed those outlined by Creswell (2013):

- Describe personal experiences with the phenomenon under study
- Develop a list of significant statements
- Take the significant statements and groups them into themes
- Describe "what" the participants experienced with the phenomenon
- Describe "how" the experience happened

- Prepare a composite description of the phenomenon incorporating both the textural and structural descriptions (p. 193-194).

These steps allow for use of the five dimensions outlined by Ledingham (1998) to identify the organization-public relationship between Oreo and those interviewed. To identify trust, openness, and commitment questions focused on the participant's expectations around connecting with the brand and if they believe, the brand implements feedback received from consumers on Facebook were employed. Additional questions to identify a correlation to these dimensions included discussion of connection with brands on Facebook, and the initial choice to connect with Oreo. These factors led into the identification of involvement and investment. Questions discussing the participant's level of interaction with Oreo on Facebook help determine the level of involvement and investment by the participant with Oreo on Facebook. The statements were analyzed to identify commonalities among the participants in Facebook behavior, brand connection, and the specific experience of connecting with Oreo. The COBRA typologies of consumer, collaborator, and creator (Mutinga, et al., 2011) were used as indicators of activity level on Facebook and interaction with Oreo to show how high or low the participant's involvement with Oreo is. Identifying the types of activities a participant engages in on Facebook (e.g. read content, comment on content, share, content, or create content) will help identify where the participant falls in the COBRA categorization and, ultimately, their level of involvement with Oreo to determine if higher involvement translates to higher engagement.

Chapter Four:

Results

General Facebook Use

Over a five-month period, the data for this study was gathered through 12 in-depth interviews conducted using the Yahoo Instant Messenger tool. To establish a foundation for the questions pertaining to Oreo on Facebook, the participants were first asked about general usage of Facebook. Mostly, the respondents aligned on the reasons they use Facebook. The respondents' answers conveyed a theme of communicating or staying in touch with loved ones which is line with previous findings on general usage of Facebook (Quan-Hasse & Young, 2010; Smock, Ellison, Lampe, & Wohn, 2011).

Whether it be seeing what old friends and family members are up to or sharing in the latest updates, the respondents conveyed a view of Facebook as primarily a connection tool. Respondent #3 summed it up with the statement, "to socialize with people mainly. Also, to see what some of my favorite artists are posting (pics, videos, etc) but it mainly keeps me in touch with people I wouldn't normally talk to as often which is nice."

Respondent #7 indicated that use of Facebook allowed for "connecting with family and friends who are not geographically close." Connectivity seemed to be a continued theme in the reasons for Facebook use among the respondents. Respondent #11 illustrated the depth of this connectivity in the following statement:

Respondent #11:

“Well my use has evolved as I've gotten older and as Facebook has evolved. In college, it was just a fun social tool. Then once college was over, it was the best way to stay connected to old classmates. Once everyone was allowed to use it, I found it was great to stay in touch with family members.”

While communication was the most mentioned reason for use on Facebook, other uses were mentioned numerous within the interviews. The search for entertainment is another usage category that was mentioned often. According to Respondent #10, “It (Facebook) is entertaining so it helps when I’m bored.” In addition, some of the respondents utilize Facebook for both personal and business practices. For example, Respondent #5 mentioned having two Facebook accounts: one for personal and one for business. Respondent #5 uses both accounts interchangeably and at an “hourly” rate. Respondent # 11 described everyday usage between work and school. “I’m on it all day for work and then after work hours as well. In fact, I’m logged in now,” stated Respondent #11. All twelve respondents in this study described their use of Facebook as high. When asked how often their Facebook account is used, Respondent #4 provided an answer that attempts to quantify the high use:

Respondent #4:

“It’s on my phone and I never sign out lol. I’m on it min (minimum) twice a day. If I’m really bored, like 30X (times) a day.”

Connectivity with Oreo on Facebook

The first research question posed in this study attempts to align consumers’ connection to Oreo on Facebook with Ledingham’s (2003) five organization-public

dimensions (trust, openness, involvement, investment, commitment). In the construct of this study, trust is demonstrated through the credibility assigned by the respondents to Oreo on Facebook in the continued release of brand information. Openness is designated by a mention of Oreo's discussion of new products and current product enhancements. Involvement will be demonstrated by the respondent's continued interaction with the brand as well as the perceived interaction of Oreo with the respondent. Investment will be demonstrated by the respondent's buy in to Oreo's content and how faithfully the respondent reviews their page and/or content for updates. Finally, commitment will be demonstrated within the respondent's inclination to share Oreo's content with their friends, now or in the future.

When questioned about the reason or reasons for liking Oreo on Facebook, the common themes were deep affection for the brand and staying informed. As noted earlier, Oreo has amassed a large audience on Facebook with over 32 million fans (Facebook, 2012). Their Facebook page features information on the Oreo cookie, a popular cookie in the United States and in the world. That popularity became apparent at the mention of Oreo in each of the interviews. Eight of the 12 respondents mentioned Oreo as a brand they have connected with prior to my introduction of Oreo into the conversation. When asked about the reasons or reasons for their connection with Oreo, the respondents displayed a somewhat fanatical response. Respondent #1 provided the following statement:

Respondent #1

“...because the double stuffed Oreo was the greatest invention since sliced bread.”

Respondent #2 echoed a similar sentiment:

Respondent #2

“...because they are delicious to be honest lol”

Furthermore, Respondent #12 said, “Oreos...well they're delicious! I really do appreciate their commitment to their original product. Although I do enjoy their other flavors I could never say that they've changed what I originally loved about them.” Each of the responses tended to quickly tie Oreos to an emotional connection that personalized Oreos. For example, Respondent #4 responded positively upon learning that the primary focus of the interview was Oreos and exclaimed “sweet, my favorite cookie!” Respondent #6 stated, “Well I really like the cookies... those w/ a glass of milk, MMM!” This statement indicates a high level of satisfaction that the product (Oreos) provides to the respondent. Moreover, these responses seem to indicate a personal connection with the brand and with the product. For example, Respondent #10 referenced childhood memories as part of the reason for liking the brand:

Respondent #10

“Because I like Oreos cookies... and I ate them a lot growing up. I don't really eat them a lot now but I did. ...I remember eating them growing up.”

Each respondent immediately provided a response that indicates the level of pleasure derived from enjoying the cookie and several indicated a positive tie to their youth. These ties indicate a high level of involvement among the respondents with the product, which has transferred over to their Facebook brand activities.

It is important to note the responses from each participant to this question were received almost immediately after a question regarding reasons for liking Oreos on Facebook was asked. In almost all of the interviews, the response time to the question surrounding liking Oreos was significantly shorter than answer time for many of the other

questions. Instant messaging allows the user to multitask while chatting so it is not uncommon for responses to take a while if one of the participants is not actively engaged. While these interviews were conversational, the speed at which the responses were received lends additional credibility to the observation that Oreo seems to generate strong fans among its consumers. The respondents seemed committed to the idea of liking a brand to support it and specifically liking Oreo to demonstrate their adoration of the product. Additionally, Respondent #1 went on to provide a second motivation for connecting with Oreo on Facebook: deals. According to Respondent #1, “I am more inclined to find out about a deal online than in print or TV.” The respondent continued to indicate their use of the Oreo Facebook page (and other brand pages) to learn about the latest deals and promotions. Respondent #12 also indicated a connection between liking a brand on Facebook and deals/offers: it’s “also a good way to get coupons/offers you may otherwise miss if you had not ‘liked’ the company.” All of the respondents view the Oreo Facebook page as the official outlet for product information which makes sense given that it is monitored and maintained by the brand. As evidenced in the respondent statements, trust, involvement, and investment seem to arise from real world connections to Oreo, the cookie, and Oreo, the brand. The respondents’ investment in continuing their behavior of consuming Oreo cookies seems to lead them to connect with familiar brands and products in the social space. In a sense, this allows the respondents to align elements of their past with social aspects of the present.

The second research question posed in this study focused on the respondents’ connection with Oreo and two-way communication in attempts to determine if respondents expect to impact and be impacted by Oreo. Responses were mixed in this

line of questioning. While many respondents indicated a connection to Oreo to learn of product information, recipes, and new releases, only three of the respondents described a belief that those who like Oreo on Facebook have the opportunity or ability to affect the brand. Respondent #8 stated, “their page can be used as another way to communicate satisfaction or dissatisfaction with their product... kinda for customer service purposes.” Another respondent (Respondent #9) went a step further in identifying a gap between consumer comments and Oreo response by saying, “companies may not always be able to respond to the individuals who are commenting on their pages but I think they value the opinions/thoughts that are shared globally.” Respondent #11 tied the connection directly to customer feedback and said, “yes, if they truly care about their customers or fans, they can ask those questions and get a genuine answer.”

Of the nine respondents who identified a more one-way communication structure, none were more directly opposed to the idea of mutual impact than Respondent #2. Respondent #2 indicated that while they would be more likely to “like” and share Oreo’s content, they would be unlikely to comment on their content. When asked why, Respondent #2 first said:

Respondent #2:

“Well along with many brands, so many people comment that I feel it’s pretty pointless to add my one comment to the thousands and thousands.”

With a focus on connectivity, it is interesting to hear a respondent indicate that commenting directly on the page (and to the brand) is pointless. One of the objectives of a social media page is to provide a forum for consumers to communicate directly with the brand (Nielsen, 2012). When probed, Respondent #2 went on to add that communicating

directly with the brand is “just not that important to me.” While not communicative with the brand, Respondent #2 did later concede that others are and that it is likely that someone reads and responds to those comments,

Respondent #2:

“I’m pretty sure whoever runs the page itself reads comments posted and carries feedback to those in power.”

There seems to be a bit of a disconnect between the respondent’s belief that connecting with a brand through comments on their messages is pointless and the belief that someone affiliated with the brand reviews the information for feedback. Another respondent echoed the sentiments of Respondent #2 and tied it back to their perception of Facebook’s overall purpose. In response to questioning around the benefits of connecting to Oreo, Respondent #10 indicated a disbelief in an ability to provide feedback to Oreo on their page and in the likelihood that they’d engage and incorporate said feedback. “I am not sure,” stated Respondent #11. “I don’t think that is what their fb (Facebook) page is for. I think fb is just for entertainment or marketing.”

As noted earlier, several respondents identified their connection primarily motivated by deals or coupons. This connection indicates a mutually exclusive give and take relationship among some of the respondents and Oreo. For example, when questioned about the benefits of connecting with Oreo on Facebook, Respondent #1 answered, “They have good promotions from time to time and if there are questions regarding the product, it doesn’t take long to post a question and an answer.” Even in mentioning the question and answer interaction, Respondent #1 highlights the aforementioned give and take relationship in which Oreo provides a benefit and the consumer absorbs that benefit. In the case of Respondent #1’s statement, engaging with

Oreo to ask a question and obtain an answer falls within the realm of being impacted by the brand without the consumer actually having an impact on the brand.

The third research question addressed in this study relates to the COBRA categories (Mutinga, et al., 2011) identified earlier. It was the partial purpose of this study to determine if the self-identified COBRA categorization (Mutinga, et al., 2011) would indicate a stronger likelihood to actively engage with Oreo on Facebook. To determine the level of usage and types of activity on Facebook (beyond the general usage information mentioned at the start of this chapter), each respondent was asked to rank the following three statements in order of what they do the most to least:

- 1) I mainly read content on Facebook and rarely interact with it
- 2) I read content on Facebook and also engage with it by liking a post, commenting, or sharing the information with other friends
- 3) I not only read content on Facebook, I engage with it in a number of ways and also create new posts or share new information with others.

These three statements align with the levels of engagement identified in Muntinga, Moorman, and Smit's (2011) study of consumer online brand activities, which lists the three levels of online engagement: consuming, contributing, and creating. Consumers simply view content without any sort of interaction with it, contributors not only read content but they will occasionally comment or like the message, and creators will read and engage with content while also sharing it and add their own perspective on it (Mutinga, et al., 2011).

The three statements (above) presented to the respondents are in the following order: consumers, contributors, and creators. Seven of the 12 participants indicated primary alignment with the creator category by selecting "3" as the activity they most identify with on Facebook. Furthermore, these seven participants all ordered their activity

ranking as “3,2,1” which indicates the view that they are mostly creators then collaborators and finally consumers. Five of the 12 participants indicated primary alignment with the collaborator category by selecting “2” as the activity category they most identify with. Of these five respondents, four ordered their activity rankings as “2,3,1” which indicates the view that they are mostly collaborators then creators and finally consumers. One respondent ordered the activity ranking as “2,1,3” which indicates the view of being primarily a collaborator then a consumer and lastly a creator. None of the participants selected “1”, or the consumer selection, as their primary activity category.

Of the seven respondents that primarily identify as a creator, all indicated high levels of activity with Oreo currently and a high likelihood that this activity (liking content, commenting on content, and sharing Oreo content) would continue. The respondents responded “very likely” when asked about the possibility of conducting the various activity in relations to Oreo’s content. Respondent #1 discussed, at length, how ingrained the use of the Oreo Facebook page is in their home including the preparation of a submission for a special Oreo Facebook program titled Oreo Moments. Oreo Moments (Facebook, 2013) is a content sharing program that allows users to submit a brief story pertaining to the user and Oreos in order to be featured on the website. According to Respondent #1, “I have a three year old, so a video is in the works.” Respondent #10 provided a simple answer as to the motivations to keep engaging with Oreo on Facebook by stating, “I like their content so I am willing to share it.” According to Respondent #11, “If I enjoy it and think others might enjoy it too then I’ll share it. ...I like to give my friends value, not clog their feed.”

For the five respondents that primarily identify as a contributor, current and future levels of Facebook activity were mostly moderate. Furthermore, many of the five respondents indicated a low likelihood of sharing the content in the future. From not visiting the page often (as is the case of Respondent #8) or relying on updates to appear in the news feed (Respondent #3), these respondents didn't indicate a likelihood or willingness of proactively seeking out Oreo content to interact and engage with. The overall engagement theme seemed to be that of interacting when content is presented to them as they are going about their normal Facebook activities.

Of the five respondents who identify as contributors, Respondent #5 responded in a way that was counter to the responses of the rest of the group. Respondent #5 listed a different reason for liking Oreo on Facebook from the rest of the respondents. Respondent #5 described the motivation to like Oreo on Facebook as, "they posted a multi-colored Oreo in support of gay pride month and I thought that was deserving of a like and a picture like." Respondent #5 then confirmed the sole reason for liking the page was due to the gay rights support by stating, "the gay rights. Especially considering the backlash they could/did get." Respondent #5 is the only participant of the small sample group who still "likes" the page but receives no updates from Oreo due to muting their content. Muting the content of a brand page allows you to like the page and have access to their content without receiving any updates or seeing information about the brand in your news feed (Facebook, 2013).

The final research question addressed in this study attempts to identify the practices in place by Oreo to foster a positive experience among fans on their Facebook page. In studying the motivations of consumers and why they connect with brands on

Facebook, it is also important to identify common practices that seem to work among consumers. In the case of Oreo, the respondents aligned on various components of the page that fostered a positive engagement experience for them. When asked what about the page was engaging, the respondents seemed to heavily appreciate the variety of recipes and cool things to do with the cookies that are shared on the page. According to Respondent #1:

Respondent #1

“Well, we have friends over often, so making snacks that can start conversations is helpful. Oreo almost always has something to do with that.”

Respondent #2 presented a similar statement:

Respondent #2

“Most definitely, I always like their creative recipe posts or promotional pics for Christmas and Easter.”

Positive statements regarding shared recipes, new ways to enjoy the product, and new product flavors were made by the majority of the respondents. Respondent #10 responded with recipe answers when questioned on aspects of the page that evoke a desire to like content, comment on content, and share content with friends. Staying informed of new flavors was mentioned multiple times by Respondent #12 during the interview: Respondent #8 described learning of the “birthday cake cookie flavor” as a result of connecting with Oreo on Facebook. Respondent #12 talked about the increase in page visits when a new flavor debuts. Respondent #12 describes visiting the page a few times “especially when they debut a new flavor.”

Another common experiential enjoyment aspect for the respondents was the imagery and picture content posted by Oreo. According to Respondent #6, “I really like

the fun images they include with each post.” This enjoyment was also expressed by Respondent #7: “...and I like their clever photos.” Respondent #7 goes on to indicate that these clever and funny photos would be the most likely aspects of the page to generate the desire to interact with Oreo’s content. Respondent #3 highlighted one of Oreo’s picture post series as a strong reason for liking the page. “I love their ‘said no one/nobody ever’ posts. Those crack me up. I also like that they switch their cover photo each day celebrating a birthday of one of their fans,” said Respondent #3. The respondents continued reference to the pictures posted on Oreo’s Facebook page indicates a common desire for attention grabbing images. Respondent #12 stated, “My favorite thing is their cute little ad memes.” As evidenced by the respondent’s comments, attractive imagery can increase the likelihood of consumer engagement.

Chapter Five:

Discussion

This study took a phenomenological approach to social media by looking at the perceived experience of connecting and interacting with a brand on Facebook. To look at this experience, Oreo was selected due to its major presence on the website as one of the largest brands (Facebook, 2013). In following the relationship management theory (Ledingham, 1998; Ledingham, 2003), businesses continue to engage customers in organization-public situations that involve mutual benefit versus a one-way communication model. Being that Facebook is a two-way communication tool, it seems to naturally align with the recommended organization-public dialogue often touted as crucial to a company's success.

Within a framework of the organization-public dimensions (Ledingham, 2003), this study attempted to determine if Oreo's actions were perceived by current fans as continuously engaging and as a way to connect directly with the brand. Ledingham's (2003) dimensions of trust, involvement, investment, openness, and commitment were used to determine and identify the connections of the current fans interviewed.

This study also engaged the respondents to self-identify with the consumer online brand activities (COBRA) categories (consumer, contributor, creator) developed by Mutinga, et al (2011). Finally, the study looked at common Oreo practices that the

respondents, collectively, gravitated to as appealing or as a driver of their continued involvement with Oreo on Facebook.

Based on many of the respondents' gravitation toward Oreo on Facebook as an extension of their affinity for the brand and the product, the involvement and investment dimensions (Ledingham, 2003) are recognizable in that the respondents displayed a willingness to socially engage with a brand that they use (and have used for quite some time). Several of the respondents identified the connection they have had with the brand from their youth to the present. Moreover, the involvement with Oreo was tied to positive, emotional memories from youth that generate a fondness toward the brand. Investment in Oreo on Facebook is also identifiable in the many of the respondents' practice of sharing Oreo content with friends as well as their indicating they will continue to do so. Not only does this strengthen the connection between Oreo and the consumer, it also provides an added level of credibility to the overall brand due to the credibility of the sharer among his or her Facebook connections.

The trust dimension (Ledingham, 2003) is also recognizable in the credibility that participants project onto the Oreo Facebook page as the source for learning about new products, asking brand related questions, and offering feedback. Of the five dimensions, consumer trust is the most readily identifiable because the connection is perceived to be an official connection. It is assumed (by the information presented on the page) that the makers of Oreo also run the Facebook page as opposed to the page being a fan page run by an admirer of the product of which there are several including nods to Oreo O's (the cereal), Oreo Mcflurries, and eating Oreo everything (Facebook, 2013). By following the updates of Oreo within their own Facebook account, the respondents indicate a

willingness to stay informed on the product. The respondents trust that Oreo will put out real time information that will highlight cookie flavors, new ways to enjoy Oreos, and more.

The other two dimensions (openness and commitment) were a bit harder to discern from the interviews. Respondents did indicate an expected openness of Oreo related to product updates, flavors, and other relevant information. Mostly, this openness identification is found in the recipe sharing that Oreo regularly engages in. Respondents commonly identified the recipe sharing as a new way for them to enjoy the cookie. An extension of the recipe information includes the release of new flavors. Respondents also mentioned connecting with Oreo to learn of new products, flavors, or enhancements. Some of the respondents described customer feedback as a way for consumers to engage with the brand to have an impact but most felt as though the benefit came to consumers from Oreo in the form of information and/or promotions. The respondents did not readily identify behaviors or aspects of the Oreo page that demonstrated a perceived commitment to them outside of providing information on the product. Conversely, the respondents were mixed on their commitment level to Oreo. While some indicated a high likelihood of sharing Oreo information with their connection groups, others weren't as committed to the brand in that respect.

In addition to their connection with Oreo on Facebook, the respondents were also asked to categorize themselves depending on their activities on the website. Creators are those who generate original content for others to see, engage with existing content, and read/view content (Mutinga, et al., 2011). Collaborators are those who engage with existing content and read/view information (Mutinga, et al., 2011). Consumers are those

who simply read or view content without interacting with it (Mutinga, et al., 2011). The majority of the respondents easily identified themselves as creators above all else. Those who didn't primarily identify as creators did identify as collaborators. None of the 12 identified with being a consumer. This finding is not surprising given that social media's popularity continues to rise within the general population. With over one billion profiles (Facebook, 2013), the likelihood that those interacting on the site in an active manner versus a passive one is greater.

Those who did align with the creator category did display a higher likelihood of current, active engagement with Oreo and sharing Oreo's content with their friends. Additionally, the creators indicated a higher likelihood of engaging with Oreo through liking their content, commenting on their content, and sharing their content in the future than those that identified themselves as contributors. The contributors varied on the current activity with Oreo as well as what they would likely do in the future. Additionally, the contributors seemed to like the Oreo page for more surface level reasons than that of the creators. The contributors would occasionally like a post or check the page sparingly. Contributors would mainly engage with existing posts but would not share content making it so that their experience was mainly between them and Oreo.

Finally, this study attempted to identify some Oreo behaviors that helped generate a positive experience among its fans on Facebook. With such a strong, positive response to Oreo on the site, one can argue that Oreo accomplishes this task. Even after conducting the interviews, how it generates this positive experience is largely unknown even though answers from the respondents shed light on potential practices that are engaging and generate a desire for continued engagement. Most, if not all, of the respondents identified

the attractive images as a reason they continued to engage with Oreo on Facebook. Describing them as “witty” or “funny” or “hysterical” , the respondents seemed to not only enjoy the visually appealing images but also the humor, wit, and charm behind them. Each Oreo post is accompanied by an image and that image usually houses the main message. The status box that accompanies the photo usually contains teaser copy. In addition to the images, several of the respondents identified the usefulness of the recipe/product use information listed on the page. Oreo often posts recipe or product use information for a variety of holidays and social gatherings. Recent examples include Halloween recipes, Christmas recipes, and Valentine’s Day recipes. The respondents further identified the connection between their online activities and real life activities by describing the situations in which they have used the Oreo recipes while entertaining guests in addition to the times in which they would use them.

The research presented helps advance relationship management theory (Ferguson, 1984; Broom et al., 1997; Ledingham, 1998; Bruning & Ledingham, 1999; Ledingham, 2003; Bruning et al., 2004; Banning & Schoen, 2007; Baek et al., 2011) by demonstrating a tie between the organization-public relationships commonly strived for in public relations and the use of social media, specifically Facebook. The data indicates a natural relationship between an organization and public connection in real life with a social media user’s online life. Connection with a brand on Facebook seemed to be contingent, in this study, upon an existing connection versus a new one created due to primary exposure on the website. The continued mention of enjoying Oreo, as well as the tie to youthful memories, demonstrated an involvement on the part of the respondents with the brand. Moreover, Ledingham’s (2003) five dimensions of trust, involvement, investment,

openness, and commitment were all present, to varying degrees, within the responses received in the interviews. The identification of these dimensions commonly occurring among the respondents lends credibility to the belief that they should be present in the organization-public relationship in order for a continued engagement and interaction to exist among consumers with brands on Facebook.

In the practice of public relations efforts and the engagement of consumers online, the results detailed in this study identify an evolution in communication that must be studied. As researchers and practitioners work to determine ways to establish and maintain beneficial organization-public relationships, the study of consumer's online brand activities will continue to be important as avenues of communication increase and primary communication vehicles align with the latest technology. With Facebook's continuously increasing popularity and dominance in the social media space (Nielsen, 2012; Facebook, 2013) coupled with the fact that adults online spend 22% of their online time on Facebook (Nielsen, 2012), a need to study the application of relevant existing public relations theories to this communication medium is apparent.

The results of this study have implications beyond Oreo's activity on Facebook. The study and results presented here help identify a perceived experience on Facebook created by Oreo. In general, this study was designed to review the activities of a brand on Facebook and how that brand's fans engage. To grow the research in this area, this study can be replicated using different brands on Facebook to determine if their fans provide similar answers to the proposed questions. Identifying these commonalities can help generalize the information to identify best practices for businesses attempting to create and grow a presence on Facebook. With the study of consumer's connections with brands

on Facebook so light, this additional research will serve as either confirmation of the findings presented here or will identify the existence of additional factors that impact the connection between consumers and brands on Facebook. As noted throughout this study, Facebook's continued growth in use and popularity highlight a need for businesses to engage customers on the website in ways that are organic and natural to the communication environment.

As researchers gather additional findings on the experience created by a brand to spur consumer's brand connections on Facebook, the understanding of social media usage will continue to grow. This stream of research moves beyond an analysis of general motivations of Facebook use and the needs or desires that the use fulfills. With an increasing wealth of knowledge on general usage, it is time to focus beyond surface level usage reasons. As consumer interaction becomes a larger part of activity on Facebook, usage studies must extend to cover this type of behavior to understand this added level of organization-public relationships on social media. Studies such as the one presented here look at those organization-public relationships from the perspective of the experience it creates among consumers. Understanding that experience will help to discern the needed attributes in the communication stream for mutual engagement.

It is important to note that this study faced a number of limitations. First, the level of research on consumer connections with brands on Facebook is very minimal. Not only is social media, as a whole, still evolving along with consumer behaviors, it is also still developing as it is a relatively new technological development when compared to other technological advances such as the radio, the television, and the cellular phone. The same can be said for Facebook. Facebook hasn't yet reached its tenth year in existence and it

has amassed quite a following in a short span of time. The current research concerning Facebook largely hovers around people's motivations for using it and what needs/wants this use fulfills. Another limitation of the study is the lack of generalizability of the results. While an acceptable amount for a qualitative study involving interviewing, the sample group of 12 individuals disqualifies this study from being generalizable. It is not representative of those who like Oreos (over 32 million) due to the small sample in comparison with the number of total fans on the page as well as the members of the sample. That said, the information derived from these interviews provides valuable insight into consumer brand connections. Those included in the study sampled were selected using current connections to the author. These connections include acquaintances, friends, and colleagues. A sample of convenience was employed here due to the interview method selected as well as a group of individuals who are readily identifiable as current Facebook users and fans of Oreos on the website. Although a limitation, this sample group is still able to produce varied opinions and feedback due to the various connection types. While all connections on Facebook, each connection is substantially different and does not automatically correlate to a) a close friend or b) a person who is like-minded to the author.

In spite of the limitations, this study accomplishes much of what the researcher set out to do. Namely, it helps provide foundational research and insight into why consumers connect with brands on Facebook. These insights can help those in academia as well as professionals who are tasked with managing a brand's Facebook page in that an understanding of what works on the site starts to form. One of the clearest learnings from this study is the need for a genuine presence on the website as well as a strong reputation

in the real world. The respondents in this study consistently identified the connection between real world usage and connection on social media. The research also shows that Oreo was able to create a brand voice on Facebook that resonates well with those included in this study.

Further research is required to grow our understanding of Facebook and why consumers choose to connect with brands there. Thus far, Facebook's growth seems to show no signs of slowing. In just 9 years, the website has helped change how we communicate with one another and with the companies whose products we use. Insight into brand-consumer relationships on Facebook is important as users begin to spend more and more time on the website. Future studies should actively explore the motivations of connection both from a positive and negative perspective. This study largely touched on positive mentions. Even so, the respondents would mention a subject (e.g. customer feedback) that could be positive or negative. Customers often engage in social care (Nielsen, 2012) when in need of help or a problem fixed by a company so it'd be advantageous to incorporate the study of social care into understanding the connection of consumers and brands on Facebook. While this study was qualitative, future research should incorporate quantitative measures in the study of the phenomenon. Ultimately, a mixed-method approach may work well in future studies due to the ability to generalize study information and gain verbatim feedback that can provide clues to experiences outside of those that are quantifiable. The continued study of the consumer-brand connection on Facebook phenomenon will aid those in academia by producing results that indicate a change in the organization-public dialogue that can then be taught to future communication professionals. Active professionals can also benefit from this research

through the identification of methods and behaviors that produce results within the social media realm. With so many companies jumping on the social media bandwagon, it is time to understand what really works.

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Appendices

Appendix A: IRB Approval Letter



RESEARCH INTEGRITY AND COMPLIANCE
Institutional Review Boards, FWA No. 00001669
12901 Bruce B. Downs Blvd., MDC035 • Tampa, FL 33612-4799
(813) 974-5638 • FAX(813)974-7091

3/22/2013

Rodobaldo Gonzalez, III
Mass Communication
4202 East Fowler Ave.
Tampa, FL 33620

RE: Expedited Approval for Initial Review

IRB#: Pro00010760

Title: Facebook and Oreo: A Look at the Experience of those who Like Oreo on Facebook

Study Approval Period: 3/22/2013 to 3/22/2014

Dear Mr. Gonzalez:

On 3/22/2013, the Institutional Review Board (IRB) reviewed and **APPROVED** the above application and all documents outlined below.

Approved Item(s):

Protocol Document(s):

[Protocol for Oreo Facebook Study 11.11.docx](#)

Consent/Assent Document(s)*:

[Oreo Consent Form 11.11.docx.pdf](#)

*Please use only the official IRB stamped informed consent/assent document(s) found under the "Attachments" tab. Please note, these consent/assent document(s) are only valid during the approval period indicated at the top of the form(s).

It was the determination of the IRB that your study qualified for expedited review which includes activities that (1) present no more than minimal risk to human subjects, and (2) involve only procedures listed in one or more of the categories outlined below. The IRB may review research through the expedited review procedure authorized by 45CFR46.110 and 21 CFR 56.110. The research proposed in this study is categorized under the following expedited review category:

(7) Research on individual or group characteristics or behavior (including, but not limited to, research on perception, cognition, motivation, identity, language, communication, cultural beliefs or practices, and social behavior) or research employing survey, interview, oral history, focus group, program evaluation, human factors evaluation, or quality assurance methodologies.

As the principal investigator of this study, it is your responsibility to conduct this study in accordance with IRB policies and procedures and as approved by the IRB. Any changes to the approved research must be submitted to the IRB for review and approval by an amendment.

We appreciate your dedication to the ethical conduct of human subject research at the University of South Florida and your continued commitment to human research protections. If you have any questions regarding this matter, please call 813-974-5638.

Sincerely,



John Schinka, Ph.D., Chairperson
USF Institutional Review Board

Appendix B: Interview Questions

Goals of interview:

- Identify potential common behaviors in the experience.
- Identify what draws consumers to the page
- Ensure anonymity

Interview questions:

- 1) Name and Age
- 2) Location
- 3) How often do you use Facebook?
- 4) How long have you been a Facebook user?
- 5) What are your reasons for using Facebook?
- 6) Do you typically read the content on Facebook without any interaction?
- 7) Do you typically read content and engage (comment, like, share) on Facebook?
- 8) Do you typically read content, engage on Facebook and also create and distribute information on Facebook?
- 9) Are you familiar with liking a brand on Facebook?
- 10) Do you “like” companies and or brand pages on Facebook?
- 11) What are some companies and/or brands you have “liked” on Facebook?
- 12) If yes, why do you connect with companies?
- 13) Do you “like” the Oreo Facebook page?
- 14) Why did you choose to “like” (connect with) the Oreo Facebook page?
- 15) How often do you visit the Oreo page?
- 16) Why do you visit the Oreo Facebook page?
- 17) What are some aspects of the Oreo page that you like?
- 18) What aspects of the Oreo page do you feel would engage you to like their content?
- 19) What aspects of the Oreo page do you feel would cause you to share their content?
- 20) What aspects of the oreo page do you feel would cause you to comment on their content?
- 21) What do you believe are the benefits of connecting with Oreo on Facebook?
- 22) How likely are you to like Oreo content in the future
- 23) How likely are you to share Oreo content in the future
- 24) How likely are you to comment on Oreo content in the future?

Appendix C: Interview Transcripts

Respondent #1:

Roly Gonzalez (11/4/2012 3:27:55 PM): Hi, are you there?

Respondent #1 (11/4/2012 3:28:03 PM): Yes i am

Roly Gonzalez (11/4/2012 3:28:46 PM): Thank you for agreeing to participate in today's interview. Before we get started I just want to go over a few things

Roly Gonzalez (11/4/2012 3:29:44 PM): First, today's interview is voluntary and you are free to discontinue the interview at any point should you feel uncomfortable with any of the subject matter or simply do not want to proceed. Additionally, this is voluntary so there will be no compensation for participation.

Roly Gonzalez (11/4/2012 3:30:52 PM): The results from today's interview will be presented in a variety of educational formats. Your comments and answers will presented anonymously. I will be the only person who knows your personal information (i.e. Name, Age, Location, etc...)

Respondent #1 (11/4/2012 3:30:52 PM): ok

Respondent #1 (11/4/2012 3:31:02 PM): sounds good

Roly Gonzalez (11/4/2012 3:31:02 PM): Sound good? Would you still like to continue?

Respondent #1 (11/4/2012 3:31:07 PM): sure

Roly Gonzalez (11/4/2012 3:31:11 PM): Awesome... let's get started

Roly Gonzalez (11/4/2012 3:31:15 PM):

Roly Gonzalez (11/4/2012 3:32:02 PM): Remember... today's session is very information... more of a conversation between the two of us. i'm looking to gain your insight. there are no right or wrong answers

Roly Gonzalez (11/4/2012 3:33:12 PM): Ok... just to confirm, do you have a Facebook account?

Respondent #1 (11/4/2012 3:33:16 PM): yes i do

Roly Gonzalez (11/4/2012 3:33:30 PM): Perfect... and how often do you use your Facebook account?

Respondent #1 (11/4/2012 3:33:42 PM): a few times a day

Roly Gonzalez (11/4/2012 3:34:20 PM): nice... so what type of Facebook user would you say you are? Beginner? Intermediate? Novice?

Respondent #1 (11/4/2012 3:34:48 PM): well, i would say a bit better than intermediate....

Roly Gonzalez (11/4/2012 3:35:12 PM): A bit better than intermediate? How would you define that?

Respondent #1 (11/4/2012 3:36:50 PM): Well, i would call a novice a person who "stalks" others only. intermediate may upload info and share with others. I do a bit more in that my wife and i use it in our day to day lives with business

Roly Gonzalez (11/4/2012 3:37:12 PM): ah, gotcha... how do you use with your business?

Respondent #1 (11/4/2012 3:37:40 PM): when we are looking to get something done to the house, we reach out to our friends for their opinions

Respondent #1 (11/4/2012 3:37:55 PM): we also enjoy coupons that many business's give out on social media

Roly Gonzalez (11/4/2012 3:38:31 PM): sounds like you do a variety of things on Facebook. what would you say your top reasons for using Facebook are?

Respondent #1 (11/4/2012 3:38:47 PM): first, it a convienece

Respondent #1 (11/4/2012 3:39:09 PM): sometimes its nice to see what people are up to without being obligated to have an all out conversation with them

Respondent #1 (11/4/2012 3:39:33 PM): secondly, it is a great way for our out of state family to stay in contact with our lives

Respondent #1 (11/4/2012 3:40:26 PM): lastly, a lot of my friends that are business owners use it for that platform as well

Roly Gonzalez (11/4/2012 3:40:38 PM): I agree... it's a good keep in touch tool. to make sure i understand correctly, sounds like you're saying that you mainly use Facebook to keep in touch with people and to stay updated on those that you care about?

Respondent #1 (11/4/2012 3:41:21 PM): correct

Roly Gonzalez (11/4/2012 3:41:44 PM): Alright... let's jump in to your activities on Facebook

Roly Gonzalez (11/4/2012 3:42:32 PM): Please rank the the three situations in the order of which you think most applies to what you do from most to least:

Roly Gonzalez (11/4/2012 3:42:52 PM): 1) I mainly read content on Facebook and rarely interact with it

Roly Gonzalez (11/4/2012 3:43:16 PM): 2) I read content on Facebook and also engage with it by liking a post, commenting, or sharing the information with other friends

Roly Gonzalez (11/4/2012 3:43:50 PM): 3) I not only read content on Facebook, I engage with it in a number of ways and also create new posts or share new information with others

Respondent #1 (11/4/2012 3:44:11 PM): 3,2,1

Respondent #1 (11/4/2012 3:44:16 PM): that was easy

Roly Gonzalez (11/4/2012 3:44:26 PM): hahaglad it wasn't a stumper

Roly Gonzalez (11/4/2012 3:45:11 PM): in keeping with those three... please assign a percentage value to each to state how much of your Facebook time you believe to be spent on each of the statements

Roly Gonzalez (11/4/2012 3:45:14 PM): make sense?

Respondent #1 (11/4/2012 3:45:39 PM): yes....

Respondent #1 (11/4/2012 3:45:45 PM): 40%

Respondent #1 (11/4/2012 3:45:52 PM): 30%

Respondent #1 (11/4/2012 3:46:06 PM): 20-30%

Respondent #1 (11/4/2012 3:46:24 PM): i know that technically leaves out like 10 points, but its still right

Roly Gonzalez (11/4/2012 3:46:37 PM): i noticed that the final 10% is up in the air

Respondent #1 (11/4/2012 3:46:48 PM): i like to distribute it amongst the three

Roly Gonzalez (11/4/2012 3:47:11 PM): how would you like to distribute it among the three (it's all in the details haha)

Respondent #1 (11/4/2012 3:47:26 PM): we will make it:

Respondent #1 (11/4/2012 3:47:29 PM): 45%

Respondent #1 (11/4/2012 3:47:40 PM): 33%

Respondent #1 (11/4/2012 3:47:55 PM): 22%

Roly Gonzalez (11/4/2012 3:48:09 PM): Nice... i like your even distribution

Respondent #1 (11/4/2012 3:48:16 PM): indeed.

Roly Gonzalez (11/4/2012 3:48:28 PM): and to confirm, that list is in the same order as the 3,2,1 answer you provided a few minutes ago?

Respondent #1 (11/4/2012 3:48:46 PM): that is correct

Roly Gonzalez (11/4/2012 3:48:48 PM): k

Roly Gonzalez (11/4/2012 3:49:11 PM): You mentioned using Facebook for business earlier... let's explore businesses on Facebook.

Roly Gonzalez (11/4/2012 3:49:23 PM): Are you familiar with "liking" a brand on Facebook?

Respondent #1 (11/4/2012 3:49:41 PM): yes i am

Roly Gonzalez (11/4/2012 3:49:56 PM): ok... will you define for me what liking a brand on company on Facebook means?

Respondent #1 (11/4/2012 3:51:43 PM): a company opens up a "fan Page" of sorts where they can promote their products. from their, you can search for that company and like it so that its news feeds appear on your wall

Roly Gonzalez (11/4/2012 3:52:13 PM): ok, perfect...

Roly Gonzalez (11/4/2012 3:52:48 PM): Does liking a brand on Facebook allow you to connect with that brand and/or company/

Respondent #1 (11/4/2012 3:53:58 PM): i think it does

Roly Gonzalez (11/4/2012 3:54:09 PM): cool, we will explore that very shortly.

Roly Gonzalez (11/4/2012 3:54:26 PM): First, let's start with the basics... do you "like" or connect with any brands or companies on Facebook?

Respondent #1 (11/4/2012 3:54:57 PM): yes i do. a few business that i know of and companies that we buy from

Roly Gonzalez (11/4/2012 3:55:28 PM): Ok... what are some specific examples of businesses, companies, or brands whose Facebook page you have liked?

Respondent #1 (11/4/2012 3:56:14 PM): for starters, almost every vendor that public stocks

Roly Gonzalez (11/4/2012 3:56:31 PM): haha sounds like you've "Liked" a lot of Facebook pages!

Respondent #1 (11/4/2012 3:56:38 PM): did you know that nabisco gives out a coupon every month for their products

Respondent #1 (11/4/2012 3:56:53 PM): my wife has helped with that

Roly Gonzalez (11/4/2012 3:57:04 PM): that's a good tip... i'll have to keep that in mind and step up my "liking" game, lol

Roly Gonzalez (11/4/2012 3:57:34 PM): Speaking of Nabisco... as you know, part of today's conversations deals with the Oreo Facebook page.

Roly Gonzalez (11/4/2012 3:57:44 PM): Have you liked the Oreo Facebook page?

Respondent #1 (11/4/2012 3:57:48 PM): yes i have

Roly Gonzalez (11/4/2012 3:58:07 PM): perfect... and why did you choose to like Oreo's Facebook page?

Respondent #1 (11/4/2012 3:58:37 PM): because the double stuffed oreo was the greatest invention since sliced bread

Roly Gonzalez (11/4/2012 3:58:59 PM): haha sounds like your a fan of Oreos in real life

Respondent #1 (11/4/2012 3:59:02 PM): and because i am more inclined to find out about a deal online than in print or on tv

Roly Gonzalez (11/4/2012 3:59:41 PM): ah... so would you say your connection with oreo on Facebook is motivated equally by enjoyment of the product and the desire for deals?

Respondent #1 (11/4/2012 4:00:10 PM): it is..., but they also have a very good page

Respondent #1 (11/4/2012 4:00:36 PM): they often have interesting things to posted that are funny that i share every now and then

Roly Gonzalez (11/4/2012 4:01:00 PM): cool cool... leads directly into my next question (you're psychic aren't you lol)

Roly Gonzalez (11/4/2012 4:01:10 PM): what are some aspects of the Oreo Facebook page that you like?

Respondent #1 (11/4/2012 4:01:58 PM): well right now they are celebrating 100 years...that has had some neat stuff.

Respondent #1 (11/4/2012 4:02:35 PM): there is also the oreo moments link where you can share a story involving oreos and yourself and they share it as well

Roly Gonzalez (11/4/2012 4:02:36 PM): cool... what kind of neat stuff?

Respondent #1 (11/4/2012 4:02:43 PM): refer to above text

Roly Gonzalez (11/4/2012 4:02:53 PM): haha our messages crossed

Roly Gonzalez (11/4/2012 4:03:14 PM): would you submit an Oreo Moments story?

Respondent #1 (11/4/2012 4:03:45 PM): i have a three year old, so a video is in the works...

Roly Gonzalez (11/4/2012 4:04:11 PM): not just a story, a video... nice, you'll have to keep me posted on that one.

Roly Gonzalez (11/4/2012 4:04:29 PM): in continuing to talk about the page, let's focus in on the messages they share

Roly Gonzalez (11/4/2012 4:04:46 PM): what are some aspects of the page that you feel would engage you to "Like" a post?

Respondent #1 (11/4/2012 4:05:33 PM): well they just ran a bunch of creative posts for halloween using their cookies.

Roly Gonzalez (11/4/2012 4:05:55 PM): and did you click "like" on any of those posts?

Respondent #1 (11/4/2012 4:05:58 PM): we like some of those pages because it gave us cool things to do for little get togethers

Respondent #1 (11/4/2012 4:06:16 PM): yes and i would usually share it

Roly Gonzalez (11/4/2012 4:06:29 PM): ok, let me also take a step back here... in this section when I mention "Like"... there's a feature on each post that allows you to "like" the actual message... just want to make sure we're on the same page

Respondent #1 (11/4/2012 4:06:58 PM): yes, where you actually click "like" on the post

Roly Gonzalez (11/4/2012 4:07:03 PM): yep, exactly

Roly Gonzalez (11/4/2012 4:07:19 PM): and from your answer above, it sounds like you would not only like but also share the content

Respondent #1 (11/4/2012 4:07:44 PM): yes, a lot of our friends have kids and the posts are very friendly to that audience

Roly Gonzalez (11/4/2012 4:08:04 PM): for liking and sharing content, what about the content would make you engage with it? is it that it's informative, fun, helpful, etc?

Respondent #1 (11/4/2012 4:08:55 PM): well, it is fun and creative. that is what makes me engage with it. i think it is nice to be involved with a product that we enjoy

Roly Gonzalez (11/4/2012 4:09:03 PM): cool... i couldn't agree more...

Roly Gonzalez (11/4/2012 4:09:12 PM): so what do you feel are the benefits of connecting with Oreo on Facebook?

Respondent #1 (11/4/2012 4:10:35 PM): like i said before, they do a very good job with the page. They have good promotions from time to time and if there are questions regarding the product, it doesn't take long to post a question and receive an answer

Respondent #1 (11/4/2012 4:10:51 PM): my wife did that with the nabisco page

Roly Gonzalez (11/4/2012 4:11:23 PM): gotcha... do you see the connection as just informative from Oreo to you or more two-way communication?

Respondent #1 (11/4/2012 4:12:18 PM): well, in my wifes case, a store stopped carrying one of their products, we went on the page and asked about it and they gave us another location to find it. so it does work two ways

Roly Gonzalez (11/4/2012 4:12:36 PM): cool and do you believe the Oreo page works that way?

Respondent #1 (11/4/2012 4:12:45 PM): yes i do

Roly Gonzalez (11/4/2012 4:12:56 PM): ok, perfect...

Respondent #1 (11/4/2012 4:13:11 PM): thats the idea behind the page, so oreo can connect with us as well

Roly Gonzalez (11/4/2012 4:13:19 PM): nice, i like that statement

Roly Gonzalez (11/4/2012 4:13:30 PM): well we are now getting into the final questions of the interview..

Roly Gonzalez (11/4/2012 4:13:39 PM): how likely are you to "like" Oreo content in the future?

Respondent #1 (11/4/2012 4:13:59 PM): highly likely

Roly Gonzalez (11/4/2012 4:14:14 PM): How likely are you to comment on Oreo's content in the future?

Respondent #1 (11/4/2012 4:14:34 PM): just as likely if it is a good creative post

Roly Gonzalez (11/4/2012 4:15:01 PM): for you, what would make it a good creative post? What would the post have to include?

Respondent #1 (11/4/2012 4:15:59 PM): well, we have friends over often, so making snacks that can start conversations is helpful. Oreo almost always has something to do with that

Respondent #1 (11/4/2012 4:16:17 PM): we use the ideas we find on the page

Roly Gonzalez (11/4/2012 4:16:19 PM): cool cool... and my second to last question (maybe lol)

Roly Gonzalez (11/4/2012 4:16:27 PM): how likely are you to share Oreo's content in the future

Respondent #1 (11/4/2012 4:17:04 PM): very likely to share their content. especially if we use their ideas

Roly Gonzalez (11/4/2012 4:17:21 PM): nice...

Respondent #1 (11/4/2012 4:17:35 PM): give credit where it is due

Roly Gonzalez (11/4/2012 4:18:17 PM): yes sir, we definitely want to give credit where it's due.

To wrap up... do you have any additional thoughts that you'd like to share regarding your connection with Oreo on Facebook? It sounds like you're pretty engaged with them

Respondent #1 (11/4/2012 4:19:37 PM): I got hooked when a friend told me that they were getting coupons from it. That is why my wife and i started following it. She has been saavy to it a lot longer than me.

Respondent #1 (11/4/2012 4:20:06 PM): They have a cool page and it is fun to see what they think of next

Roly Gonzalez (11/4/2012 4:20:16 PM): i definitely agree... enjoy it myself

Roly Gonzalez (11/4/2012 4:20:41 PM): well, I'd like to thank you, once again, for participating in this interview. your answers and feedback have definitely been very helpful to me.

Roly Gonzalez (11/4/2012 4:20:50 PM): Before we close, do you have any questions for me?

Respondent #1 (11/4/2012 4:20:59 PM): i think we are good

Roly Gonzalez (11/4/2012 4:21:23 PM): awesome... thanks for participating. If you have any questions about this interview or need any information, you can definitely reach out to me.

Roly Gonzalez (11/4/2012 4:21:27 PM): Thanks, Matt!

Respondent #1 (11/4/2012 4:21:44 PM): you are welcome. have a nice day

Roly Gonzalez (11/4/2012 4:21:51 PM): you too

Respondent #2:

Roly Gonzalez (20:23:36): Ready to get started?

Respondent #2 (20:23:50): Yes sir

Roly Gonzalez (20:23:58): Awesome :)

Roly Gonzalez (20:24:09): Thank you for agreeing to participate in today's interview. Before we get started I just want to go over a few things

Respondent #2 (20:24:26): Ok

Roly Gonzalez (20:24:22): First, today's interview is voluntary and you are free to discontinue the interview at any point should you feel uncomfortable with any of the subject matter or simply do not want to proceed. Additionally, this is voluntary so there will be no compensation for participation.

Roly Gonzalez: The results from today's interview will be presented in a variety of educational formats. Your comments and answers will be presented anonymously. I will be the only person who knows your personal information (i.e. Name, Age, Location, etc...)

Roly Gonzalez (20:24:53): Sound good? Would you still like to continue?

Respondent #2 (20:25:11): Yes

Roly Gonzalez (20:25:16): Perfect... let's get started

Roly Gonzalez (20:26:05): Remember, today's session is very informal. More of a conversation between the two of us. I'm looking to gain your insight. There are no right or wrong answers

Roly Gonzalez (20:27:48): Ok... just to confirm, do you have a Facebook account?

Respondent #2 (20:28:02): Of course :)

Roly Gonzalez (20:28:09): haha awesome... and how often do you use your Facebook account?

Respondent #2 (20:28:36): I'd have to say multiple times a day

Roly Gonzalez (20:29:18): k... so what type of Facebook user would you say you are? Beginner? Intermediate? Novice?

Respondent #2 (20:29:57): I'd like to think novice

Roly Gonzalez (20:30:23): k... so you're a pro? lol

Roly Gonzalez (20:30:43): how long have you had your Facebook account?

Respondent #2 (20:31:34): I can honestly say I am a pro haha. Um not too sure, maybe 3, 4 years.

Roly Gonzalez (20:31:57): cool and what are the main reasons you use Facebook?

Respondent #2 (20:33:29): Main reason would be to keep in touch with certain friends and family I don't live by or get to see often. I also like to post different music and entertainment links.

Roly Gonzalez (20:34:02): cool... so it sounds like a mix of staying updated on those you care about while also finding entertainment on the site?

Respondent #2 (20:34:37): Pretty much

Roly Gonzalez (20:35:32): cool cool

Roly Gonzalez (20:35:52): alright let's jump in to your activities on Facebook

Roly Gonzalez (20:36:10): please rank the three situations in the order of which you think most applies to what you do (from most to

- least)
- Roly Gonzalez (20:36:21):** 1) I mainly read content on Facebook and rarely interact with it
- Roly Gonzalez (20:36:37):** 2) I read content on Facebook and also engage with it by liking a post, commenting, or sharing the information with other friends
- Roly Gonzalez (20:36:54):** 3) I not only read content on Facebook, I engage with it in a number of ways and also create new posts or share new information with others.
- Respondent #2 (20:37:33):** My order would be 3-2-1
- Roly Gonzalez (20:38:09):** cool... now in keeping with those three, for each what, what percentage of your time on Facebook is spent doing each of the three?
- Roly Gonzalez (20:41:37):** you still there?
- Respondent #2 (20:42:19):** Well it varies day to day but I'd say 3) 70% 2) 25% and 1) 5%
- Respondent #2 (20:42:42):** Sorry I had to think of what normally do lol
- Roly Gonzalez (20:42:48):** wow... sounds like you do a lot of heavy engagement on Facebook... (don't worry i'm right there with you lol)
- Respondent #2 (20:43:25):** Oh I'm not ashamed hehe!
- Roly Gonzalez (20:43:48):** now let's talk about connecting with companies and brands on Facebook. Are you familiar with the concept of "Liking" a brand on Facebook?
- Respondent #2 (20:44:16):** Yes very much so
- Roly Gonzalez (20:44:57):** cool.. will you define for me what liking a brand or company on Facebook means?
- Respondent #2 (20:46:21):** Basically clicking the like button will allow you to see that brand or company's posts and promotions on your own personal newsfeed.
- Roly Gonzalez (20:46:41):** ok. Does liking a brand on Facebook allow you connect with that brand and/or company?
- Respondent #2 (20:47:37):** Yes, when you like a brand you are then able to stay updated with their products, contests and other fun events
- Roly Gonzalez (20:47:57):** ok... we're going to explore that connection shortly. First, let's start with the basics: do you "like" or connect with any brands or companies on Facebook?
- Respondent #2 (20:48:21):** Do I ever! Lol lots
- Roly Gonzalez (20:48:21):** haha i like that answer
- Respondent #2 (20:48:41):** Yay
- Roly Gonzalez (20:48:38):** What are some specific examples of businesses, companies, or brands who's Facebook page you have liked?
- Roly Gonzalez (20:48:39):** :)
- Respondent #2 (20:49:20):** Would you like the actual names or just the general areas or

topics?

Roly Gonzalez (20:49:55): actual names... that will help give a sense of the business/brands/companies that you connect with

Respondent #2 (20:52:24): Well I love eating so of course restaurants such as Olive Garden, Fridays, Cheesecake Factory and Dave&Busters. Then stores like Wal-Mart, Sears, Target andFoot Locker. Food is

Respondent #2 (20:52:51): Always good too....oreo, Hershey, Pepsi ect...

Roly Gonzalez (20:52:52): Imao... quite the variety :)

Respondent #2 (20:53:13): Yes yes

Roly Gonzalez (20:53:15): well.. speaking of Oreo... as we talked about previously, today's conversation involves the Oreo Facebook page so it's good you brought that up...

Respondent #2 (20:53:33): Cool

Roly Gonzalez (20:53:34): to confirm, you have liked the Oreo Facebook page, righth?

Roly Gonzalez (20:53:36): *right

Respondent #2 (20:53:50): Yes I have :)

Roly Gonzalez (20:54:12): awesome

Roly Gonzalez (20:54:20): and why did you choose to like Oreo's Facebook page?

Respondent #2 (20:55:03): Because they are delicious to be honest lol

Roly Gonzalez (20:55:12): Imao.. i can't argue w/ that

Roly Gonzalez (20:55:24): sounds like you are a fan of Oreo cookies in real life

Respondent #2 (20:55:52): Oh definitely

Respondent #2 (20:56:10): Very tasty treats ;)

Roly Gonzalez (20:56:09): cool cool... so would you say your connection with Oreo online is solely based on your love for the product?

Respondent #2 (20:56:58): Yes that would be my rain reason

Respondent #2 (20:57:04): *main

Roly Gonzalez (20:57:31): rain reason ;) lol

Respondent #2 (20:57:43): Hush!

Roly Gonzalez (20:57:53): haha ok ok... so how familiar are you w/ the Oreo Facebook page?

Respondent #2 (20:58:37): I see weekly posts so I'd say pretty familiar

Roly Gonzalez (20:59:00): cool... and what are some of the aspects of the Oreo page (and their posts) that you like

Roly Gonzalez (20:59:01): ?

Respondent #2 (21:00:19): Well my favorite thing about the page is that they promote the different and new varieties of their products so that I know when to go purchase them lol

Respondent #2 (21:00:35): But I also like when they post recipes

- Respondent #2 (21:01:35):** The different pictures of what they share for holidays are really cool as well
- Roly Gonzalez (21:02:06):** haha sounds like they keep you informed... with the different types of Oreos and things to do with oreos
- Respondent #2 (21:02:27):** That they do
- Roly Gonzalez (21:02:42):** in continuing to talk about the page, let's focus in on the messages they share... especially with you mentioning the images and the recipes... do those things engage you to like their respective posts?
- Respondent #2 (21:03:45):** Most definitely, I always like their creative recipe posts or promotional pics for Christmas and Easter
- Roly Gonzalez (21:04:18):** cool... in addition to liking content, do you ever comment on their content or share it?
- Respondent #2 (21:05:03):** I do share but I rarely comment
- Roly Gonzalez (21:05:26):** interesting... why do you share more than comment?
- Respondent #2 (21:07:14):** Well along with many brands, so many people comment that I feel it's pretty pointless to add my one comment to the thousands and thousands
- Respondent #2 (21:07:35):** Just not that important to me
- Roly Gonzalez (21:07:42):** that's a very interesting perspective... so what does sharing the information allow you to do?
- Respondent #2 (21:08:53):** Show my friends and family what they have to offer mostly and engage in conversation about how yummy the products look lol
- Roly Gonzalez (21:09:13):** cool cool.. when you share their content, do you enter a message in there? like to your friends and family?
- Respondent #2 (21:10:40):** I'll usually say something like "yum who wants this" or "I wish I had this now"
- Roly Gonzalez (21:11:00):** ah... basically almost endorsing or like... promoting what your sharing?
- Respondent #2 (21:11:19):** Sure you can say that
- Respondent #2 (21:11:42):** Definitely seems like I should work for Oreo lol
- Roly Gonzalez (21:11:57):** haha... you do that much promoting? lol
- Respondent #2 (21:12:22):** Nooo just sounds like I do haha
- Roly Gonzalez (21:12:20):** hahah
- Roly Gonzalez (21:12:44):** so what do you think are the benefits of connecting with Oreo on Facebook?
- Respondent #2 (21:15:20):** Well I do not participate but they do hold a lot of contests where fans can win all different kinds of prizes or be featured on the page itself. Like I said before seeing the new products that are released or restaurants that carry Oreo themed dishes are good benefits
- Roly Gonzalez (21:15:33):** you mention a lot of what Oreo tells people who are fans, do you think communication goes back to Oreo?

Respondent #2 (21:16:41): I'm pretty sure whoever runs the page itself reads comments posted and carries feedback to those in power

Roly Gonzalez (21:16:57): interesting... good feedback over all..

Roly Gonzalez (21:17:02): now getting into the final few questions...

Respondent #2 (21:17:15): Okie doke

Roly Gonzalez (21:17:10): how likely are you "like" more of Oreo's content in the future?

Respondent #2 (21:17:37): Very likely I'm sure

Roly Gonzalez (21:17:49): how likely are you to comment on Oreo's content in the future?

Respondent #2 (21:18:24): Not too likely

Roly Gonzalez (21:18:36): ok and how likely are you to share Oreo's content in the future?

Respondent #2 (21:19:26): So long as the nice treats keep coming, very likely :)

Roly Gonzalez (21:19:40): haha nice treats

Respondent #2 (21:20:04): Lol

Roly Gonzalez (21:20:16): ok, so to wrap up... do you have any additional thoughts that you'd like to share regarding your connection with Oreo on Facebook? sounds like you're pretty engaged w/ them.

Respondent #2 (21:21:58): Basically that I think it's a great page that utilizes social media in a very productive and fun way to keep fans engaged

Respondent #2 (21:22:38): And of course buying the product which is the overall goal

Roly Gonzalez (21:22:49): lol good answers... :) might make you do my job lol

Respondent #2 (21:23:07): Whoo hoo!

Roly Gonzalez (21:23:15): well, I'd like to thank you, once again, for participating in this interview. Your answers and feedback have definitely been very helpful to me...

Roly Gonzalez (21:23:22): Before we close, do you have any questions for me?

Respondent #2 (21:23:48): Yes, will you now buy me some Oreos?

Roly Gonzalez (21:23:57): haha nice try... there will be no compensation for participating haha...

Respondent #2 (21:24:15): Lol aw snap

Roly Gonzalez (21:24:14): seriously though, if you have any questions about this interview or need any information, you can definitely reach out to me.

Roly Gonzalez (21:24:17): Thanks for participating!

Respondent #2 (21:24:36): Glad I could help!

Roly Gonzalez (21:24:40): :) good night

Respondent #2 (21:25:00): Goodnight ;)

Respondent #3:

Roly Gonzalez: Perfect... ready to get started

Roly Gonzalez: ?

Respondent #3: yup! ask away

Roly Gonzalez: Cool...

Roly Gonzalez: Thank you for agreeing to participate in today's interview. Before we get started, I just want to go over a few things

Respondent #3: ok

Roly Gonzalez: First, today's interview is voluntary and you are free to discontinue the interview at any point should you feel uncomfortable with any of the subject matter or simply do not want to proceed. Additionally, this is voluntary so there will be no compensation for participation.

The results from today's interview will be presented in a variety of educational formats. Your comments and answers will be presented anonymously. I will be the only person who knows your personal information (i.e. Name, Age, Location, etc...)

Respondent #3: okie dokie

Roly Gonzalez: sound good? Would you still like to continue?

Respondent #3: yes sir!

Roly Gonzalez: great! let's get started

Roly Gonzalez: Remember, today's session is very informal. More of a conversation between the two of us. I'm looking to gain your insight and your perspective. There are no right or wrong answers

Roly Gonzalez: Ok... and just to confirm, do you have a Facebook account?

Respondent #3: yes i do

Roly Gonzalez: great.. and how often do you use your Facebook account?

Respondent #3: oh geez, multiple times per day. my account is always open on my computer so i click to it back and forth while working (don't tell my boss)

Roly Gonzalez: haha... sounds like your usage is just like mine

Respondent #3: lol yea and every other soul in the world

Roly Gonzalez: what type of Facebook user would you say you are? Beginner? Intermediate? Novice?

Respondent #3: novice - mainly because I manage a few pages so i need to know the 'ins' and 'outs' of it

Roly Gonzalez: awesome... sounds like you are a pro? haha

Roly Gonzalez: and how long have you had your Facebook account?

Respondent #3: hmmm, let me see if my timeless says it

Roly Gonzalez: how very savvy of you... gotta check the timeline

Respondent #3: haha yup! i've had it since january of 2011

Respondent #3: oh wow... thats not long at all

Respondent #3: wait, thats not right!

Roly Gonzalez: yeah, that seems pretty new.. especially for you. is this the only profile you've had?

Respondent #3: ooooo, i forgot about my other one. Let me check that page. sorry lol

Roly Gonzalez: no worries

Respondent #3: since june of 2005

Roly Gonzalez: nice.. .very long time!

Respondent #3: yup! i caved in after myspace got all confusing

Roly Gonzalez: you and me both!

Roly Gonzalez: so what are the main reasons you use Facebook?

Respondent #3: to socialize with people mainly. also, to see what some of my favorite artists are posting (pics, videos, etc.). but it mainly keeps me in touch with people i wouldn't normally talk to as often which is nice

Respondent #3: and not going to lie, its also sort of a form of news for me lol

Roly Gonzalez: cool... it sounds like a mix of staying updated on those you care about and also with the entertainment world

Respondent #3: yup!

Roly Gonzalez: awesome... let's jump into your activities on Facebook.

Roly Gonzalez: please rank the three situations in the order of which you think most applies to what you do (from most to least)

Roly Gonzalez: 1) i mainly read content on Facebook and rarely interact with it

Roly Gonzalez: 2) I read content on Facebook and also engage with it by liking a post, commenting, or sharing the information with other friends

Roly Gonzalez: 3) I not only read content on Facebook, I engage with it in a number of ways and also create new posts or share new information with others

Respondent #3: 2 3 1

Roly Gonzalez: ok... now in keeping with those three and your ranking, what percentage of your time on Facebook is spent doing each of the three?

Respondent #3: dang now thinking about it, i need to switch

Respondent #3: new answers: 1 2 3

Respondent #3: 1 - 50%: 2 - 30%: 3 - 20%

Respondent #3: a lot of the content on my home timeline isn't relevant enough for me to comment

Roly Gonzalez: ok.. so just to be sure... it sounds like you mainly read the content on Facebook to get a sense of what's going on or to be entertained?

Respondent #3: yes!

Roly Gonzalez: very interesting

Roly Gonzalez: now we're going to talk about connecting with companies and brands on Facebook. Are you familiar with the concept of "Liking" a brand on Facebook?

Respondent #3: yup

Roly Gonzalez: good... will you define what liking a brand or a company on Facebook means to you?

Respondent #3: it means i find a true value in it and am a huge fan of it

Roly Gonzalez: cool... and when you "Like" a brand or company on Facebook, what typically happens?

Respondent #3: nothing lol. i mean, it doesn't tell me thank you or anything haha

Roly Gonzalez: haha...

Respondent #3: is that what you mean?

Respondent #3: lol

Roly Gonzalez: when you press the "like" button on a page, what does the connection with the company consist of? Do you get updates from their company/brand in your timeline?

Respondent #3: oh ok. well, now i am able to say if i want to receive their notifications or not. but i do get the updates in my timeline if i personally like the vrand enough to receive them

Roly Gonzalez: ah gotcha.. perfect

Roly Gonzalez: do you think that liking a brand on Facebook allows you to connect with that brand and/or company?

Respondent #3: not necessarily - i view it more as me showing my support for it

Roly Gonzalez: so more supporting the brand but not really interacting with it?

Respondent #3: mainly, yes. but that depends on each brand. some brands are more into connecting with people and will post funny and entertaining stuff; while others mainly post facts about the brand (which I'm not all that interested in)

Roly Gonzalez: interesting... good observation. and we're going to dive into that connection shortly.

Roly Gonzalez: Let's start with the basics

Roly Gonzalez: Do you "like" or connect with any brands or companies on Facebook?

Respondent #3: yes

Roly Gonzalez: nice... what are some specific examples of businesses, companies, or brands that you have "liked" on Facebook?

Respondent #3: OREO lol, Democrats, ShauneBaby, 2 Chainz

Respondent #3: Malibu Rum

Roly Gonzalez: sounds like quite the variety for you....

Roly Gonzalez: speaking of Oreo, as you know, that's part of today's subject... so i'm glad you brought that up!

Respondent #3: haha

Roly Gonzalez: to confirm, you have liked the Oreo Facebook page, right?

Roly Gonzalez: *right

Respondent #3: yes

Roly Gonzalez: nice, and why did you choose to like Oreo's Facebook page?

Respondent #3: because i LOVE oreo. i've been obsessed with that cookie since I was a small child. it's the best cookie to me - ever!

Roly Gonzalez: haha sounds like you are quite the fan of Oreo...

Respondent #3: oh yea

Roly Gonzalez: touching on the obsession with Oreo... why do you think that cookie has had such an impact on you?

Respondent #3: because it tastes like heaven lol. everyone has their own specific tastes and everyone has tastes that tops most others - for some reason, oreo cookies is at the top of my tastes. i also think the combo of cookies and cream is perfect so anything i see that says "cookie n cream" or has oreo in it, im game!

Roly Gonzalez: lol i like that answer...

Roly Gonzalez:

Respondent #3: lol thanks!

Roly Gonzalez: so, in essence, you're a fan of Oreo in real life and on Facebook?

Respondent #3: oh yea

Roly Gonzalez: and would you say your connection with Oreo online is solely based on your love for the product?

Respondent #3: yes

Roly Gonzalez: ah, ok... so how familiar are you with the Oreo Facebook page?

Respondent #3: somewhat familiar. ive looked at it within the past few weeks

Roly Gonzalez: cool... how often would you say you visit that page or see their content?

Respondent #3: actually not often - probably about once every few months.

Roly Gonzalez: k. in the times you have visited their page or see their content, what are some of the aspects of their page and posts that you like?

Respondent #3: i LOVE their 'said no one/nobody ever' posts. those crack me up. i also like that they switch their cover photo each day celebrating a birthday of one of their fans

Roly Gonzalez: so it sounds like some of the humorous aspects really resonate with you... and the fact that they seem to really recognize their fans?

Respondent #3: yup

Roly Gonzalez: now I'd like to touch on something you just mentioned... you come across their content or their page maybe once every few months... what keeps you as a fan of their page?

Respondent #3: I'm a fan of them. period. and since my timeline isn't flooded by them, it's almost refreshing when I do see them

Respondent #3: refreshing*

Roly Gonzalez: ah, I gotcha... kind of like a visit from an old friend?

Respondent #3: lol yea

Roly Gonzalez: seems as though it's a nice surprise. Would you say your connection with Oreo on Facebook is best when it's a less is more approach?

Respondent #3: yes - and every other page that I've liked. too much of anything isn't good, ya know?

Roly Gonzalez: good to know... if a page did post too much for your liking... what do you think you'd do?

Respondent #3: if I'm a huge fan, I'd try changing my settings to not get any or as many of their posts. if I'm not too big of a fan, I'll unlike it

Roly Gonzalez: gotcha...

Roly Gonzalez: so circling back to Oreo... when you do encounter their content... do you only read it or do you like it? share it? comment on it?

Respondent #3: I generally just read the content and like some of it

Respondent #3: and get some cool holiday ideas from them

Respondent #3: well, that falls under reading I guess lol

Roly Gonzalez: gotcha... so it's more one way communication for you... gaining insight from them or being entertained, etc?

Respondent #3: yes

Roly Gonzalez: cool... so, overall, what do you think the benefits of connecting with Oreo on Facebook are?

Respondent #3: for me, since I'm into social media and understand its importance today, I think the benefits are standing by a strong, American (I think we created them lol) treat that millions of people love. I just want them to know I support them and always will. Also, the holiday ideas are a cool benefit for me. it's amazing how much you can do with an Oreo cookie! haha

Roly Gonzalez: cool cool... now what aspects of the Oreo page do you feel will make you like their content?

Respondent #3: I think that's why I love Oreos so much. it's an AMAZING flavor combo to me and it's only 2 parts to the cookie

Roly Gonzalez: haha only 2 parts... it's a wonder!

Roly Gonzalez: lol

Respondent #3: lol... I think the entertaining and humorous content makes me like it

Roly Gonzalez: cool... now are there any aspects of the page that you think would make you comment on their content?

Respondent #3: for their specific page, none that I can think of. I generally comment on things/ideas/thoughts that I'm very passionate about. and Oreo is being a great brand by staying away from controversial or thought provoking posts

Respondent #3: provoking*

Roly Gonzalez: gotcha... from your answer... do you think there's anything that they post that you would share with your friends, on your Facebook page?

Respondent #3: most likely the holiday ideas/recipe ideas

Roly Gonzalez: would you say you are more likely to share their content than to actually comment on it?

Respondent #3: yes

Roly Gonzalez: cool... good to know

Respondent #3: when thousands of people are saying what i would say, i don't feel the need to say it lol

Roly Gonzalez: haha good point... don't want to be too repetitive

Respondent #3: yea

Roly Gonzalez: alrighty... we are diving into the final three questions. while they may be a bit repetitive (wink wink) just want to wrap up in this way

Respondent #3: okie dokie

Roly Gonzalez: how likely are you like Oreo's content in the future

Respondent #3: very likely

Roly Gonzalez: cool... how likely are you to comment on Oreo's content in the future?

Respondent #3: not very likely

Roly Gonzalez: ok, and finally.. how likely are you to share Oreo's content in the future?

Respondent #3: very likely

Respondent #3: most likely lol

Roly Gonzalez: haha awesome

Roly Gonzalez: ok so to wrap up... do you have any additional thoughts that you'd like to share regarding your connection with Oreo on Facebook?

Respondent #3: OREO RULES! lol... and they have one of the most fan-oriented brand pages that i've seen in a while. they seem to know their fan characteristics very well

Roly Gonzalez: i definitely agree (on all counts lol) haha...

Respondent #3: lol

Roly Gonzalez: well, I'd like to thank you, once again, for participating in this interview. Your answers and feedback have definitely been very helpful to me.

Roly Gonzalez: Before we close, do you have any questions for me?

Respondent #3: no, i think i'm good. thanks for asking me to do this!

Roly Gonzalez: anytime

Roly Gonzalez: if you have any questions about this interview or need any information, you can reach out to me whenever

Roly Gonzalez: Thanks for participating!

Respondent #3 is typing...

Respondent #3: ok, sounds good!

Roly Gonzalez: cool, goodnight

Respondent #4

Roly Gonzalez: ready to get started?

Respondent #4: lol yes it froze

Roly Gonzalez: no worries.. keep me posted. hopefully it won't freeze

Respondent #4: will do

Respondent #4: will do

Roly Gonzalez: Thank you for agreeing to participate in today's interview. Before we get started, I just want to go over a few things

Roly Gonzalez: First, today's interview is voluntary and you are free to discontinue the interview at any point should you feel uncomfortable with any of the

Roly Gonzalez: subject matter or simply do not want to proceed.

Roly Gonzalez: Additionally, this is voluntary so there will be no compensation for participation.

Respondent #4: got it

Roly Gonzalez: The results from today's interview will be presented in a variety of educational formats.

Roly Gonzalez: Your comments and answers will be presented anonymously. I will be the only person who knows your personal information (e.g. name, age, etc)

Roly Gonzalez: Sound good? would you still like to continue?

Respondent #4:

Respondent #4:

Roly Gonzalez: cool... to confirm, is that a yes, continue?

Respondent #4:

Respondent #4: yes

Respondent #4: yes

Roly Gonzalez: perfect... let's get started.

Respondent #4: ok

Roly Gonzalez: Remember, today's session is very information. More of a conversation between us. I'm looking to gain your insight and perspective.

Roly Gonzalez: there are no right or wrong answers

Respondent #4: no problem

Roly Gonzalez: Ok, and to confirm, do you have a Facebook account?

Respondent #4: yes i do ,.... im addicted to.it

Roly Gonzalez: haha and how often do you use your Facebook account?

Respondent #4: its on my phone and i never sign out lol im on it min twice a day id im really bored like 30x a day

Roly Gonzalez: haha sounds like you're on it a lot! ... what type of FB users would you say you are? Beginner? Intermediate? Novice?

Respondent #4: mmmmm between intermediate and novice

Roly Gonzalez: mmkay... and how long have you had your Facebook account?

Respondent #4: omg i think 3 or 4 years

Roly Gonzalez: ok... so what are the main reasons that you use Facebook?

Respondent #4: to keep in touch with old friends, family, and somewhat in touch with whats going on in the world

Roly Gonzalez: cool... so a mix of staying connected with people you care about and being informed?

Respondent #4: yea plus its ten times easier to communicate what ur doing imatea

Roly Gonzalez: haha i totally agree

Respondent #4: ignore that.. went crazy

Roly Gonzalez: and now we'll jump into your activities on Facebook

Roly Gonzalez: (lol..i noticed some typos haha)

Respondent #4: sweet , (ya sorry)

Roly Gonzalez: no worries... it happens

Respondent #4: :+)

Roly Gonzalez: for this next question, plz rank the 3 situations in the order of which you think most applies to what you do (from most to least)

Roly Gonzalez: 1) I mainly read content on Facebook and rarely interact with it

Roly Gonzalez: 2) I read content on FB and also engage with it by liking a post, commenting, or sharing the info with other friends

Respondent #4: oooyttaayyu

Roly Gonzalez: 3) I not only read content on Facebook, I engage with it in a number of ways and also create new posts or share new info w/ others

Respondent #4: 213

Roly Gonzalez: cool..so to confirm you'd say number 2, then number 1, and finally number 3, right?

Respondent #4: yes sir

Roly Gonzalez: cool, in keeping with those three and your ranking.. what percentage of your time on Facebook is spent doing each of the three?

Respondent #4: mmmm i spend ab 70% of it reafing and liking n commenting on it.. abd

Roly Gonzalez: so would you say number 2 is 70% of ur time on Facebook?

Respondent #4: 15% of it just rading and liking it ans the othee 5% engaging in it

Roly Gonzalez: nice works for me

Roly Gonzalez: so it sounds like you do engage with content and go beyond reading to actually interacting with it but not creating new stuff?

Respondent #4: yes

Roly Gonzalez: k... so now we're going to get into connecting with companies and brands on facebook. Are you familiar with the concept of "Like" on Facebook?

Roly Gonzalez: specifcally, liking a brand on Facebook

Respondent #4: ya ... it.depends on what the. subject is honestly on how muxh I'm going to interact

Respondent #4: yes

Roly Gonzalez: ok... so will you define for me what it means to "like" a brand or a company on Facebook?

Respondent #4: omg lol ... when u are on the companies page if u "like" it it will start updating on your newsfeed

Roly Gonzalez: nice... thank you,

Roly Gonzalez: and do you think that liking a brand's Facebook page allows you to connect with that brand and/or company?

Respondent #4: you r welcome

Respondent #4: yes

Roly Gonzalez: mmkay... so let's discuss connecting. Do you "like" or connect with any brands or companies on Facebook?

Respondent #4: ya i like a lot od brands and companies ... i likw so much i don't even know who all i like lol

Roly Gonzalez: haha sounds like you're pretty active w/ brands and companies. Will you give me a few specific examples of brands u like on FB?

Respondent #4: i like oreos seaworld boots n buckles bass pro busch gardens chilis

Roly Gonzalez: wow, sounds like you like a lot... and a wide variety to

Roly Gonzalez: *too

Respondent #4: oh yes yee

Roly Gonzalez: well speaking of Oreo... that is part of today's interview. being that you've liked the oreo page, we can continue...

Roly Gonzalez: so why did you choose to like the Oreo Facebook page?

Respondent #4: sweey my favorite cookies

Roly Gonzalez: cool... so is your connection w/ Oreo on Facebook solely based on your enjoyment of the product?

Respondent #4: thay and hopes thay i can win free cookies

Roly Gonzalez: hahah free cookies.. one can dream!

Roly Gonzalez: how familiar are you with the Oreo Facebook page?

Respondent #4: haha yes ... ehh not incredibly familiar i chevk it out on occasions lol

Roly Gonzalez: cool.. and how often would you say you visit their page or see their content?

Respondent #4: mmm... visits ab once a month .. comtent ab once a qeek

Roly Gonzalez: ah, so you see their stuff pretty often

Roly Gonzalez: in the times you've visited their page or seen their content, what are some aspects of the page and posts that you like?

Respondent #4: usually mmm i like that its consumer friensly ive seen complaints on it before ans thwy have responded to makw aituation better

Roly Gonzalez: gotcha... sounds like people connect with Oreo and get actual responses...

Roly Gonzalez: do you think there are benefits to connecting with Oreo on Facebook?

Respondent #4: i think there can be .. thwy offer coupons at times

Roly Gonzalez: ah cool cool...

Roly Gonzalez: so now we are nearing the end of the interview... so just a few more questions...

Roly Gonzalez: what aspects of the Oreo page do you feel would engage you to like their content?

Respondent #4: ok ., that its oreos lol ... i first got intetrdted when i saw a contest foe free oreos ... but they interact woth people so that makes it nice

Roly Gonzalez: cool cool... alright... and what aspects do you think would engage you to share their content?

Respondent #4: that i love their product, they interact with people, and always are offering product in some way shape or form

Roly Gonzalez: would you say the same for commenting on their content?

Respondent #4: from what ive seen yes

Roly Gonzalez: alrighty... and now the final 3 questions of the interivew. They may seem a little bit repetitive but they are more focused on the future

Respondent #4: ok

Roly Gonzalez: how likely are you to like Oreo's content on FB in the future?

Respondent #4: ab 95% lol

Roly Gonzalez: haha cool

Roly Gonzalez: how likely are you to comment on Oreo's content on FB in the future?

Respondent #4: id say ab 80% if its something im interested in

Roly Gonzalez: cool and finally how likely are you to share Oreo's content on FB in the future?

Respondent #4: ab 90% ill tell pwople about them especially if deals or something special is going on

Roly Gonzalez: good to hear...

Respondent #4:

Roly Gonzalez: ok so to wrap up... do you have any additoinal thoughts that you'd like to share regarding your connection with oreo on Facebook?

Respondent #4: ummm not that i can think of right now ... besides its a great way to advertise ans get uour product out there

Roly Gonzalez: cool cool...

Respondent #4:

Roly Gonzalez: well i'd like to thank you, once again, for participating in this interview. Your answers and feedback have definitely been very helpful to me

Roly Gonzalez: Before we close, do you have any questions for me?

Respondent #4: your welxome ... not that i can think ok .. glad i could help

Roly Gonzalez: cool... well if you have any questions about this interview or need information, you can reach out to me whenever

Roly Gonzalez: thanks for participating!

Respondent #4: good deal .. your welcome

Roly Gonzalez: night

Respondent #4: night nighy

Respondent #5

Respondent #5: yes.

Respondent #5: Ready to rock and roll

Roly Gonzalez: cool, let's get started

Respondent #5: ok

Roly Gonzalez: Thank you, again, for agreeing to participate in today's interview. Before we get started I just want to go over a few things

Respondent #5: ok

Roly Gonzalez: First, today's interview is voluntary and you are free to discontinue the interview at any point should you feel uncomfortable with any of the subject matter or simply do not want to proceed. Additionally, this is voluntary so there will be no compensation for participation. The results from today's interview will be presented in a variety of educational formats. Your comments and answers will be presented anonymously. I will be the only person who knows your personal information (i.e. Name, Age, Location, etc...)

Respondent #5: ok

Roly Gonzalez: sound good? would you still like to continue?

Respondent #5: yes and yes

Roly Gonzalez: great to hear...

Roly Gonzalez: Remember, today's session is very informal. More of a conversation between the two of us. I'm looking to gain your insight and your perspective. There are no right or wrong answers

Respondent #5: ok,

Roly Gonzalez: ok and just to confirm, do you have a Facebook account?

Respondent #5: yes, 2

Respondent #5: One for personal, one for business

Roly Gonzalez: cool cool... and how often do you use your Facebook accounts?

Respondent #5: daily

Respondent #5: maybe hourly.

Roly Gonzalez: haha... i echo that sentiment

Respondent #5: yeah, not proud of it, but it happens.

Roly Gonzalez: so based on that, what level of Facebook user would you say you are: beginner? intermediate? advanced?

Respondent #5: Advanced

Roly Gonzalez: ah, a pro? lol

Respondent #5: yeah

Roly Gonzalez: and how long have you had your Facebook account? (for this interview, we'll focus on your personal account)

Respondent #5: I got it once FSC became a approved school. Summer of 2005.

Roly Gonzalez: so did I... back before facebook was open to the general public

Roly Gonzalez: what would you say are the main reasons you use your personal Facebook?

Respondent #5: Yup.

Respondent #5: to connect with others, promote/coordinate activities, make friends, etc..

Roly Gonzalez: ah, ok... sounds like you do a variety of things on and with Facebook

Respondent #5: yes. I try to utilize it for multiple purposes

Roly Gonzalez: good good... so now let's talk about using Facebook...

Roly Gonzalez: please rank the following three situations in the order of which you think most applies to what you do (from most to least)

Respondent #5: k

Roly Gonzalez: 1) I mainly read content on Facebook and rarely interact with it

Roly Gonzalez: 2) I read content on Facebook and also engage with it by liking a post, commenting, or sharing the information with friends

Roly Gonzalez: 3) I not only read content on Facebook, I engage with it in a number of ways and also create new posts or share new information with others

Respondent #5: 213

Roly Gonzalez: interesting... so would you say the bulk of your activity stops at engaging w/ posts but not going on to creating new content ?

Respondent #5: Maybe I miss understood. I thought you mean't create other posts from other's comments/posts

Respondent #5: 321 then

Roly Gonzalez: ah ok... yeah the third option basically means that not only do you interact with other people's content but you also create and share your own

Roly Gonzalez: that said, is ur final answer 3 2 1?

Respondent #5: yes final answer

Roly Gonzalez: cool... now in keeping with that answer... what percentage of your time on Facebook would you say is spent doing each of the three (for example, number 3 = 45%, etc..)

Respondent #5: 3 20%, 2 40% 1 20%

Roly Gonzalez: interesting... so let's talk about that breakdown... first, what's the other 20% of ur time on FB that's not represented?

Respondent #5: 1 40%

Roly Gonzalez: ah gotcha lol...

Respondent #5: lol.

Roly Gonzalez: you threw me for a loop there

Respondent #5: I had it right then looked away

Respondent #5: and thought I miss typed

Roly Gonzalez: no worries

Roly Gonzalez: so now that we've talked about activites on Facebook... let's jump into connecting with companies and brands on Facebook. Are you familiar with the concept of the "Like" button on a brand page on Facebook?

Respondent #5: yes, very.

Roly Gonzalez: cool, and will you define for me what it means to "like" a brand/company on Facebook?

Respondent #5: It is a proclamation to your friends and followers that you like a company. Also, it also might state that I like what they have to say, stand for, or they are offering something that I want.

Roly Gonzalez: nice definition... one of the best I've heard thus far (and bonus points for use of the word "proclamation" lol)

Roly Gonzalez: and when you like a brand's page on Facebook... what typically happens next?

Respondent #5: That's usually about as far as I go. In some cases when I like a page for a specific post or picture, I will like that as well

Roly Gonzalez: gotcha... so when you like their page do they send you stuff or do you see their content?

Respondent #5: Sometime I "like" a post, image, and on very few occasions I will comment on a post

Roly Gonzalez: gotcha... so do you believe that liking a brand's page will allow you to connect with that brand or company?

Respondent #5: yeah, that I will show my support and hear their comments.

Roly Gonzalez: cool... and do you currently like any brands or companies on Facebook?

Respondent #5: Yes, Prob more than I know. Oreo for one, a few companies associated to races, some local companies and companies that my friends are involved with

Roly Gonzalez: sounds like you like a lot of things on Facebook

Respondent #5: 148 likes from music, tv, business, books, etc.

Roly Gonzalez: that's a lot of likes... lol. speaking of Oreo...as you know, Oreo is the main subject of my research so it's good that you brought it up

Roly Gonzalez: and to confirm, you have liked the Oreo Facebook page, right?

Respondent #5: yes, I did, a few months ago.

Roly Gonzalez: nice, so a relatively new addition to the pages you've liked.

Respondent #5: yes.

Roly Gonzalez: What made you decide to like the Oreo facebook page?

Respondent #5: They posted a multi colored oreo in support of Gay pride month and I thought that was deserving of a like and picture like

Roly Gonzalez: nice... out of curiosity, how did you see that post (i know which post you're talking about)? did one of your friends share it?

Respondent #5: One of my friends liked it, maybe they shared it, but atleast they liked it.

Roly Gonzalez: ah gotcha and then you saw it.. and the rest is like history lol

Respondent #5: yeah

Roly Gonzalez: now that you've liked the page, how often do you visit the page and/or see their content?

Respondent #5: 0 times since

Roly Gonzalez: ah, so would you say your only reason for liking the Oreo page was because of their stance on gay pride?

Respondent #5: yes, and the gay rights. especially considering the backlash they could/did get.

Roly Gonzalez: gotcha... it definitely was a risky move (from a fan alienation perspective)

Respondent #5: yeah, there are a lot of crazies out there.

Roly Gonzalez: just some background for you... that post did cause a little bit of controversy but ultimately was more positive. at last check, over 60K have liked it, 90K have commented on it and i believe 45K have shared it

Roly Gonzalez: (i did a paper on that specific post earlier this semester)

Respondent #5: Awesome

Roly Gonzalez: so being that your like mainly sprung from the gay rights support post, would you say there's a benefit to you connecting with Oreo on facebook?

Respondent #5: Probably not, regarding Oreo.

Roly Gonzalez: gotcha...

Roly Gonzalez: what, if any, aspects of the Oreo page do you feel would engage you to Like their content?

Respondent #5: I don't see their posts anymore, but I think any of their posts regarding a special cause could get a like.

Roly Gonzalez: gotcha... and why don't you see their posts anymore?

Respondent #5: I prob unsubscribed, do to lack of interest in the content.

Roly Gonzalez: ah.. so you still "like" the page but most likely removed their posts from your view

Respondent #5: yeah

Roly Gonzalez: gotcha...

Roly Gonzalez: well we have reached the end of the interview. Do you have any additional thoughts you'd like to share on your connection with Oreo, especially being that it was for a very specific reason.

Respondent #5: No, Thanks for asking me to participate, please let me know if you have any other questions

Roly Gonzalez: definitely... I just want to thank you (again) for participating. Do you have any questions for me regarding the interview and/or what comes next?

Respondent #5: nope.

Roly Gonzalez: awesome, well if you do.. feel free to reach out to me and I'll be happy to chat

Respondent #5: ok, sounds good.

Roly Gonzalez: thanks for participating and we are officially done...have a good night, sir!

Respondent #5: thanks you too.

Respondent #5 is typing...

Respondent #5: later

Roly Gonzalez: night

Respondent #6

Roly Gonzalez: Hi, are you there?

Respondent #6: I am....

Roly Gonzalez: Awesome... are you ready to get started

Roly Gonzalez: ?

Respondent #6: yep... let's do this

Roly Gonzalez: k, great... here we go

Roly Gonzalez: Thank you for agreeing to participate in today's interview. Before we get started, I want to go over a few things

Respondent #6: ok..

Roly Gonzalez: First, today's interview is voluntary and you are free to discontinue the interview at any point should you feel uncomfortable with any of the subject matter or simply do not want to proceed. Additionally, this is voluntary so there will be no compensation for participation. The results from today's interview will be presented in a variety of educational formats. Your comments and answers will presented anonymously. I will be the only person who knows your personal information (i.e. Name, Age, Location, etc...)

Roly Gonzalez: sound good? would you like to continue?

Respondent #6: yes. that works for me

Roly Gonzalez: Ok, let's get started

Roly Gonzalez: Remember, today's session is informal. It's more of a conversation between us

Roly Gonzalez: i'm looking to gain your insight and perspective so there are no right or wrong answers

Respondent #6: k

Roly Gonzalez: Ok, just to confirm... you have a Facebook account, right?

Respondent #6: yep, i do

Roly Gonzalez: k, and how often do you use that Facebook account

Respondent #6: pretty often... i check it like 4 or 5 times a day

Roly Gonzalez: wow, that's a lot... would you say you are a beginner, intermediate or advanced with Facebook?

Respondent #6: somewhere between intermediate and advanced.

Respondent #6: I like to think I know a lot

Roly Gonzalez: haha, so it seems

Roly Gonzalez: and how long have you had your account?

Respondent #6: i've had my profile since my school made it available in 2005

Roly Gonzalez: oh ok, so you've had it for a very long time

Respondent #6: yeah, about 7 years or so

Roly Gonzalez: that's almost as long as it's been around

Roly Gonzalez: what are the main reasons you use Facebook?

Respondent #6: um, to stay connected with friends, reconnect with old ones and to get a general sense of what's going on

Respondent #6: plus, i like voicing my thoughts and opinions to the world

Respondent #6: it actually helps with announcements or keeping my friends updated on what's going on with me. i can tell a story once versus multiple times

Roly Gonzalez: ah i see... and agree it definitely makes that communication piece pretty easy

Roly Gonzalez: so to confirm, it sounds like you use Facebook to stay connected and updated while also using the site as an avenue to share your thoughts and the latest going ons in your life?

Respondent #6: that is right

Roly Gonzalez: cool

Roly Gonzalez: now let's jump into your activities on Facebook

Respondent #6: ok

Roly Gonzalez: i'm going to list three situations for Facebook use...please rank the situation in order of which you think most applies to you (from most to least)

Roly Gonzalez: 1) i mainly read content on Facebook and rarely interact with it

Roly Gonzalez: 2) I read content on Facebook and also engage with it by liking a post, commenting or sharing the information with other friends

Roly Gonzalez: 3) I not only read content on Facebook, I engage with it in a number of ways and also create new posts or share new information with others.

Respondent #6: 3, 2 and 1 (least)

Roly Gonzalez: ok, now keeping with those three. what percentage of your time on Facebook is spent doing each of the three?

Respondent #6: um... in order, i'd say 45% (3), 40% (2), and 15% (1)

Roly Gonzalez: wow, it sounds like you do a lot of heavy engagement on Facebook...

Roly Gonzalez: let's explore your response. why would you say there's such a closeness between 3 and 2? Also, why the gap between 3 and 2 with 1?

Respondent #6: 3 and 2 are close for me because while i enjoy creating content and sharing my thoughts, some times i do it on other people's posts... sometimes i just like or comment on a post and keep moving

Respondent #6: i rarely get on facebook just to read... if i'm on, it's for a purpose

Roly Gonzalez: I see... that makes sense, especially with as much engaging on Facebook as you do daily

Roly Gonzalez: now let's talk about connecting with companies on Facebook. Are you familiar with the concept of "liking" a brand on Facebook?

Respondent #6: yes i am...

Roly Gonzalez: ok, will you define for me what that concept is

Respondent #6: k, it's when you visit a company's facebook page and press the like button. once you do that, you can see their updates and posts

Roly Gonzalez: perfect

Roly Gonzalez: do you think that liking a brand allows you to connect with that brand and/or company?

Respondent #6: definitely... well, it should. the whole point of being on Facebook is to connect... if the connection is not there, what's the point?

Roly Gonzalez: totally agree with you... there should be some back and forth

Roly Gonzalez: now, are there companies and/or brands that you connect with on Facebook?

Respondent #6: yep...quite a few

Roly Gonzalez: perfect... and can you name a few of those for me?

Respondent #6: sure... Coca-Cola, the brass Tap, Guess, and Oreo

Roly Gonzalez: sounds like quite a variety of interests you have

Respondent #6: oh yes... i like a lot of different things

Roly Gonzalez: as you know, the focus of today's interview is on Oreo. as you mentioned, you have already liked the Oreo facebook page which is why you were included in this research

Roly Gonzalez: Why did you choose to like Oreo's Facebook page?

Respondent #6: well i really like the cookies... those w/ a glass of milk, MMM!

Respondent #6: besides that... i got to see a few of their posts shared by some of my friends and I thought they were cool and funny... plus some of them give good information on cool new ways to eat oreos

Roly Gonzalez: so it sounds like your connection is a mix of love for the brand and the enjoyment of their information

Respondent #6: that is correct

Roly Gonzalez: now how familiar are you with the Oreo Facebook page?

Respondent #6: pretty familiar...i probably check it about once a week, at least

Roly Gonzalez: wow...so pretty regular?

Respondent #6: yeah... like i said, i enjoy the content... it always feels really fun

Roly Gonzalez: i agree... it can be very entertaining.

Respondent #6: yes entertaining but also informative and helpful

Roly Gonzalez: so if you had to pick, what are some of the aspects of the page that you like?

Respondent #6: i really like the fun images they include with each post... i also like how they don't take themselves too seriously. on another note, i like the daily recognition of oreo fans

Roly Gonzalez: and what type of recognition is that?

Respondent #6: they shoutout different fans each day. it's fans who's birthday is that day

Respondent #6: i just think that's an awesome personal touch

Roly Gonzalez: yeah... definitely helps connect with the fans

Roly Gonzalez: now being that you're so active on Facebook. do you often like, share, and/or comment on their content?

Respondent #6: definitely... mostly i comment. share and like are about equal. typically if something makes me chuckle or laugh, i'll share it with my friends in hopes that it will make them laugh too

Roly Gonzalez: nice... sounds like you like to spread the word

Roly Gonzalez: well we are entering the final few questions of the interview

Roly Gonzalez: what do you think are the benefits of connecting with oreo on Facebook?

Respondent #6: to stay updated on the product and any fun things they may do. also, just to be entertained.

Roly Gonzalez: ok... and the final three questions are all about your future facebook activities with oreo

Roly Gonzalez: how likely are you to "like" Oreo's content in the future

Respondent #6: oh, very likely

Roly Gonzalez: ok... and how likely are you to "comment" on Oreo's content in the future

Respondent #6: most likely

Roly Gonzalez: and finally, how likely are you to share Oreo's content in the future

Respondent #6: very likely

Roly Gonzalez: sounds like you're an avid Oreo fan!

Roly Gonzalez: well in closing, are there are any final thoughts you'd like to share regarding your connection with Oreo on Facebook?

Respondent #6: no, i think covered most of it.

Roly Gonzalez: awesome... well i appreciate you taking the time to participate in one of the interviews for my academic research

Roly Gonzalez: do you have any questions for me?

Respondent #6: nope

Roly Gonzalez: Ok..well if you do, you can reach out to me on my cell phone or email at any time.

Roly Gonzalez: Thank you for participating!

Respondent #6 is typing...

Respondent #6: your welcome! any time!

Roly Gonzalez:

Roly Gonzalez: have a good night

Respondent #7:

Roly Gonzalez (3/8/2013 11:54:49 PM): Hi Becca, are you there?

Respondent #7 (3/8/2013 11:55:25 PM): Yes

Roly Gonzalez (3/8/2013 11:55:23 PM): perfect... thank you for agreeing to participate in today's interview

Roly Gonzalez (3/8/2013 11:55:35 PM): BEfore we get started, I just want to go over a few details with you

Roly Gonzalez (3/8/2013 11:55:48 PM): First, today's interview is voluntary and you are free to discontinue the interview at any point should you feel uncomfortable with any of the subject matter or simply do not want to proceed. Additionally, this is voluntary so there will be no compensation for participation.

Roly Gonzalez (3/8/2013 11:56:36 PM): The results from today's interview will be presented in a variety of educational formats. Your comments and answers will presented anonymously. I will be the only person who knows your personal information (i.e. Name, Age, Location, etc...)

Respondent #7 (3/8/2013 11:57:19 PM): Alright

Roly Gonzalez (3/8/2013 11:57:07 PM): k.. sound good. Do you want to continue with the interview?

Respondent #7 (3/8/2013 11:57:52 PM): Yes

Roly Gonzalez (3/8/2013 11:58:13 PM): perfect, let's get started

Roly Gonzalez (3/8/2013 11:58:31 PM): remember.. today's session is very informal.. more of a conversation or discussion between the two of us

Roly Gonzalez (3/8/2013 11:58:40 PM): i'm looking to gain your insight.. .there are no right or wrong answers

Respondent #7 (3/8/2013 11:59:09 PM): O

Respondent #7 (3/8/2013 11:59:11 PM): K

Roly Gonzalez (3/9/2013 12:00:38 AM): alrighty and just to confirm, do you have a Facebook account?

Respondent #7 (3/9/2013 12:01:11 AM): yes

Roly Gonzalez (3/9/2013 12:01:12 AM): ok, and how often do you use your Facebook account?

Respondent #7 (3/9/2013 12:01:55 AM): Daily

Roly Gonzalez (3/9/2013 12:02:09 AM): nice... so what type of Facebook user would you say you are? Beginner? Intermediate? Advanced?

Respondent #7 (3/9/2013 12:03:19 AM): Advanced

Roly Gonzalez (3/9/2013 12:03:25 AM): cool... sounds like you do a lot..

Roly Gonzalez (3/9/2013 12:03:29 AM): how long have you been a Facebook user?

Respondent #7 (3/9/2013 12:04:14 AM): Since 2006... So 7 years.

Roly Gonzalez (3/9/2013 12:04:06 AM): that's a long time... almost since the creation of the site

Roly Gonzalez (3/9/2013 12:04:13 AM): What are your reasons for using Facebook?

Respondent #7 (3/9/2013 12:05:35 AM): Connecting with family and friends who are not geographically close, news updates and sharing photos.

Roly Gonzalez (3/9/2013 12:05:43 AM): sounds like you do a variety of things on Facebook...

Roly Gonzalez (3/9/2013 12:06:04 AM): now let's jump into your activities on Facebook

Respondent #7 (3/9/2013 12:06:34 AM): Ok

Roly Gonzalez (3/9/2013 12:06:28 AM): Please rank the the three situations in the order of which you think most applies to what you do from most to least:

Roly Gonzalez (3/9/2013 12:07:58 AM): 1) I mainly read content on Facebook and rarely interact with it 2) I read content on Facebook and also engage with it by liking a post, commenting, or sharing the information with other friends 3) I not only read content on Facebook, I engage with it in a number of ways and also create new posts or share new information with others

Respondent #7 (3/9/2013 12:09:54 AM): 2, 1, 3

Roly Gonzalez (3/9/2013 12:10:12 AM): ah ok.. so it sounds like you read and engage with existing content versus creating some of your own

Roly Gonzalez (3/9/2013 12:10:43 AM): in keeping with that scale, please assign a percentage value to each... to state how much of your Facebook time you believe to be spent in each of the statements

Respondent #7 (3/9/2013 12:13:40 AM): 2 - 45% 1 - 30%. 3 - 25%

Roly Gonzalez (3/9/2013 12:13:46 AM): cool, thank you for that breakdown

Roly Gonzalez (3/9/2013 12:14:11 AM): let's switch gears for a second... are you familiar with "liking" brands on Facebook?

Respondent #7 (3/9/2013 12:15:04 AM): Yes

Roly Gonzalez (3/9/2013 12:15:14 AM): ok perfect. will you define for me what liking a brand or company on Facebook means?

Respondent #7 (3/9/2013 12:17:44 AM): Liking a page enables me to view the product/brands updates, photos, information etc.

Roly Gonzalez (3/9/2013 12:18:12 AM): k perfect. Now does liking a brand's Facebook page allow you to connect with that brand or company?

Respondent #7 (3/9/2013 12:20:07 AM): Yes

Roly Gonzalez (3/9/2013 12:19:54 AM): cool, we will explore that very shortly

Roly Gonzalez (3/9/2013 12:20:15 AM): First, let's start with the basics... do you like or connect with any brands or companies on Facebook?

Respondent #7 (3/9/2013 12:21:38 AM): Yes

Roly Gonzalez (3/9/2013 12:21:49 AM): ok... what are some specific examples of businesses, companies, or brands whose Facebook page you have liked?

Respondent #7 (3/9/2013 12:23:22 AM): Publix, ModCloth, Nantahala Outdoor Center

Roly Gonzalez (3/9/2013 12:23:38 AM): cool cool... sounds like you like a variety of things

Roly Gonzalez (3/9/2013 12:24:12 AM): the main focus of this study is Oreo and their Facebook page. to confirm, have you liked the oreo Facebook Page?

Respondent #7 (3/9/2013 12:25:30 AM): Yes sir

Roly Gonzalez (3/9/2013 12:25:24 AM): cool... alrighty so now to dive into the Oreo section of the interview

Roly Gonzalez (3/9/2013 12:25:41 AM): Why did you choose to like the Oreo facebook page?

Respondent #7 (3/9/2013 12:28:32 AM): I really love Oreos... They bring back childhood memories! I buy atleast a box a week. I connected with their page because a) i like the cookies andto keep abreast of any deals

Roly Gonzalez (3/9/2013 12:29:03 AM): sounds like you have quite a connection with Oreo

Roly Gonzalez (3/9/2013 12:29:05 AM):

Roly Gonzalez (3/9/2013 12:29:26 AM): sounds like you are a fan of Oreo in real life?

Respondent #7 (3/9/2013 12:30:02 AM): Yes i am

Roly Gonzalez (3/9/2013 12:29:52 AM): me too

Roly Gonzalez (3/9/2013 12:30:17 AM): how often do you visit the Oreo page?

Respondent #7 (3/9/2013 12:32:16 AM): Not too often because i depend on their updates to show up in my newsfeed. But if i havent seen anything in a while... I would say a couple times a month

Roly Gonzalez (3/9/2013 12:32:05 AM): cool cool

Roly Gonzalez (3/9/2013 12:32:27 AM): when you visit the Oreo page, why do you visit?

Respondent #7 (3/9/2013 12:33:51 AM): Just to look at recent posts, and i like their clever photos

Roly Gonzalez (3/9/2013 12:34:10 AM): yes they do... quite funny at times

Roly Gonzalez (3/9/2013 12:34:30 AM): sounds like you like their posts and the photos. would you say these are the aspects you like of the page?

Respondent #7 (3/9/2013 12:35:38 AM): Yes

Roly Gonzalez (3/9/2013 12:35:24 AM): k cool...

Roly Gonzalez (3/9/2013 12:35:54 AM): alrighty... we are entering the final section of the interview

Roly Gonzalez (3/9/2013 12:36:21 AM): what aspects of the Oreo page do you feel would engage you to like their content?

Respondent #7 (3/9/2013 12:40:55 AM): Pictures, fun facts, humor

Roly Gonzalez (3/9/2013 12:41:13 AM): ok.. and what aspects of the Oreo page do you feel would engage you to comment on their content?

Respondent #7 (3/9/2013 12:44:03 AM): If i thought a picture was humorous, interactive questioning

Roly Gonzalez (3/9/2013 12:44:18 AM): ah ok... and finally, what aspects of the oreo page do you feel would engage you to share their content on your page to your friends?

Respondent #7 (3/9/2013 12:45:22 AM): Funny pictures, posting certain deals that are going on,

Roly Gonzalez (3/9/2013 12:45:10 AM): awesome

Roly Gonzalez (3/9/2013 12:45:24 AM): ok..so we are down to the last three questions of the interview...

Roly Gonzalez (3/9/2013 12:45:33 AM): first, how likely are you to "like" Oreos content in the future?

Respondent #7 (3/9/2013 12:46:33 AM): Likely

Roly Gonzalez (3/9/2013 12:46:30 AM): k and how likely are you to comment on Oreos content in the future?

Respondent #7 (3/9/2013 12:47:33 AM): Likely

Roly Gonzalez (3/9/2013 12:47:31 AM): perfect and finally... how likely are you to share Oreos content in the future?

Respondent #7 (3/9/2013 12:47:59 AM): Somewhat likely

Roly Gonzalez (3/9/2013 12:48:02 AM): perfect... well that concludes the interview for today. Is there any other feedback you'd like to provide regarding Oreos and your connection with them on Facebook?

Respondent #7 (3/9/2013 12:50:16 AM): I think the use of visuals is always important when promoting a brand on facebook and they always have great visuals to accompany their posts... Yay oreos!

Roly Gonzalez (3/9/2013 12:50:09 AM): cool, thank you for that

Roly Gonzalez (3/9/2013 12:50:18 AM): well i'd like to thank you for taking the time and participating in this research

Roly Gonzalez (3/9/2013 12:50:23 AM): before we close, do you have any questions for me?

Respondent #7 (3/9/2013 12:51:01 AM): No

Roly Gonzalez (3/9/2013 12:51:12 AM): perfect... well if you have any questions about this research after today's interview ends, feel free to reach out to me at any time

Roly Gonzalez (3/9/2013 12:51:31 AM): thank you again

Respondent #7 (3/9/2013 12:52:22 AM): No problem

Roly Gonzalez (3/9/2013 12:52:15 AM): goodnight

Respondent #8:

Roly Gonzalez: awesome, thank you for agreeing to participate in today's informal interview session

Respondent #8: You're welcome! I'm ready lol

Roly Gonzalez: before we get started, I just want to go over some quick details with you

Roly Gonzalez: First, today's interview is voluntary and you are free to discontinue the interview at any point should you feel uncomfortable with any of the subject matter or simply do not want to proceed. Additionally, this is voluntary so there will be no compensation for participation.

Roly Gonzalez: The results from today's interview will be presented in a variety of educational formats. Your comments and answers will be presented anonymously. I will be the only person who knows your personal information (i.e. Name, Age, Location, etc...)

Roly Gonzalez: Sound good?

Respondent #8: Yes sounds good! I consent

Roly Gonzalez: haha why thank you

Roly Gonzalez:

Roly Gonzalez: with that said, let's get started... just remember, this is a very informal interview. I'm really looking for your thoughts and your comments. there is no right or wrong answer...

Roly Gonzalez: this will be more of a conversation or discussion between us

Respondent #8: Okay

Roly Gonzalez: ok and to confirm, do you have a Facebook account?
Respondent #8: Yes I do
Roly Gonzalez: Awesome and how long have you had a Facebook account?
Respondent #8: hmmm let me think...
Respondent #8: Proably about 4 years?
Roly Gonzalez: ah okay... so you've been on for a little while? Did you get it while in school or after it was available to everyone?
Respondent #8: I got in after it was available to everyone
Roly Gonzalez: ok... now how often do use Facebook?
Respondent #8: I would say I use it daily, at least once a day
Roly Gonzalez: sounds like it's a consistent part of each day for you?
Respondent #8: Yes I would say so
Roly Gonzalez: ok and why do you use Facebook?
Respondent #8: I use facebook primarily to keep in touch with friends and family
Roly Gonzalez: ok so it sounds more of like communication activity for you...
Respondent #8: Yes for sure!
Roly Gonzalez: would you say this communication is more active (commenting, writing wall posts) or passive (reading statuses, looking at pictures)?
Respondent #8: I would definitely say passive!
Respondent #8: I like to read everyone's statuses and look at pictures
Roly Gonzalez: interesting... we're actually now going to explore your usage on Facebook
Respondent #8: Okay!
Roly Gonzalez: Please rank the the three situations in the order of which you think most applies to what you do from most to least:
Roly Gonzalez: 1) I mainly read content on Facebook and rarely interact with it 2) I read content on Facebook and also engage with it by liking a post, commenting, or sharing the information with other friends 3) I not only read content on Facebook, I engage with it in a number of ways and also create new posts or share new information with others
Respondent #8: I would say 2, 1, 3
Roly Gonzalez: ok... so it's sounds like you do interact a bit more than just looking at content? Would you say that's accurate?
Respondent #8: Yes I mainly like and respond to other people's posts
Roly Gonzalez: ah ok cool... in keeping with that scale, please assign a percentage to each... to state how much of your Facebook time you believe is spent on each of the statements
Respondent #8: OKay let me think about this one lol
Roly Gonzalez: no worries, take your time
Respondent #8: 1= 30%, 2=50%, 3=20%
Roly Gonzalez: perfect, thanks for the breakdown
Roly Gonzalez: let's switch gears for a second... are you familiar with "liking" brands or companies on Facebook?
Respondent #8: Yes!
Roly Gonzalez: cool... please tel me what "liking" a brand or company on Facebook means to you
Respondent #8: TO me, it means clicking on the "like" button
Respondent #8: for their brand or page
Roly Gonzalez: okay... and once you've clicked the "like" button, what happens after that?
Respondent #8: I believe I start to get their status updates on my timeline, from what I remember
Roly Gonzalez: k... and do you currently "like" and brands or companies on Facebook?

Respondent #8: Yes I do
Roly Gonzalez: cool, would you please name a few?
Respondent #8: In looking on my page some of the brands/companies I have liked include HSN, WorldStar Casino, Smashbox cosmetics and Oreo
Roly Gonzalez: awesome, sounds like a variety of brands/companies
Respondent #8: Yes, I like to keep some diversity in my life haha
Roly Gonzalez: haha totally agree
Roly Gonzalez: now why do you like companies or brands on Facebook?
Respondent #8: Usually it is because they are offering something such as a coupon
Roly Gonzalez: interesting... so that connection is more for some sort of incentive?
Respondent #8: Yes I think so
Roly Gonzalez: alrighty... now you mentioned Oreo as one of the brands that you like on Facebook. As you know, Oreo is the focus of today's interview... so let's transition into the Oreo related questions
Respondent #8: Okay!
Roly Gonzalez: Why did you choose to "like" the Oreo Facebook page?
Respondent #8: I think I liked it because I love Oreos!
Roly Gonzalez: ah... so you have a real life tie to them? you enjoy their product?
Respondent #8: Yes I do!
Respondent #8: I actually have fond memories of Oreos as a child
Roly Gonzalez: cool... and how often do you visit the Oreo Facebook page?
Respondent #8: Not often to be honest. I mostly look for their statuses on my timeline
Roly Gonzalez: ah gotcha... so more in what you see when you sign in? the news feed?
Respondent #8: Yes!
Roly Gonzalez: okay and what are some aspects of the Oreo page that you like?
Respondent #8: I love the pictures they post
Roly Gonzalez: ok cool... they do have some pretty catchy pics
Roly Gonzalez: What aspects of the Oreo page do you feel would engage you to like their content?
Respondent #8: Yes they do! They have pics displaying how Oreo can be used for different holidays
Respondent #8: Do you mean would aspects of their page would engage me in the future?
Roly Gonzalez: yeah... like what things there would potentially cause you to like something there...
Respondent #8: I think the type of pictures they post will continue to keep my interest. I also think coupons would be nice!
Roly Gonzalez: mmkay... so the pictures would prompt you to like their content?
Respondent #8: Yes
Roly Gonzalez: in keeping with that, what aspects of their page would engage you to actually comment on it?
Respondent #8: If they posted something I could relate to...such as posting a status or picture that is close to my heart such as my cultural heritage or favorite musical artists
Roly Gonzalez: ok so maybe tailoring some of their content toward their fans?
Respondent #8: YES!
Roly Gonzalez: nice ok.. and one more in that line... what aspects of their page would engage you to share the content with your friends
Respondent #8: If I felt that the content was funny or if it pertained to my type of friends

Respondent #8: FOr instance, if they made a post about my favorite singer, Mariah Carey, I would definitely share it!

Roly Gonzalez: love the Mariah reference... haha oreo will need to work on that!

Respondent #8: I totally agree!

Roly Gonzalez: ok so we are nearing the end of the interview here.. just a few more questions.

Respondent #8: Okay!

Roly Gonzalez: First, what do you think the benefits are of connecting with Oreo on Facebook?

Respondent #8: The first thing I think of is just staying current with their products. I learned they have birthday cake flavored cookies from their page

Roly Gonzalez: ok... so there's a benefit of them communicating information to their consumers. do you think there's a benefit the other way around? from consumer to company?

Respondent #8: Definitely! Their page can be used as another way to communicate satisfaction or dissatisfaction with their product....kinda for customer service purposes

Roly Gonzalez: ah okay... cool

Roly Gonzalez: and now the last three questions may seem repetitive but are designed to test for three different things

Roly Gonzalez: How likely are you to "like" Oreo content in the future?

Respondent #8: Is there a scale?

Roly Gonzalez: Not at all, Somewhat Not Likely, Maybe, Somewhat Likely, Very Likely

Respondent #8: I say Maybe

Roly Gonzalez: Ok.. and How likely are you to "comment" on Oreo content in the future?

Respondent #8: Not likely

Roly Gonzalez: and finally how likely are you to "share" Oreo content in the future?

Respondent #8: Somewhat likely

Roly Gonzalez: interesting... so you are more likely to share the content with others than to comment on it?

Respondent #8: Yes and that's mainly because that is just how I am in general on FB

Roly Gonzalez: cool, very interesting note lol

Respondent #8:

Respondent #8: Nothing personal in other words lol

Roly Gonzalez: well we have reached the end of the interview... and I'm so appreciative for your participation today...

Roly Gonzalez: is there anything else you'd like to add in regards to today's interview?

Respondent #8: Well I enjoyed participating! The time went by fast and all of your questions were great!

Roly Gonzalez: awesome, i'm glad to hear it was enjoyable.. and things of that nature

Respondent #8: haha YW!

Roly Gonzalez: if you have any questions about today's interview, feel free to reach out to me at any time

Respondent #8: Okay, will do! Good luck with your study!

Roly Gonzalez: awesome.. thank you Izzy.. have a good one!

Respondent #8 is typing...

Respondent #8: You too!

Respondent #9:

Respondent #9: hey im here

Roly Gonzalez: perfect... thank you for agreeing to participate in this interview for my thesis research

Respondent #9: happy to help

Roly Gonzalez: awesome

Roly Gonzalez: before we get started, i just want to go over a few things with you

Roly Gonzalez: First, today's interview is voluntary and you are free to discontinue the interview at any point should you feel uncomfortable with any of the subject matter or simply do not want to proceed. Additionally, this is voluntary so there will be no compensation for participation.

Roly Gonzalez: The results from today's interview will be presented in a variety of educational formats. Your comments and answers will be presented anonymously. I will be the only person who knows your personal information (i.e. Name, Age, Location, etc...)

Roly Gonzalez: sound good?

Respondent #9: yes thats fine

Roly Gonzalez: cool, so we will go ahead and get started

Roly Gonzalez: remember, today's interview is very informal... no right or wrong answers, I simply want your feedback. think of this as more of a discussion or conversation between the two of us...

Roly Gonzalez: ok and do you have a Facebook account?

Respondent #9: yes I do

Roly Gonzalez: ok and how long have you had your Facebook account?

Respondent #9: I'd say 5 years

Roly Gonzalez: ok, so you've been on Facebook a while.

Respondent #9: yes

Roly Gonzalez: did you get your account while in school or after it became available to everyone?

Respondent #9: after it became available to everyone

Roly Gonzalez: ah, ok...

Roly Gonzalez: and how often do you use Facebook?

Respondent #9: daily

Roly Gonzalez: ok and why do you use Facebook?

Respondent #9: for a variety of purposes; gaming, social interaction, and information

Roly Gonzalez: ah ok... so it does sound like a variety and like you do a lot of different things on Facebook

Roly Gonzalez: let's explore your use a bit more

Respondent #9: ok

Roly Gonzalez: Please rank the three situations in the order of which you think most applies to what you do from most to least:

Roly Gonzalez: 1) I mainly read content on Facebook and rarely interact with it 2) I read content on Facebook and also engage with it by liking a post, commenting, or sharing the information with other friends 3) I not only read content on Facebook, I engage with it in a number of ways and also create new posts or share new information with others

Respondent #9: 3, 2, 1

Roly Gonzalez: oh ok... so it sounds like you do a lot of creating content on the site... to share with your friends and such. Is that accurate?

Respondent #9: yes

Roly Gonzalez: alrighty.. in keeping with those three options. please assign a percentage to each... to state how much of your Facebook time you believe is spent on each onw

Roly Gonzalez: *one

Respondent #9: 3-45%, 2-35%, 1-20%

Roly Gonzalez: ok perfect... thank you for that

Roly Gonzalez: switching gears a little bit, are you familiar with "liking" a brand or company on Facebook?

Respondent #9: yes

Roly Gonzalez: ok.. and please define for me what liking a brand or company on Facebook means to you?

Respondent #9: walmart, target, lays potato chips etc,

Roly Gonzalez: no, i'm sorry.. i meant what does liking a brand or company on Facebook mean

Roly Gonzalez: (you've actually answered one of my next questions)

Respondent #9: ok sorry lol....i believe it means you appreciate and/or like the service/product you have chosen to "like"

Roly Gonzalez: oh ok.. perfect...

Roly Gonzalez: and the brands/companies you listed... are those some of the brands/companies you've liked on Facebook?

Respondent #9: yes

Roly Gonzalez: k cool... now why do you choose to like brands/companies on Facebook?

Respondent #9: to in a way follow what new things and information they are offering such as coupons or special sales

Roly Gonzalez: ah okay... so mainly getting information from brands or companies?

Respondent #9: correct

Roly Gonzalez: ah ok, cool... we are now going to segue into a specific brand on Facebook. As you know, today's focus is Oreo on Facebook.

Respondent #9: ok

Roly Gonzalez: To confirm, do you like Oreo on Facebook?

Respondent #9: yes i do

Roly Gonzalez: k cool...

Roly Gonzalez: Why did you choose to "like" the oreo page?

Respondent #9: i like the cookie

Roly Gonzalez: ok so you actually enjoy their product?/

Respondent #9: yes

Roly Gonzalez: cool cool

Roly Gonzalez: and how often do you visit the oreo page?

Respondent #9: when i see new information on my feed

Roly Gonzalez: ah gotcha... so you'll see something in ur news feed and click to go to their page?

Respondent #9: correct

Roly Gonzalez: gotcha, cool

Roly Gonzalez: and why do you visit the Oreo page? what about what you see in your news feed gets you to click and go there?

Respondent #9: new products/information maybe an upcoming deal

Roly Gonzalez: ah okay... so more looking for information related to the product that you enjoy?

Respondent #9: yes

Roly Gonzalez: cool.. and what aspects about the Oreo page do you like?

Respondent #9: it is layed out so that it is easily navigated, informative

Roly Gonzalez: cool... so easy to find things... and it gives you good information?

Respondent #9: correct

Roly Gonzalez: ok

Roly Gonzalez: the next three questions are going to seem repetitive but they are designed to indicate different things

Roly Gonzalez: first - what are some aspects of the Oreo Facebook page that you feel would engage you to like some of their content (e.g. a post, a picture, etc)

Respondent #9: a picture that intrigues me or a post that relates to me

Roly Gonzalez: ok... and what are some aspects of the Oreo Facebook page that you feel would engage you to comment on their content?

Respondent #9: maybe if i felt strongly about their said post, or if i had a random thought/memory produced by a picture

Roly Gonzalez: ok... that's fair

Roly Gonzalez: and what are some aspects of the oreo Facebook page that you feel would engage you to share their content with your friends

Respondent #9: probably one my friends/family would relate to (like the picture memory)

Roly Gonzalez: ah gotcha... so basically something you could connect with your world and those in it?

Respondent #9: correct

Roly Gonzalez: ok cool...

Roly Gonzalez: now what you think are the benefits of connecting with Oreo specifically on Facebook?

Respondent #9: instantaneous action, people are extremely media driven, facebook specifically is designed for people to interact immediately

Roly Gonzalez: that's cool... and you bring up an interesting point with interactions

Roly Gonzalez: do you think that Facebook only allows people to interact w/ companies or do companies interact with people as well?

Respondent #9: companies may not always be able to respond to the individuals who are commenting on their pages, but i think they value the opinions/thought that are shared globally

Roly Gonzalez: gotcha... so with that said, do you feel that companies listen to the feedback posted on Facebook and incorporate it in their business?

Respondent #9: i think they have to in a way or you don't have a successful company

Roly Gonzalez: very interesting point...

Roly Gonzalez: alrighty so now we are nearing the end of the interview. The next three questions are forward-looking and may seem repetitive but, as with questions earlier, are designed to test for different things

Roly Gonzalez: How likely are you to like Oreo's content in the future?

Respondent #9: very likely, i enjoy the product

Roly Gonzalez: cool.. and how likely are you to comment on Oreo's content in the future?

Respondent #9: somewhat likely depending on the post

Roly Gonzalez: mmkay and finally how likely are you to share on Oreo's content in the future?

Respondent #9: somewhat likely again depending on the benefit of my friends/family

Roly Gonzalez: cool... that works for me

Roly Gonzalez: well, we have reached the end of the interview. is there anything additional you'd like to add regarding Oreo?

Respondent #9: i say continue to make a good product and people will continue to like/buy it

Roly Gonzalez:

Roly Gonzalez: alrighty, as I mentioned earlier... i truly appreciate your willingness to participate in this research and the interview

Roly Gonzalez: if you have any questions about this interview after we conclude, feel free to reach out to me at any time

Respondent #9: my pleasure to help you
Roly Gonzalez: alrighty... thanks and have a good night
Respondent #9 is typing...
Respondent #9: you too!!

Respondent #10:

Roly Gonzalez: Perfect... good evening and thank you for your willingness to participate in this study

Respondent #10: No problem!

Roly Gonzalez: now before we get started, I just want to go over a few things with you

Respondent #10: Ok

Roly Gonzalez: First, today's interview is voluntary and you are free to discontinue the interview at any point should you feel uncomfortable with any of the subject matter or simply do not want to proceed. Additionally, this is voluntary so there will be no compensation for participation.

Roly Gonzalez: The results from today's interview will be presented in a variety of educational formats. Your comments and answers will be presented anonymously. I will be the only person who knows your personal information (i.e. Name, Age, Location, etc...)

Roly Gonzalez: Sound good?

Respondent #10: Ok good

Respondent #10: I accept

Roly Gonzalez: awesome, let's go ahead and get started

Respondent #10: Ok

Roly Gonzalez: remember, today's interview is very informal. There are no right or wrong answers, I simply want your honest feedback and comments. Think of this as a discussion or conversation between the two of us

Roly Gonzalez: ok... and to confirm, do you have a Facebook account?

Respondent #10: Yes

Roly Gonzalez: ok and how long have you had your Facebook account?

Respondent #10: Since about 2004

Roly Gonzalez: oh wow... an early adopter. you've had it since nearly the beginning of the service. Did you get it while in school?

Respondent #10: So about 9 years

Roly Gonzalez: yeah, quite a long time...

Roly Gonzalez: how often do you use your Facebook account?

Respondent #10: Yes at the time they only served a few schools and mine was one of them

Respondent #10: Probably use my account everyday

Roly Gonzalez: that's cool that you got in early w/ it... i had to wait about a year or so for it

Roly Gonzalez: ah ok... so use everyday

Roly Gonzalez: and what is your reason (or are your reasons) for using Facebook?

Respondent #10: Yeah my school was based on technology so we found out about before a lot of ppl

Respondent #10: Yes i use it just about everyday

Respondent #10: I love to chat and keep in touch with friends not in the area. It is entertaining so it helps when i am bored

Roly Gonzalez: ok... so it sounds like a mix between communication and entertainment

Respondent #10: And i think i am addicted. I always think i am missing out when i am not on there lol

Roly Gonzalez: haha i know that feeling... definitely don't want to miss out

Respondent #10: Yes

Roly Gonzalez: let's explore your usage a little bit more

Roly Gonzalez: Please rank the following three situations in the order of which you think most applies to what you do from most to least:

Respondent #10: I tend to get news on there so lol

Roly Gonzalez: 1) I mainly read content on Facebook and rarely interact with it 2) I read content on Facebook and also engage with it by liking a post, commenting, or sharing the information with other friends 3) I not only read content on Facebook, I engage with it in a number of ways and also create new posts or share new information with others

Respondent #10: 3,2,1

Roly Gonzalez: ok... so it sounds like you actively engage on Facebook with content and sharing with your friends

Roly Gonzalez: is that accurate?

Respondent #10: Yes i am

Respondent #10: It gives me something to do

Roly Gonzalez: ah, for those times of boredom

Roly Gonzalez: and do your friends typically respond to the things you share in some way?

Respondent #10: Yes they do

Roly Gonzalez: cool cool...

Respondent #10: They know i stay on fb and when i have not been on in awhile they ask if i am ok

Roly Gonzalez: wow... that shows how much you use it, definitely

Roly Gonzalez: alrighty.. in keeping with the three options we just discussed. please assign a percentage to each... to state how much of your Facebook time you believe is spent on each one (1, 2 and 3 from above)

Respondent #10: I would say 97 % for 3, 2% for 2 and 1% for 1

Roly Gonzalez: wow... you definitely do a lot of number 3!

Respondent #10: Yes

Roly Gonzalez: so now we're going to move further into the interview... are you familiar with liking a brand or company on Facebook?

Respondent #10: Yes

Roly Gonzalez: ok, and what does liking a brand or company on Facebook mean to you?

Respondent #10: Means that i like or use the product or support the company

Roly Gonzalez: ah, ok... and, in your opinion, who sees that you like or support of the product or company

Respondent #10: The company and my friends,

Roly Gonzalez: ah ok.. and do you currently like any brands or companies on Facebook?

Respondent #10: And other ppl who like them

Respondent #10: Yes

Roly Gonzalez: ah cool cool... will you name just a few of the brands or companies that you like on Facebook?

Respondent #10: I like so many of them. I can't name them all

Roly Gonzalez: haha i would imagine you have a lot of likes... especially with how much you use it. How about just two or three? Know any off the top of your head?

Respondent #10: I can't think of any off the top of my head

Roly Gonzalez: no worries... sounds like you like a lot of them though

Respondent #10: Yes i do. When i see them

Roly Gonzalez: haha of course
Roly Gonzalez: well as you know, the main focus of today's interview hovers around Oreo
Respondent #10: I am surprised i can't think of any right now
Respondent #10: Ok
Roly Gonzalez: to confirm, do you currently like Oreo on Facebook?
Respondent #10: I think i liked them
Respondent #10: I am pretty sure
Roly Gonzalez: okay... and why did you choose to like Oreo's page on Facebook?
Respondent #10: Because i like oreo cookies
Respondent #10: And i ate them a lot growing up
Roly Gonzalez: ah, so you enjoy the product in real life
Respondent #10: Yes
Roly Gonzalez: and it sounds like there's a historical tie... you've enjoyed them for quite some time?
Respondent #10: I don't really eat them a lot now but i did
Roly Gonzalez: ah cool cool... and still have liked them on Facebook...
Respondent #10: Well yes i remember eating them growing up
Roly Gonzalez: how often do you visit the Oreo Facebook page?
Respondent #10: Yes
Respondent #10: I still like them just don't eat them as much as i use to
Respondent #10: I don't visit the pages i like for the most part but messages from the page shows up on my newsfeed so i don't have to
Roly Gonzalez: gotcha.. so you more see it in your news feed and read it as your scrolling?
Respondent #10: Yes
Roly Gonzalez: ok and have you ever visited the Oreo page in the time that you've liked them?
Respondent #10: I don't think so. Maybe the first time i liked it
Respondent #10: But i don't visit it
Roly Gonzalez: gotcha... and what are some aspects about Oreo on Facebook that you like?
Respondent #10: Well i like some of the status messages they have. They are entertaining.
Roly Gonzalez: okay... now the next three questions may seem repetitive are designed to focus on separate things
Roly Gonzalez: what aspects of Oreo on facebook (or of their page) do you feel would engage you to "like" their content?
Respondent #10: And sometimes they will have messages like different things you can do with oreos and that causes me to like it
Last message received on 3/11 at 8:02 PM
Roly Gonzalez: ah okay... so moreso things that show what you can do with oreos like recipes or combinations?
Respondent #10: Yes
Roly Gonzalez: ok and what aspects of Oreo on Facebook (or of their page) do you feel would engage you to comment on their content?
Respondent #10: Those interest me
Respondent #10: The recipes
Roly Gonzalez: ah gotcha... sounds like the recipes are a winner for you
Roly Gonzalez: and finally what aspects of Oreo on Facebook (or of their page) do you feel would engage you to share their content on your page?
Respondent #10: Recipes or jokes
Roly Gonzalez: cool..

Roly Gonzalez: now what do you believe the benefits of connecting with oreo on Facebook to be?

Respondent #10: Anything that i think would interest my friends

Respondent #10: Staying on top of what is going on with the brand. They might come out with something new or whatnot

Roly Gonzalez: ah cool... so it sounds like the benefits are consumer based. do you think there are connection benefits for the brand/company?

Respondent #10: They may have contests or something that i could enter

Respondent #10: Well it shows my support

Respondent #10: So the company knows there are ppl out there that like and support them

Roly Gonzalez: gotcha... and do you think that you'd be able to provide feedback to oreo on their page that they'd listen to and potentially incorporate?

Respondent #10: I am not sure. I don't think that is what their fb page is for

Respondent #10: I think fb is just for entertainment or marketing

Roly Gonzalez: ah ok... fair enough

Roly Gonzalez: and now we are down to the final 3 questions of the interview

Respondent #10: Maybe if they specifically ask for our opinion they will

Respondent #10: Ok

Roly Gonzalez: gotcha... so if they reach out and ask a question of their fans.. i see

Roly Gonzalez: How likely are you to "like" Oreos content in the future?

Respondent #10: Yes

Respondent #10: Very likely

Roly Gonzalez: ok.. and how likely are you to comment on Oreos content in the future?

Respondent #10: Somewhat likely

Roly Gonzalez: k, and finally... how likely are you to share Oreos content in the future?

Respondent #10: Very likely

Roly Gonzalez: Alrighty...well now we've reached the end of the interview. Before we close, is there anything else about Oreos or Facebook you'd like to add?

Respondent #10: I like their content so i am willing to share it

Roly Gonzalez: gotcha... so good content for you makes you willing to share it or pass it along?

Respondent #10: I think being on fb helps brands to market better. It helps them keep up with the times

Respondent #10: Yes of course

Roly Gonzalez: awesome, i think that's quite a true statement

Roly Gonzalez: well, I would like to thank you for participating in today's interview. Do you have any questions for me?

Respondent #10: No problem. No questions from me.

Roly Gonzalez: Ok, well if you think of any... feel free to reach out to me at any time...

Respondent #10: Good luck with the project!

Roly Gonzalez: thanks again for participating and have a good night

Respondent #10: Ok i will if i think of any!

Respondent #10: No problem! Have a goodnight! :/)

Respondent #10:

Respondent #11:

Respondent #11: Yes, I'm here.

Roly Gonzalez: Perfect... thank you for your willingness to participate in my research study

Respondent #11: No problem.

Roly Gonzalez: now before we get started, I just want to go over a few things with you

Roly Gonzalez: First, today's interview is voluntary and you are free to discontinue the interview at any point should you feel uncomfortable with any of the subject matter or simply do not want to proceed. Additionally, this is voluntary so there will be no compensation for participation.

Roly Gonzalez: The results from today's interview will be presented in a variety of educational formats. Your comments and answers will be presented anonymously. I will be the only person who knows your personal information (i.e. Name, Age, Location, etc...)

Roly Gonzalez: sound good?

Respondent #11: Sounds good

Roly Gonzalez: perfect, let's go ahead and get started

Roly Gonzalez: remember, today's interview is informal. There are no right or wrong answers, I simply want to gain your honest feedback and comments. Think of this as a discussion between the two of us

Roly Gonzalez: ok... and do you have a Facebook account?

Respondent #11: Yes, I do

Roly Gonzalez: perfect... and how long have you had your Facebook account?

Respondent #11: 8 years

Roly Gonzalez: wow... you've had it for a while. Did you get your Facebook account while in school or when it went public?

Respondent #11: My school was one of the first 12 schools to get Facebook. I got it when I was in school.

Roly Gonzalez: oh wow, lucky... i had to wait about a year or so to get it at my school

Roly Gonzalez: so how often do you use Facebook?

Respondent #11: I use it everyday. I'm on it all day for work and then after work hours as well. In fact, I'm logged in now.

Roly Gonzalez: haha that makes two of us

Respondent #11: haha

Roly Gonzalez: so your immersed in it for work and for personal... sounds like you are always connected

Respondent #11: Yes! Even from my mobile device. It is one of the first things I check in the morning and then before I go to bed.

Roly Gonzalez: cool cool... Now why do you use Facebook?

Respondent #11: Well my use has evolved as I've gotten older and as Facebook has evolved. In college, it was just a fun social tool. Then once college was over, it was the best way to stay connected to old classmates. Once everyone was allowed to use it, I found it was great to stay in touch with family members. Then when brands started using it, I loved it for my favorite brands.

Respondent #11: And now I use it to stay in touch and keep others updated about my life but also to engage with brands

Respondent #11: and get more information from them. I also like subscribing to celebrities and influential people

Roly Gonzalez: nice it sounds like your use has evolved along with the site... and you do a wide variety of things on Facebook

Roly Gonzalez: now we'll explore some of that usage a little bit

Respondent #11: Sure

Roly Gonzalez: Please rank the following three situations in the order of which you think most applies to what you do from most to least:

Roly Gonzalez: 1) I mainly read content on Facebook and rarely interact with it 2) I read content on Facebook and also engage with it by liking a post, commenting, or sharing the information with other friends 3) I not only read content on Facebook, I engage with it in a number of ways and also create new posts or share new information with others

Respondent #11: 3, 2, 1

Roly Gonzalez: ok... based on your ranking, it sounds like you do a lot of generating your own content and actively engaging on Facebook

Respondent #11: Yes, that's correct

Roly Gonzalez: alrighty.. in keeping with the three options we just discussed. please assign a percentage to each... to state how much of your Facebook time you believe is spent on each one (1, 2 and 3 from above)

Respondent #11: 3: 70%, 2:25%, 3: 5%

Respondent #11: 1 should be 5%

Roly Gonzalez: ah ok... so #3 = 70%, 2=25% and 1=5%

Respondent #11: Yes

Roly Gonzalez: k perfect..

Roly Gonzalez: now moving into the next section of this interview, are you familiar with liking a brand or company on Facebook?

Respondent #11: Yes, I am!

Roly Gonzalez: ok, please define for me what liking a brand or company on Facebook means to you?

Respondent #11: Opting in to like a brand or company's Facebook page. It means I will see their status updates in my newsfeed.

Respondent #11: This way I can keep up to date on what they have to say

Roly Gonzalez: okay... and who sees that you like that brand or company?

Respondent #11: All of my friends see it

Respondent #11: in the right activity column on the homepage

Roly Gonzalez: ok... and what about the brand or company? is there any connection for them?

Respondent #11: They will see that their "like" count has gone up

Respondent #11: on their page

Roly Gonzalez: ah okay... perfect

Roly Gonzalez: i believe you answered this a little earlier but, to confirm, do you currently like any brands/companies on Facebook?

Respondent #11: Yes, I like many of them!

Roly Gonzalez: haha, and can you name a few of them for me?

Respondent #11: Birchbox, Sephora, Levo League, Bucket Feet, Oreo, Nike

Roly Gonzalez: ah ok... a good variety of brands

Roly Gonzalez: and why do you connect with companies on Facebook?

Respondent #11: Mostly to see what they're up to and to see if they have any good sales, coupons, product news and reviews. It's a great way to stay connected to them and also good for customer service problems. It beats having to wait on hold.

Respondent #11: I'm up to date on latest trends because I follow them on Facebook

Roly Gonzalez: ah... so a mix of getting their updates but also communicating with the brand?

Respondent #11: Yes, I like engaging with them too or saying I have a service problem

Roly Gonzalez: ok cool... as you know today's interview is focused on Oreo on Facebook.

Roly Gonzalez: Do you currently like Oreo on Facebook?

Respondent #11: Yep

Roly Gonzalez: k cool... and why did you choose to like the Oreo page?

Respondent #11: Yep, I currently like Oreo. I chose to like the Oreo page because I'm a big fan of the cookie and I wanted to stay tuned for new products

Respondent #11: like seasonal cookies

Roly Gonzalez: ok so a mix between enjoying the product and also wanting to stay informed?

Respondent #11: yes

Roly Gonzalez: k cool.. and how often do you visit the Oreo Facebook page?

Respondent #11: Probably once a month. I usually just see what they're saying through my news feed

Roly Gonzalez: ah ok... so you get more of your updates from the news feed?

Respondent #11: Yes, I rarely visit a page unless, I saw something cool in the news feed and I want to refer back to it. Otherwise everything I do in the news fee.

Respondent #11: *feed

Roly Gonzalez: ah ok...for when you do go to the Oreo page, what are some of the aspects of the page that you like?

Respondent #11: the images on the posts, the feel of a happy robust community

Roly Gonzalez: interesting..the happy robust community: what makes you say that?

Respondent #11: There's a lot of people chattering on the page

Respondent #11: and interacting with the posts

Respondent #11: it makes me feel like I'm with a whole bunch of people that like what I do

Roly Gonzalez: definitely... they generate a lot of feedback and comments

Roly Gonzalez: Alrighty.. the next few questions may seem repetitive but are designed to focus on certain aspects

Roly Gonzalez: first...what are some of the aspects of the Oreo page that you feel would engage you to "like" Oreo's content.

Respondent #11: the images, the text and whether or not my friends share it and say something funny about it

Roly Gonzalez: ah ok...

Roly Gonzalez: and what are some aspects of the Oreo page that you feel would engage you to comment on Oreo's content?

Respondent #11: Asking my opinion about something

Roly Gonzalez: ok... so Oreo actually asking for feedback or an answer?

Respondent #11: Yes, if they made me feel like my opinion mattered, I'd be likely to comment

Respondent #11: or if it's something fun

Respondent #11: like asking if I like the cream or the cookie

Roly Gonzalez: very interesting... let's explore that statement for a second... do you feel that there is the latitude to have that type of engagement with a brand/company on Facebook?

Respondent #11: Yes, if they truly care about their customers or fans, they can ask those questions and get a genuine answer

Roly Gonzalez: okay... and do you feel Oreo currently does that?

Respondent #11: Not really. They ask me for fun answers

Respondent #11: but not to ask them to make their next cookie flavor

Respondent #11: or cookie design

Roly Gonzalez: ah okay...so more of fun engagement but not customer feedback?

Respondent #11: Exactly

Respondent #11: Why not ask for customer feedback

Roly Gonzalez: good point, definitely

Roly Gonzalez: alrighty and what are some aspects of the Oreo page that you feel would engage you to share their content?

Respondent #11: A fun image. last year they did something timely every day for a while and those images were really timely and relevant so I shared them
Respondent #11: because they were funny
Respondent #11: or witty
Roly Gonzalez: cool... so something entertaining that you feel others would enjoy as well or just what you enjoy?
Respondent #11: Both, if I enjoy it and I think others might enjoy it too
Respondent #11: then I'll share it
Roly Gonzalez: gotcha... and does it have to be both or can it be one?
Respondent #11: It usually has to be both
Respondent #11: I won't share it if I think it's funny but no one else does. I like to give my friends value
Respondent #11: not clog their feed
Roly Gonzalez: ah gotcha... sounds like you're one of the rare considerate people on Facebook...
Respondent #11: haha
Respondent #11: I try to be
Roly Gonzalez: good good lol
Roly Gonzalez: well now we are at the final 3 questions of the interview
Roly Gonzalez: how likely are you like Oreo's content in the future?
Respondent #11: Very likely
Roly Gonzalez: ok and how likely are you to comment on Oreo's content in the future?
Respondent #11: Very likely
Roly Gonzalez: and finally... how likely are you to share Oreo's content in the future?
Respondent #11: Very likely
Roly Gonzalez: nice... well we have reached the end of the interview. Is there anything else you'd like to share about Oreo or Facebook before we close?
Respondent #11: Hmmm, not that I can think of
Roly Gonzalez: ah okay, perfect... well i truly appreciate you participating in today's interview...
Roly Gonzalez: do you have any questions for me about the interview or what happens next?
Respondent #11: No, I think I understand. Thanks for interviewing me! It was very interesting
Roly Gonzalez: perfect.. well if you have any questions, feel free to reach out to me
Roly Gonzalez: thank you again.. and i hope you have a good night.
Respondent #11 is typing...
Respondent #11: Thank you! Have a good night

Respondent #12:

Respondent #12: Yes I am.
Roly Gonzalez: perfect... ready to get started with tonight's interview?
Respondent #12: Ready to go!
Roly Gonzalez: awesome... well before we get started, i just want to go over a couple of things w/ you
Roly Gonzalez: First, today's interview is voluntary and you are free to discontinue the interview at any point should you feel uncomfortable with any of the subject matter or simply do not want to proceed. Additionally, this is voluntary so there will be no compensation for participation.
Roly Gonzalez: The results from today's interview will be presented in a variety of educational formats. Your comments and answers will presented anonymously. I will be the only person who knows your personal information (i.e. Name, Age, Location, etc...)

Roly Gonzalez: sound good?
Respondent #12: Let's do it!
Roly Gonzalez: yay... and now we'll get started
Roly Gonzalez: remember... this is very informal... there's no right or wrong answer. I simply want your honest feedback and comments. Think of this as more of a conversation or discussion between the two of us, ok?
Respondent #12: Ok
Roly Gonzalez: awesome and to confirm, do you have a Facebook account?
Respondent #12: Yes I do
Roly Gonzalez: cool and how long have you had your Facebook account?
Respondent #12: 2008
Roly Gonzalez: ok, so you've had it for a while... did you get it when Facebook was available to everyone?
Respondent #12: Once the buzz started about FB I decided it would be fun to try.
Roly Gonzalez: cool... and how often do you use Facebook?
Respondent #12: I usually check in once per day.
Roly Gonzalez: okay.. and why do you use Facebook?
Respondent #12: Mostly to keep contact with family & friends. The occasional FB offer from sponsors is nice too lol.
Roly Gonzalez: ok... so a mix between communication and some incentive type things?
Respondent #12: Yep that sums it up.
Roly Gonzalez: let's dive into your usage a little more
Roly Gonzalez: Please rank the following three situations in the order of which you think most applies to what you do from most to least:
Roly Gonzalez: 1) I mainly read content on Facebook and rarely interact with it 2) I read content on Facebook and also engage with it by liking a post, commenting, or sharing the information with other friends 3) I not only read content on Facebook, I engage with it in a number of ways and also create new posts or share new information with others
Respondent #12: 321
Roly Gonzalez: ah ok...
Respondent #12: ya
Roly Gonzalez: alrighty.. in keeping with the three options we just discussed. please assign a percentage to each... to state how much of your Facebook time you believe is spent on each one (1, 2 and 3 from above)
Respondent #12: 3-50%, 2-30%, 1-20%
Roly Gonzalez: alrighty... cool
Roly Gonzalez: nice... okay now are you familiar with liking a brand or company on Facebook?
Respondent #12: Very familiar.
Roly Gonzalez: cool, please define for me what it means to "like" a brand or company on Facebook?
Respondent #12: To
Respondent #12: "like" a brand on Facebook book is to acknowledge that you use their services and is also good way to get coupons/offers you may otherwise miss if you had not "liked" the company.
Roly Gonzalez: ok... so it's showing support and staying updated on their information?
Respondent #12: Precisely
Roly Gonzalez: cool cool... now do you think there's any benefit to the company or brand?

Respondent #12: Of course. Anyone who views a person's profile will see that they like this brand/company. They may wonder why they like it or may have been interested before but never thought to check it out. The company gains a widespread audience it may not have been able to reach otherwise.

Roly Gonzalez: hmm. interesting answer...

Roly Gonzalez: and do you currently like any brands or companies on Facebook?

Respondent #12: Lots of them.

Roly Gonzalez: cool cool and will you name 2 or three of them?

Respondent #12: Puffs tissues, Dr. Pepper, Applebee's, Oreo to name a few

Roly Gonzalez: cool... sounds like a good variety...

Roly Gonzalez: (lol Applebee's just made me think of apple chimmicheesecake lol)

Roly Gonzalez: alrighty, well as you know.. Oreo is the main focus of today's study...

Roly Gonzalez: as noted above, you currently like the Oreo page on Facebook. Why did you choose to like Oreo on Facebook?

Roly Gonzalez: (still there?)

Respondent #12: Mmmm so mad they took it off the menu. Oreos...well they're delicious! I really do appreciate their commitment to their original product. Although I do enjoy their other flavors I could never say that they've changed what I originally loved about them.

Respondent #12: Often companies mess with a good thing and as they say "if it ain't broke...don't fix it."

Roly Gonzalez: hmm... interesting so a strong connection to the product and also a product consistency?

Roly Gonzalez: gotcha

Roly Gonzalez: and how often do you visit the Oreo Facebook page?

Respondent #12: There have been more than a few imitators but only one Oreo.

Roly Gonzalez: totally agree

Roly Gonzalez: and how often do you visit the Oreo Facebook page?

Respondent #12: I can't say it's often. More or less when they pop up on my newsfeed.

Roly Gonzalez: ok.. but you have been to their page previously?

Respondent #12: A few times...especially when they debut a new flavor

Roly Gonzalez: oh okay, cool... and what are some of aspects of Oreo's page that you like?

Respondent #12: My favorite thing is their cute little ad memes. They're also very informative.

Roly Gonzalez: oh ok... so some entertainment but also some information

Roly Gonzalez: the next three questions are going to seem a bit repetitive but are designed to focus on different things

Roly Gonzalez: What aspects of the Oreo page do you feel would engage you to "Like" their content?

Respondent #12: The ads are very cute/clever.

Roly Gonzalez: yeah they are...

Roly Gonzalez: now what aspects of the Oreo page do you feel would engage you to "comment" on their content

Respondent #12: Whenever I see them on my newsfeed I tend to think of the last oreo that I enjoyed. So usually an ad or an update will prompt me to comment.

Roly Gonzalez: ah ok... and finally what aspects of the Oreo page do you feel would engage you to share their content?

Respondent #12: If I find an ad particularly cute or witty, I'll share. Or if I recently tried a new flavor they'd advertised I'm more than willing to share the knowledge.

Roly Gonzalez: ok and with sharing... do you share because a) you like it, you think your friends will like or c) both?

Respondent #12: Definitely C

Roly Gonzalez: ok... and now we are nearing the end of the interview and only have three questions left

Roly Gonzalez: first... how likely are you to "like" Oreo content in the future?

Respondent #12: Very likely.

Roly Gonzalez: ok.. and how likely are you to comment on Oreo's content in the future?

Respondent #12: Highly likely until they "fix what ain't broke" lol

Roly Gonzalez: lol...

Roly Gonzalez:

Roly Gonzalez: and finally, how likely are you to share Oreo's content in the future?

Respondent #12: Very likely. Their products haven't disappointed me yet!

Roly Gonzalez: awesome awesome

Roly Gonzalez: well we have reached the end of the interview and I really appreciate you taking the time to participate

Roly Gonzalez: before we close, do you have any final thoughts on Oreo or Facebook?

Respondent #12: Oreo is a great product. Facebook is a great source of info for brands/companies I may not otherwise check out.

Roly Gonzalez: cool cool

Roly Gonzalez: well thank you again for participating. Do you have any questions for me about the use of the information or what happens next?

Respondent #12: No problem at all! Always glad to talk food with a friend Lol. No questions about the info. I don't think you or Oreo has any plans for world domination or anything. LOL.

Respondent #12 is typing...

Roly Gonzalez: lol haha... i think you're right haha

Roly Gonzalez: alrighty.. well thanks again.. and have a good night!

About the Author

Rodobaldo M. Gonzalez III was born in Houston, Texas and earned a B.A. in Communication (Public Relations) from Florida Southern College and a M.A. in Mass Communication (Strategic Communication Management) from the University of South Florida. He is currently in his fifth year with Verizon Communications as a Senior Marketing Consultant for the Florida Region and currently manages all Social Media, Sponsorship, Public Relations, and Customer Loyalty efforts for the region. He has been recognized by the American Advertising Federation as one of America's 50 Most Promising Minority Students (2006).