

THAT'S SO LAST SEASON:
FASHION TREND AGENDA SETTING BY BLOGGERS OR JOURNALISTS DURING THE SUMMER
2016

By

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STATEMENT BY AUTHOR

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GLOSSARY

Agenda setter—For the purpose of this thesis, an agenda setter is a media outlet that publishes frequently on a topic, leading the conversation on the topic and keeping the discussion flowing.

Agenda setting theory—Hypothesizes that the news media is able to influence topics on the public agenda.

Attribute agenda setting—Focuses on specific features (attributes) of a topic placing those features more prominently in the coverage. Attribute agenda setting can prime an audience to respond to the attributes on the agenda.

Fashion blog—Elite fashion-themed blog or blogger reporting on fashion through a blogging website.

Fifth estate—Is a socio-cultural reference to groups that provide context, commentary and updates on media through non-mainstream media outlets such as blogs and social media.

Fourth estate—The press, the journalism profession.

Hyperlinks—Link websites to each other by connecting them together. Often activated by clicking on a word or image with an embedded link.

Intermedia agenda setting—Examines the influence of one news organization on another, such as the relationship between a fashion blog and mainstream fashion media, and focuses on how one news organization will be cued by another. The intermedia agenda setting relationship between news organizations can compliment or oppose each other.

Journalism blog—(J-blog) a blog authored by a journalist who follows journalistic ethics. Many J-blogs are linked to a mainstream media outlet to which the author contributes.

Mainstream fashion media—Fashion publications that report on fashion news and trends with a magazine and/or website.

Second-level agenda setting—Examines the relative salience of *attributes* of issues rather than on the issues themselves.

Trends—A fashion trend indicates the general direction in which the fashion of the season is heading. The current trends are the most recent trends predicted by designers who convey those predictions to consumers.

ABSTRACT

Ten years ago, the only contenders for the role of setting the fashion media agenda were mainstream fashion media magazines such as *Vogue*. With the evolution of blogging and the popularity of blog sites associated with magazine websites, a new contender was born: the fashion-themed blog. Now mainstream fashion media outlets and fashion bloggers sit side-by-side in the front row at designer fashion shows covering fashion news and trends. This study focused on ten elite fashion-themed blogs (fashion blogs) reporting on women's fashion and ten mainstream fashion media websites during the summer 2016 fashion season looking retrospectively at the fashion forecast from October 2015 New York Fashion Week. The study examined how media outlets respond to fashion blogs and whether the blogs were used as sources by mainstream fashion media or *vice a versa*. This study has filled a research gap by conducting the first analysis examining fashion blogs through the lens of agenda setting. This research uncovered a media landscape in transition with fashion bloggers and mainstream fashion media communicating in a new and different way. Communicating fashion news is no longer a one-way street controlled by mainstream fashion media magazines. Instead it is a two-way street where each outlet uses the other and neither plays the role of lead agenda setter. This new synergy suggests the acceptance of fashion blogs as credible sources for fashion news and potential agenda setters for the fashion community. The relationship between bloggers and mainstream fashion media also creates excitement regarding trends because fashion bloggers have the ability to instantly comment and generate buzz on a trend when the mainstream fashion media are reporting on other issues or waiting for their magazines to be published. Out of the five trends studied, denim was the leading trend with 44 percent of the posts or articles discussing denim. With every trend, bloggers were present in the five earliest published posts or articles and continued to post on the trends throughout the study period. Style.com dominated the mainstream fashion media landscape, with 25 published articles. For fashion bloggers, Gal Meets Glam and Atlantic Pacific tied with 19 blog posts each. Over 57.6 percent of the total blog posts and blog articles linked to fashion designer websites where readers could purchase the trend being discussed. Fashion bloggers did not quote sources in their posts; 74 blog posts and articles recognized no sources at all. Understanding the new relationship between fashion bloggers and fashion magazine websites will help guide future reporters of fashion and fashion trends.

Keywords: blogosphere, fashion community, agenda setting, synergy, fashion media outlets, mainstream media, content analysis, trends, fashion blogs.

INTRODUCTION

The blog-tracking company Technorati Inc. reported that almost 112 million blogs were active worldwide as of 2007 (Carvin, 2007). According to the Statistics Portal, Tumblr has more than 270 million active blogs as of January 2016 (Tumblr, 2016). Many studies have focused on the blogosphere through the perspective of agenda setting theory, however, most of these studies looked at political blogs and the power these blogs have to steer the media's topics of discussion. Blogs can address themes such as politics, entertainment, fashion and style, cooking, lifestyle, and business. Several blogs are created through blogging platforms such as Blogspot, Wordpress, Tumblr, LiveJournal, and Weebly to name a few.

With the popularity of "citizen journalism" rising, the potential for an audience to rely on blogs as credible sources is increasing. Therefore, it is possible for blogs to set or affect agendas for mainstream media. Agenda setting involves the shaping of public opinion – what people think and what they find important – by the media. A review of the literature reveals that scholars have not studied fashion blogs and how they shape the mainstream fashion media agendas.

This study will focus on ten fashion blogs and ten mainstream fashion media websites during summer 2016 fashion season looking retrospectively to October 2015 New York Fashion Week. The study will examine how media outlets respond to fashion blogs and whether the blogs were used as sources by the mainstream fashion media and *vice a versa*. This thesis will fill a gap in the literature by conducting the first analysis of fashion blogs through the lens of agenda setting theory.

LITERATURE REVIEW

Blogging

In 1997, John Barger created a daily log on a website compiled of web links in chronological order. He called this log, Robot Wisdom Weblog. The term weblog soon was shortened to blog. In 1998 Open Diary became one of the first online blogging platforms. Open Diary was joined later by LiveJournal, DiaryLand, Pitas, Blogger, Xanga, Movable Type, and Wordpress, the current leader which started in 2003 (Carvin, 2007). In 2001, Andrew Sullivan emerged and soon became one of the first big-name bloggers.

Sullivan's blog, The Dish, most recently located on Wordpress, has 115,435 blog entries posted between January 2001 and June 2015 (Sullivan, 2001). The Dish was a political blog with contributing writers and an enormous audience base. Sullivan was the editor of *The New Republic* and an author. Sullivan, however, stopped blogging in June 2015, ending his last post with, "but it has come to pass. All of it. In one fell, final swoop. Know hope," (Sullivan, 2015). Sullivan was one of the first bloggers to become popular sharing the spotlight with University of Tennessee College of Law professor, Glenn Reynolds, and his blog Instapundit. With more than eight million page views a month and thirty thousand subscribers, The Dish is still available online (Finnegan, 2015).

Drezner and Farrell (2007) define a weblog as:

A web page with minimal to no external editing, providing online commentary, periodically updated and presented in reverse chronological order, with hyperlinks to other online sources. Blogs can function as personal diaries, technical advice columns, sports chat, celebrity gossip, political commentary, or all of the above. (p. 2)

Blogs can be updated in real-time in reaction to an event, new idea, and commentary by the author or the blog readership. Blogs have grown from personal online diaries to global commentaries by experts and novices alike, in topics such as fashion, politics, entertainment, and technology.

Beyond the fourth estate of traditional print and broadcast journalism, Murley and Roberts (2005) describe the blogosphere as a “fifth estate” providing context, commentary and updates on the media. The blogosphere has no central authority because every blog contains unique content. Some blogs are updated every day and can attract almost one million readers a day (Drezner & Farrell, 2007).

Networked together by hyperlinks, bloggers continuously interact and discuss points of view, arguments and interesting stories (Drezner & Farrell, 2004). Prominent blogs that are popular can be called “elite blogs” because they attract outside leaders such as political elites or journalists (Drezner & Farrell, 2007). Elite blogs are most likely to be hyperlinked by other bloggers or mainstream media creating a wide audience reach. If a given elite blog raises awareness of a particular trend, that blog can pique the interest of the mainstream mass media prompting a mainstream response to the blog post. In this way the blog assumes the role of agenda setter. (Drezner & Farrell, 2004).

Messner and Garrison (2011) found that journalists and bloggers often use each other as sources of both facts and opinions. However, the mainstream media generally uses only elite blogs as sources. A 2004 survey found that blog users judged blogs as highly credible sources and considered them more credible than traditional sources for depth of information over expressing opinion (Johnson & Kaye, 2004). In spite of the fact that journalists and news media outlets sometimes question the ethics of bloggers because

blogs express opinion and often interject the blogger's personal style into posts, mainstream media has begun using blogs as sources. Blogs are not necessarily great sources of general news, unless the blogger is an expert on the specific topic being discussed. For example, many political bloggers have background expertise on issues and are credible sources for news media outlets (Drezner & Farrell, 2009). Blogs by knowledgeable fashion mavens can also be credible sources.

Mainstream media offered journalists entry into the "fifth estate" by creating the j-blog or journalism blog. The j-blog challenged the accepted principles of traditional journalism by distorting the lines of independence, verification and truth (Robinson, 2006). A decade ago blogs shared journalism responsibilities indirectly with mainstream media. J-blogs represented the multi-perspectival news, where multiple views on issues or topics could be discussed rather than being dominated by one view that is primarily found in mainstream media outlets. J-blogs expressed opinion and reported more on readers' interests than the mainstream media did. Robinson (2006) found that blogs were too varied and ephemeral to have a lasting impact on the news media as a whole.

Many of the first political bloggers were former journalists with ties to mainstream media outlets. Mickey Kaus, Andrew Sullivan, and Joshua Micah Marshall, for example, had worked for *The New York Times* and *The New Republic* before starting their own blogging websites. The j-blog created the new profession of journalist-bloggers, whose credentials made them acceptable to traditional journalists. Once journalism-bloggers started hyperlinking to other blogs, mainstream news media began paying attention to blogs beyond the j-blog (Robinson, 2006).

Fashion-themed Blogging

Fashion blogs can be called style blogs or fashion blogs. Typically a fashion blog discusses news updates within the fashion community including what's happening with designers, fashion week and clothing companies. While style blogs use a more personalized style and can be considered the "street version" of fashion blogs. Authors of style blogs share their own unique style while including names and critiques of brands and products. This has changed the way people interact with fashion and the way fashion can now be communicated to the world through fashion blogs, which can influence the current fashion industry (Sedeke & Arora, 2013).

This research will cover both style and fashion blogs, and the term "fashion blogs" will refer to them both. Many elites in the fashion community have referred to fashion blogs as "middlemen" that provide access to major fashion trends and leading designers to the general public. For example, an article published in *International Business Times*, during New York Fashion Week, mentioned that bloggers were replacing celebrities and models in the front row seats as leading designers presented their collections (Justice, 2016). As a source of authenticity and a display of the actual use of fashion by the general public, one could perceive fashion blogs as a form of "street fashion" (Sedeke & Arora, 2013). With the increase in technology, online consumers have the ability to gather information quickly. A study found that the frequency with which fashion blogs posted about luxury fashion brands—such as Chanel, Louis Vuitton, and Prada—has increased from 2009 to 2014 because of the growing popularity of fashion blogs. As a result, luxury fashion brands want to engage with these blogs and consider fashion blogs as

important stakeholders that have altered the flow of fashion information (Karvouni, 2015). Most designers, therefore, now offer front row seats to bloggers in hopes of promoting high fashion to the general public (Stefanic, 2010).

Pham (2011) wrote that the fashion blogosphere is important and is an under-theorized site of cultural political struggle that can counter techno-libertarian discourses by emphasizing the ways in which some fashion-themed blogs can rearticulate the relations of race and fashion and technology (p. 9).

Many mainstream fashion media companies took notice of the rising influence of fashion blogs. As a response, they created their own websites, designed like blogs, for their readers. For example, *Vogue* created Style.com, which is updated daily with articles regarding fashion, beauty, culture, living, runway events, and videos. Many companies also chose a select number of fashion bloggers to contribute to their magazine or website (Arnold, 2012). The mainstream fashion media realized they could learn about consumers' interests by paying attention to blogs or websites where opinions of bloggers and their readership are expressed freely. Media then use this information to develop more appealing promotions that will reach more people by representing the media's point of view in the context of a discussion. In this way, a trend or topic will attract more attention because mainstream fashion media has learned how to take advantage of the feedback mechanism and adaptive features blogs have developed (Pinto, Balenzuela, Dorso, 2016). Johnson and Kaye (2004) and Stefanic (2010) show that fashion blogs can influence fashion followers who read their posts and find them to be credible

sources. No study, however, has examined whether the elite fashion blogs can or have set the agenda for mainstream fashion media.

Agenda setting theory

Agenda setting theory can be traced back to Walter Lippman, who wrote in 1922 that the public relies on mass media to gather its view of the world, which may be distorted through the media filters and opinions (Lippman, 1922). McCombs (2005), the father of modern day agenda setting theory, developed a more in-depth theory of agenda setting. McCombs wrote that public opinion might be influenced by much more than what is seen on the news. Together McCombs, Shaw and Weaver (1997) created levels of agenda setting theory to analyze how agenda setting influences public opinion.

The agenda setting literature suggests that there are four distinct states of agenda setting: traditional agenda setting theory, attribute agenda setting, intermedia agenda setting, and second-level agenda setting. Agenda setting theory examines the media's power to influence the choice of topics on the public agenda. Attribute agenda setting focuses on specific features of a topic and how this agenda of attributes influences the public's opinion. Second-level agenda setting looks at the effects of media coverage on how the public thinks and what the public thinks about (McCombs, Shaw & Weaver, 1997). Intermedia agenda setting examines the influence of one news organization on another (McCombs, 2005, p. 549). The four levels of agenda setting provide a framework with which to study how the media sets agendas. Journalists and the media have the power to set agendas for the public (McCombs, 2005). With that power goes tremendous responsibility.

Agenda setting in blogging and mainstream news media

Blogs had not been known to affect mainstream media agendas until bloggers reported a racist comment by U.S. Senator Trent Lott – a scandal that led to Lott’s 2002 resignation. Bloggers were the first to debate Lott’s suggestion that the country would have been better off had voters elected conservative States’ Rights candidate, Strom Thurmond, for president in 1948. The bloggers’ debate eventually captured mainstream news media’s attention. News outlets changed the focus of their agendas and began to report on Lott’s comments, following the blogosphere’s lead (Bloom, 2003).

Blogs may be important during political campaigns because they can influence both political and media leaders who frame issues for the public and thereby set the agenda (Drezner & Farrell, 2004). Only a limited number of general readers follow political blogs, compared to readers who are political and media elites. Drezner and Farrell (2004) found that blogs create focal points the media use to gauge what’s important to the public. In addition, journalists frequently use blogs as barometers to determine whether they should pay more attention to an issue (Drezner & Farrell, 2009).

A symbiotic relationship often develops between blogs and mainstream media. Most bloggers do not see agenda setting as a priority, but blogs play a secondary role in agenda setting because they play off stories provided by the mainstream media (Murley & Roberts, 2005). Given their lack of original reporting, blogs rely heavily on mainstream media as a source. Their second-level agenda setting role generally tells us how to think and what topics to think about.

Murley and Roberts (2005) were the first to directly study blogs and the media through the perspective of agenda setting theory. Although blogs rely on mainstream media for content, most posts discuss issues that are important to the public. Therefore the blogosphere could collectively set an agenda through the topics they discuss (Harper, 2005). Bloggers are a part of the public; thus, blogs can help frame the public agenda for mainstream media (Harper, 2005).

Blog and mainstream media agendas are virtually the same, according to Lee (2007). Using intermedia agenda setting theory, Lee found that the diversification of news channels fragmented public opinion contributing to the decline of media power and the media agenda. Despite diversification of information channels, the public is exposed to a fairly stable agenda across mainstream media and the blogosphere. Although the opinions discussed on blogs and in mainstream media may often be different, they can promote parallel agendas. Bloggers cannot be free from mainstream media agenda effects because they too are members of the public. Lee (2007) also found that dependence effects (the reinforcement of mainstream media agendas on blogs) are more powerful than clustering (fragmented agendas of blogs within communities) in shaping blog agendas. However, as new technologies emerge, the question of “Who sets the agenda for whom” will continue to be asked.

Blogs can and do serve as a media accountability system. They are the watchdogs of all watchdogs (Tomaszeski, Proffitt & McClung, 2009). A 2009 study focused on how the blog agenda can influence the news media agenda, which then influences the public agenda, therefore enabling the blog agenda to influence the public agenda (Campbell, Gibson, Gunter & Touri, 2009). The Campbell et al. 2009 study found that news blogs

perform three roles in agenda setting. First, blogs are creators of a discussion that mainstream media may use later on to model their own agenda. Second, blogs can play the role of the resuscitator through intermedia agenda setting. Blogs can keep news items alive, so journalists can then re-access and re-assess topics before they re-appear in mainstream media. Third, blogs can play the role of the news re-framer through second-level agenda setting. As sources of opinion, discussion, and analysis, blogs might not be seen as a source of original news, but they stimulate a more open and interactive form of journalism capable of reframing the public agenda. Instead of replacing the mainstream media, blogs compliment the media, bringing original content to the blogosphere.

There is controversy over the degree of influence blogs have over mainstream media. On the one hand, Armstrong and Zuniga (2006) assert that citizen journalism can restore the balance of power between citizens and mainstream media because of the blogosphere's ability to hand select what media serves to readers. On the other hand, Meraz (2009) studied intermedia agenda setting and the social influence of elite mainstream media outlets on independent political bloggers, found that while the agenda setting power of mainstream media outlets was no longer universal or monopolistic and citizen journalism had shifted the balance of power somewhat, the influence of mainstream media was still a driving force in political blog agendas.

Mainstream news media view blogs as unfiltered providers of information with a collective influence that cannot be ignored. Since mainstream news media now consider blogs as potentially credible news sources, the public does as well. Therefore, blogs, including fashion blogs, can have a direct effect on public discourse by affecting the

mainstream media agenda, which can in turn drive public opinion (Messner & Garrison, 2011).

RESEARCH QUESTIONS

Research question 1: Do fashion bloggers set the fashion media agenda?

Justification: Based on Lee (2007), I suggest that the agenda setting role of fashion bloggers and mainstream fashion media outlets will be parallel and that there will not be a single leading agenda setter throughout summer 2016. Instead the agenda setting role will switch from fashion bloggers to mainstream fashion media outlets, depending on the trend. I also suggest that, even if fashion bloggers do not set the agenda on a trend by being the first to publish on the topic, they will be the aggressors in continuing the discussion on that trend.

Research question 2: Are mainstream fashion media hyperlinking or using fashion blogs as sources?

Justification: A previous study by Messner and Garrison (2011) found that mainstream media outlets frequently cite blogs, however, they only attribute elite blogs if they deem them credible. Therefore, I anticipate that mainstream fashion media outlets might be hyperlinking and using fashion blogs as sources throughout summer 2016.

Research question 3: Are fashion bloggers in the earliest five published posts or articles to go live on a given trend in summer 2016?

Justification: Based on the literature and articles published with comments from major fashion designers saying that fashion blogs are influential. I anticipate that fashion bloggers will be present in the top five first published posts to go live on a given trend in summer 2016. I suggest that fashion bloggers' influence is increasing and becoming more noticed. Whether or not mainstream fashion media outlets agree that the blogs have their facts straight, blogs will still influence the way mainstream fashion media outlets work and produce online articles.

Research question 4: Are mainstream fashion media outlets leading the discussion or following fashion bloggers when reporting on summer 2016 trends?

Justification: From previous research by Drezner and Farrell (2004) on political blogs and mainstream media outlets, I anticipate that mainstream fashion media outlets will not be far behind fashion blogs when reporting on trends. I predict that mainstream fashion media outlets will be on trend, but not ahead of trends compared to fashion bloggers who have the ability to post immediately.

METHODOLOGY

This study will compare how ten fashion blogs and ten mainstream fashion media websites set the agenda for fashion followers and designers. The power no longer remains exclusively with one media platform. The intermedia agenda setting power that originally was in the hands of fashion insiders, especially mainstream fashion media outlets, appears to be shifting to fashion bloggers.

Choosing the top ten elite fashion blogs

Studies have shown that blogs are influential and that fashion blogs are gaining respect. The agenda setting influence of fashion blogs, however, has not yet been analyzed. While political blogs promote such-and-such an agenda, fashion blogs play a different role in the fashion community. Fashion bloggers introduce high fashion to their readers and fashion consumers and are the middlemen to many citizens' news to fashion brands. Fashion blogs have evolved from being the creations of bloggers outside of New York Fashion Week hoping to get a sneak peek or a back-row seat to becoming the bloggers invited by designers to view shows from front row seats. Fashion agendas, therefore, may no longer be in the hands of mainstream fashion media outlets, such as *Vogue*, *Glamour*, and *W Magazine*.

Wallsten (2007) found that there was no real way of measuring the entire blogosphere agenda because it is difficult to know how many blogs are active at any given time. Therefore, this study will focus on fashion blogs to measure the agenda.

This study analyzed the trends discussed by both fashion bloggers and mainstream fashion media websites following New York Fashion Week in fall 2015. This study will be a retrospective qualitative content analysis on the top five spring and summer 2016 trends that have survived into May 2016. A pilot study was conducted and narrowed the study down from a list of 16 predicted trends (Ogunnaike, 2015) to the top five listed below. The researcher analyzed articles/posts published from September 2015 to May 2016, noting the time fashion bloggers and mainstream fashion media discussed the trends seen on New York Fashion Week runways back in Oct. 2015. The researcher would like to note that spring 2016 and summer 2016 are the same fashion forecasts in

the fashion community. For example, the “slip dress” trend that was seen in the spring 2016 fashion runway shows can still be a trend in summer 2016.

In order to select the ten fashion bloggers, the researcher used two articles. The Mediakix (2015) article listed the top 20 fashion bloggers for 2015, and The Fashion Spot article listed the top 20 fashion bloggers for 2015 (Mediakix, 2015) and for 2016 (Denardo, 2016). Mediakix and The Fashion Spot are known for their influence on YouTube and Instagram.

Established in 2011, Mediakix is a leading marketing agency that analyzes the connection for top brands through social media and marketing. The Fashion Spot is a website devoted to fashion. The website covers news, style, beauty, wellness, celebrities, life, video, buzz, and community. Since the Mediakix and Fashion Spot top blogger lists overlapped, the researcher chose the top ten blogs that ranked highest considering their extensive Instagram, Twitter, Facebook, and YouTube followings. The top blogs were also determined by their brand extension, which is when a blogger has top brand sponsorship. Lastly, the bloggers chosen were once featured in fashion magazines. Therefore, the selected bloggers appear to have the ability to influence the agenda of mainstream fashion media outlets. Table 1 (pg. 36) represents an unranked list of the ten fashion bloggers that will be analyzed for this study.

Choosing the top ten mainstream fashion media outlets

To select the top ten mainstream fashion media websites, the researcher analyzed a list of 12 mainstream fashion media outlets that are best for fashion news updates according to Wishpond (2012), a marketing platform that generates and manages leads in sales, analytics, and collaborations. The researcher removed two websites that focused

strictly on male fashion news—GQ and Hype Beast. This decision was made because no elite male fashion bloggers are found in the top ten fashion blogger lists referenced above. Table 2 (pg. 37) represents an unranked list of the ten mainstream fashion media websites that will be included in the analysis. Although Glamour did not appear in Wishpond’s top 12 list, the researcher added it because Wishpond included *Vogue* in the list twice. Style.com is *Vogue*’s blog-like website, which is separate from the magazine. However, the researcher observed that similar articles were repeated on both websites. Therefore, if *Vogue* was left on the list twice, the results of the analysis could be skewed, so Glamour was added. Glamour was chosen due to the size of its readership (10.3 million average monthly unique views), which is comparable to the size of Style.com’s readership (11.1 million average monthly unique views).

Fashion trends followed in this study

Leading fashion designers presented their spring/summer 2016 fashion lines during the New York Fashion Week runway shows in fall 2015. However, since the fall of 2015 not all predicted trends have survived. Therefore, through a pilot study that practiced the same methods as this study conducted by the researcher where both fashion blogs and mainstream fashion media websites were analyzed, a list of the top five trends that survived were chosen. The chosen five trends were the top trends that had an even amount of discussion flowing between both media platforms studied determined by the amount of published articles and blog posts coded. The focus of this research is the relationship between both media platforms and without discussion on trends happening by both platforms the study would be skewed. Therefore, the final five trends were

chosen for their popularity between fashion bloggers and mainstream fashion media. The following five trends will be the keywords used in the retrospective qualitative content analysis which will focus on when and where the first article regarding the trend was originally published and which media platform followed.

1. Denim (Image 1, pg. 25)
2. Slip Dress (Image 2, pg. 26)
3. Bare shoulders (Image 3, pg. 27)
4. Floral (Image 4, pg. 28)
5. Embroidered Dress (Image 5, pg. 29)

To address the research questions for this study, the researcher will conduct a qualitative content analysis retrospectively using Advanced Google Search to collect all articles and posts published on the trends by the chosen fashion bloggers and mainstream fashion media websites. The articles and posts will then be analyzed and coded thereby identifying the trend being discussed, the date the article or post was written, and whether mainstream fashion media websites or fashion bloggers were posting about the trend. The researcher will also note whether either platform is hyperlinking or using the other as a source, or whether the source of the article or post is a designer or celebrity.

The unit of analysis is the blog post or article. Only posts or articles that contain one or more of the keywords will be analyzed. Data were recorded directly on an Excel spreadsheet (Appendix B, pg. 51).



Photo by William Scola

Figure 1: Denim trend can be found in jumpers, dresses, skirts, jackets, shorts and jeans. The trend was often seen as “Denim on Denim” where multiple articles of denim clothing were worn at once.



Photo by William Scola

Figure 2: Slip dress trend closely resemble an underslip or petticoat. It is cut on the bias with spaghetti straps. This trend is often made with velvet or silk fabric.



Photo by William Scola

Figure 3: Off-the-shoulder can be found as a blouse or dress. The garment does not cover the shoulders and uses an elastic band to hold up the fabric on the arms.



Photo by William Scola

Figure 4: Floral trend can be seen on dresses, blouses, jackets, skirts and pants. The trend is a print of flowers or plants on the fabric used for the garment.



Photo by William Scola

Figure 5: Embroidered dress trend has a distinct sewn pattern on the garment. It can be completely embroidered or a decorative lining. It is similar to lace but is made with thicker thread.

Intercoder reliability

After conducting a pre-test to insure the codebook is comprehensive, the researcher coded all the articles and posts. After the coding was complete, a second trained coder coded 10 percent random sub-sample of the originally coded articles and posts the second coder will not have originally coded. Scott's pi and Cohen's kappa (statistical measuring tools) were used to ascertain simple observed agreement and intercoder reliability. Scott's pi equaled 83.4 percent and Cohen's kappa equaled 83.2 percent agreement.

Interpretation of data

From June to August 2016, the researcher will collect and code all relevant articles/posts published from September 2015 to May 2016. Once the data were collected and coded, the researcher analyzed the data qualitatively and interpreted patterns and themes to help answer the research questions (Hseih & Shannon, 2005). The researcher focused on the patterns and themes discovered for any latent and manifest meaning, while identifying core consistencies to understand the social reality of fashion blogs in the fashion community.

IMPORTANCE OF THIS RESEARCH

This thesis is important in agenda setting research pertaining blogs because it helps fill the gap in the literature by focusing on fashion blogs. In the past few years fashion bloggers have developed the ability to influence designers, fashion journalist and fashion followers. This study will focus on where the agenda setting power is located—with fashion bloggers or mainstream fashion media. This study will build on previous

research by exploring the role of fashion bloggers during the summer 2016 fashion trends by looking at published posts and mainstream fashion media articles through the lens of agenda setting theory.

FINDINGS

Analysis of the data suggests that fashion bloggers can set the agenda for mainstream fashion media and consumers. Table 3 (pg. 39) shows the number of entries for each blog occurring with each of the five trends. Table 4 (pg. 40) shows the number of articles by each mainstream fashion media published on the five trends. Table 5 (pg. 41) shows how often fashion bloggers and mainstream fashion media hyperlinked to articles, blog posts, or fashion designer websites. No fashion bloggers ever linked to a mainstream fashion media website or acknowledged these websites as sources. Bloggers were linking directly to designers' websites. Overall, 57.6 percent, (n=87) of the total posts or articles studied linked to a fashion designer website where the trend being discussed was available for purchase.

As previous literature has shown, mainstream media usually set the agenda. However, the relevance and dominance of blogs has begun to alter that pattern. For example, most of the previous literature focused on political blogs—their writing style, use of sources and hyperlinks, which were not used in the same manner that fashion blogs write today. The data do not imply that setting the agenda means a particular media outlet must be first to publish; instead the data suggest that a media outlet can still set the fashion agenda by publishing close in time to one of the first published

articles or posts discussing a trend. The data also suggest that there is a synergy¹ between fashion bloggers and mainstream fashion media outlets with the fashion bloggers taking an increasingly significant role in setting the agenda. Table 6 (pg. 42) shows the first five posts related to each trend. Out of the five trends selected not one was popular with every media outlet used in this study². For example, W Magazine published first for three out of the five trends all in the month of September 2015. However, W Magazine never published another article regarding those trends through May 2016.

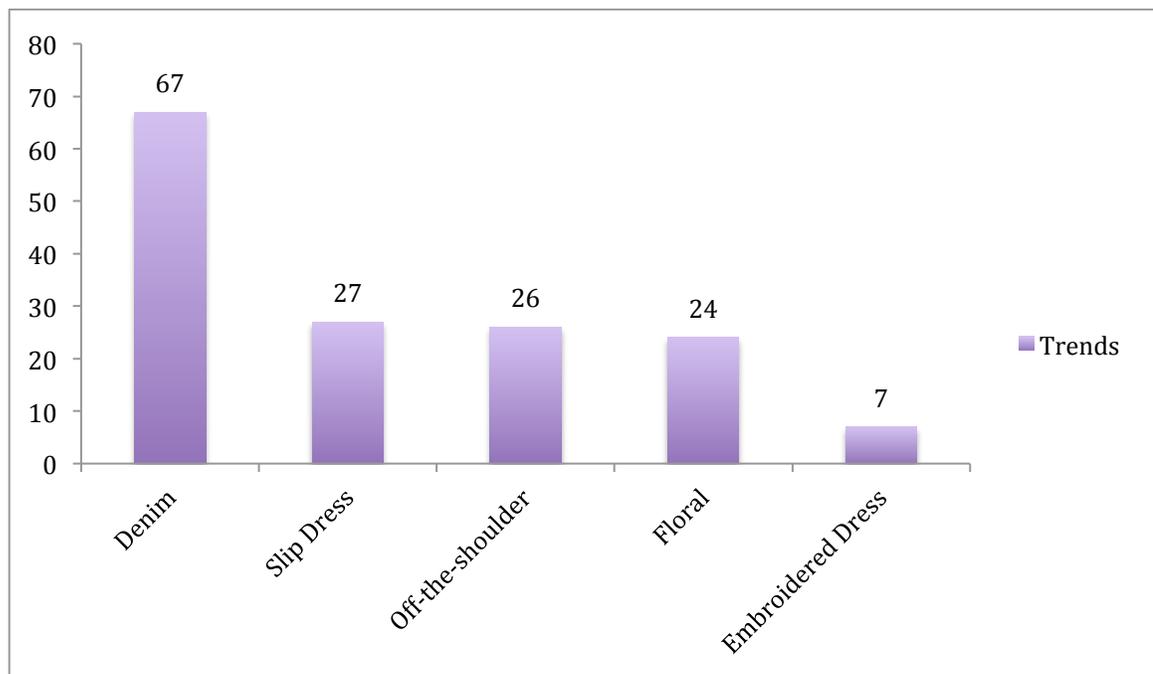


Figure 6: Total number of published blog posts or articles during Sept. 2015 and May 2016.

¹ According to Cambridge Dictionary, synergy is “the combined power of a group of things when they are working together that is greater than the total power achieved by working separately.” (Dictionary, 2016)

² To see how often a particular blogger or mainstream media outlet published about that trend, examine Tables 3 and 4.

The data illustrates the interplay between bloggers and the media were not regularly discussed when comparing each trend. The data also indicates that each media outlet sets the agenda for another. The data suggests a relationship between fashion bloggers and mainstream fashion media whereby bloggers either reinforce or undercut trend predictions by mainstream fashion media.

For example, the floral trend was a popular topic of discussion within mainstream fashion media with eight of the ten selected websites publishing more than one article on the topic, while only three fashion bloggers in the study discussed the floral trend. Figure 7 (pg. 35) shows how many posts and articles were published on each trend for both mainstream fashion media and fashion blogs. Denim was salient throughout the study between both media platforms (Figure 6, pg. 32).

In certain instances, neither fashion bloggers nor mainstream fashion media published consistently on trending fashion, but covered other fashion topics instead. More than one fashion blogger and mainstream fashion media websites published fewer than two articles on the five trends (Figure 7, pg. 35)³. Therefore, those specific media outlets would not be considered agenda setters. The data suggest that some mainstream fashion media websites and fashion bloggers are more powerful than others when setting the agenda because they frequently publish articles or posts discussing the trends throughout the season. The more powerful agenda setters included Style.com or Gal Meets Glam.

The infrequent linking between the mainstream media outlets as sources was particularly noteworthy. The data show that mainstream fashion media websites rely

³ Figure 7 (pg. 35) shows how many posts or articles were published in total for each individual media outlet and blogger throughout the study.

heavily on sources. The fashion bloggers did not quote any sources in their blog posts. Fashion bloggers relied on photographs of a trend as supporting material for their posts. Mainstream fashion media websites quoted sources throughout their articles and used thumbnails or infographics compared to fashion bloggers. Fashion bloggers did not clearly cite mainstream fashion media as sources; however mainstream fashion media did mention fashion bloggers as sources in one case.

Harper's Bazaar used four fashion bloggers in an article as an example to readers of how the floral trend could be groundbreaking. One of the featured bloggers was Aimee Song who is author of the fashion blog, Song of Style. Not all sources were quoted in posts or articles for each media platform. Both media platforms did mention sources such as designers, celebrities or models to give examples of who is wearing the trend or what designer is making clothing that follows the specific trend. The data showed that "no source" was present in a total of (n=74) blog post or articles, almost half of the total articles and blog posts recorded. The most quoted and mentioned type of source were fashion designers (n=54) (Figure 8, pg. 38).

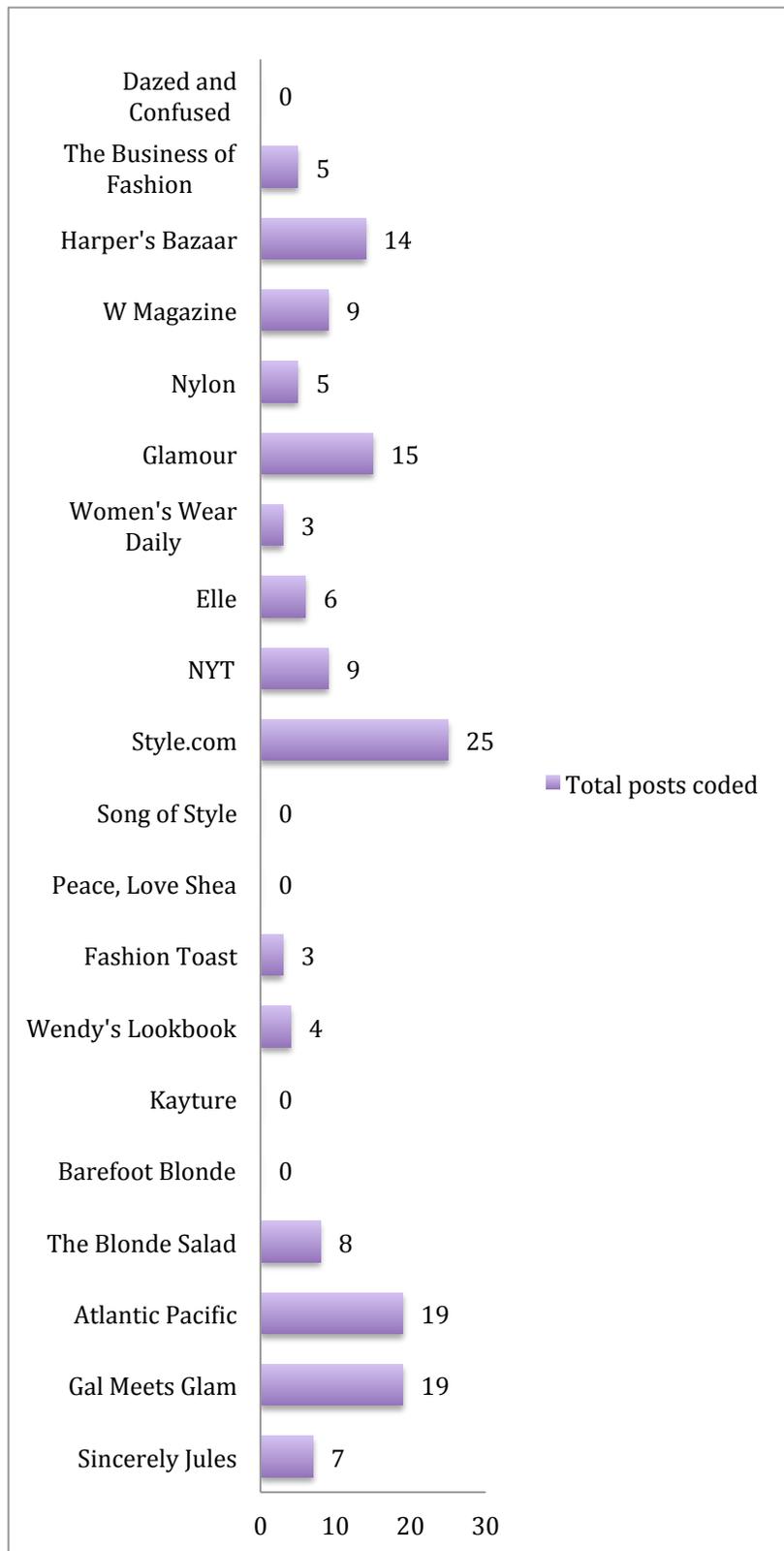


Figure 7: Total number of all published posts and articles by individual fashion blogs or mainstream fashion media websites coded from Sept. 2015 to May 2016.

Table 1
Blogs included in the study

Blog Name/Author	URL
The Blonde Salad by Chiara Ferragni	theblondesalad.com
Barefoot Blonde by Amber Clark	barefootblonde.com
Atlantic Pacific by Blair Eadie	the-atlantic-pacific.com
Kayture by Kristina Bazan	kayture.com
Wendy's Lookbook by Wendy Nguyen	wendyslookbook.com
Fashion Toast by Rumi Neely	fashiontoast.com
Sincerely Jules by Julie Sarinana	sincerelyjules.com
Peace, Love Shea by Shea Marie	peaceloveshea.com
Gal Meets Glam by Julia Engel	galmeetsglam.com
Song of Style by Aimee Song	songofstyle.com

Table 2
Mainstream fashion media included in the study

Mainstream Fashion Media	URL
Style.com	Style.com
New York Times	nytimes.com/section/fashion
Elle	elle.com
Women's Wear Daily	wwd.com/fashion-news
Glamour	glamour.com
Nylon	nylon.com
W Magazine	wmagazine.com
Harper's Bazaar	harpersbazaar.com
The Business of Fashion	businessoffashion.com
Dazed and Confused	dazeddigital.com

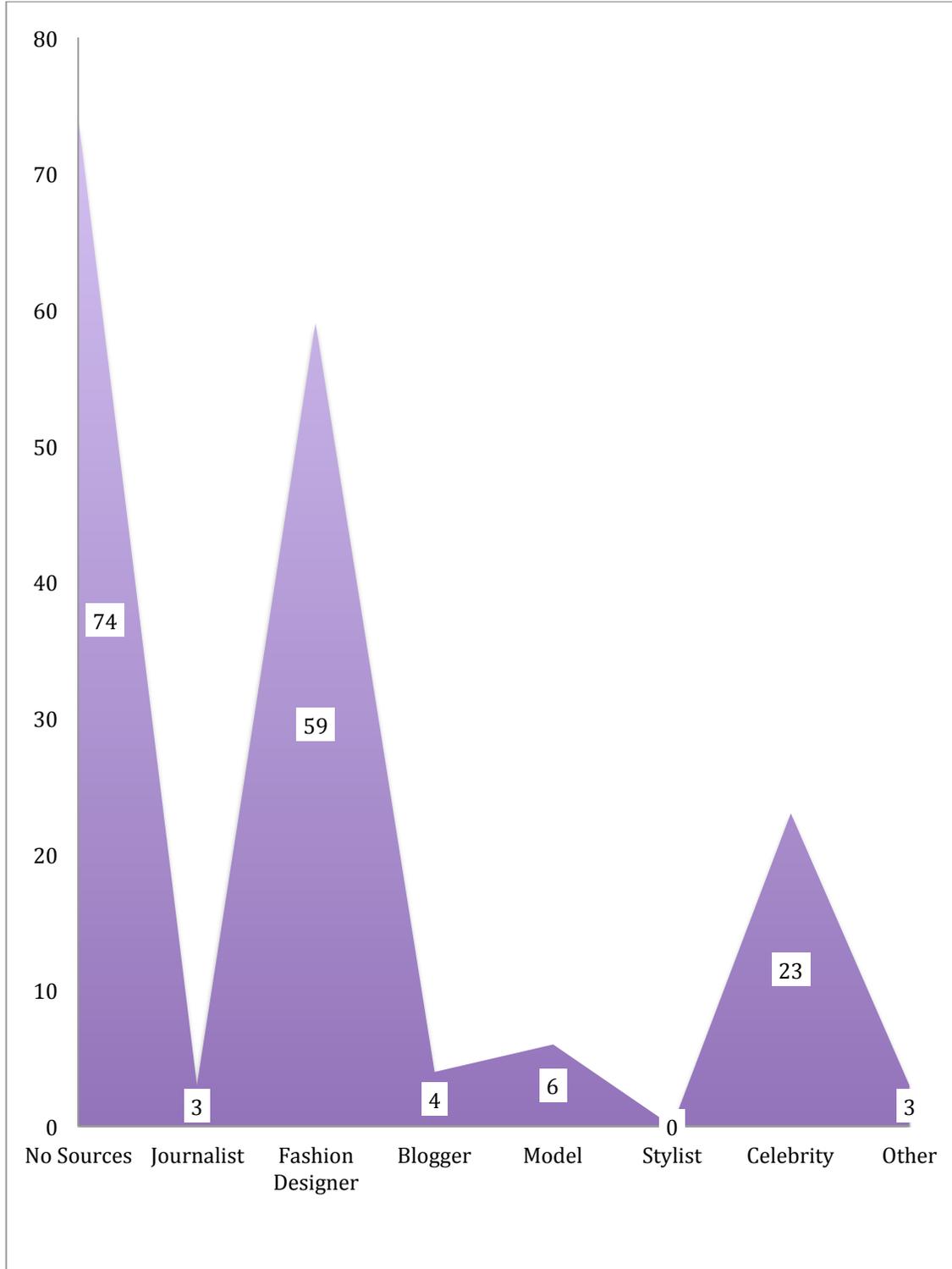


Figure 8: Illustrates the type and number of sources used by fashion bloggers, mainstream fashion media outlets.

BLOG	Denim	Slip Dress	Off-the-shoulder	Floral	Embroidered Dress
Sincerely Jules	4	1	1	1	0
Gal Meets Glam	9	6	4	0	0
Atlantic Pacific	5	6	7	0	1
The Blonde Salad	4	1	1	1	1
Barefoot Blonde	0	0	0	0	0
Kayture	0	0	0	0	0
Wendy's Lookbook	2	1	1	0	0
Fashion Toast	1	0	0	2	0
Peace, Love Shea	0	0	0	0	0
Song of Style	0	0	0	0	0

Table 3: Illustrates the number of times blogs posted on each trend from September 2015 to May 2016.

MFM	Denim	Slip Dress	Off-the-shoulder	Floral	Embroidered Dress
Style.com	14	4	2	3	2
New York Times	5	0	0	4	0
Elle	2	0	1	3	0
Women's Wear Daily	1	0	1	1	0
Glamour	7	1	3	2	2
Nylon	2	0	3	0	0
W Magazine	3	2	1	2	1
Harper's Bazaar	7	3	2	2	0
The Business of Fashion	1	1	0	3	0
Dazed and Confused	0	0	0	0	0

Table 4: Number of times mainstream fashion media published on each trend from September 2015 to May 2016.

BLOG/MAG	No Links	Link to article	Link to Blog	Link to Fashion Website
Sincerely Jules	0	0	6	7
Gal Meets Glam	0	0	18	13
Atlantic Pacific	0	0	0	19
The Blonde Salad	0	0	8	8
Barefoot Blonde	0	0	0	0
Kayture	0	0	0	0
Wendy's Lookbook	0	0	4	3
Fashion Toast	0	0	0	3
Peace, Love Shea	0	0	0	0
Song of Style	0	0	0	0
Style.com	10	8	0	11
New York Times	9	0	0	0
Elle	2	3	0	4
Women's Wear Daily	3	0	0	0
Glamour	7	3	0	6
Nylon	1	1	0	4
W Magazine	6	2	0	1
Harper's Bazaar	6	3	0	8
The Business of Fashion	5	0	0	0
Dazed and Confused	0	0	0	0
TOTAL	49	20	37	87

Table 5: Illustrates the frequency of links by bloggers or journalists to other articles, bloggers or fashion designer websites.

Denim	Slip Dress	Off-the-shoulder	Floral	Embroidered Dress
Sincerely Jules-9/4/15	W Magazine-9/12/15	W Magazine-9/17/15	Elle- 9/25/15	W Magazine-9/15/15
Gal Meets Glam-9/10/15	Business of Fashion -10/9/15	Style.com-11/6/15	Business of Fashion-10/3/15	Style.com-11/9/15
W Magazine-9/15/15	Harper's Bazaar-1/2/16	Style.com-11/9/15	Business of Fashion-10/5/15	The Blonde Salad-1/21/16
Sincerely Jules-9/23/15	Atlantic Pacific-1/8/16	Gal Meets Glam-1/7/16	New York Times-10/6/15	Sincerely Jules-3/1/16
Atlantic Pacific-10/7/15	Atlantic Pacific-1/11/16	Gal Meets Glam-1/11/16	Business of Fashion-10/9/15	Atlantic Pacific-5/3/16

Table 6: Dates of the first five published posts and articles on each trend between Sept. 2015 and May 2016

DISCUSSION

Five trends were chosen for the study because they were prominently discussed throughout the season by both media platforms, providing the opportunity to examine the agenda setting relationship between fashion bloggers and mainstream fashion media. It appears that fashion bloggers and mainstream fashion media closely follow and are influenced by the leaders in the fashion community: the designers. Fashion articles and blog posts help translate to the fashion community what the designers are presenting as trends, with the posts and articles setting the agenda for other media outlets and future discussions by consumers. Fashion bloggers and mainstream fashion media helped boost the popularity of certain trends, creating a feedback loop throughout the fashion community and media platforms.

Fashion designers do not tell the bloggers or journalists when to address a trend. Instead, the bloggers and journalists set the agenda by reporting on a trend and keeping a discussion going; in some cases, repeatedly referring back to a particular trend throughout the season. The spring 2016 fashion shows displayed more than 16 trends, but not all of these trends were discussed at length by bloggers or mainstream fashion media.

In previous literature, when blogs played any role in agenda setting, it would usually be a secondary role. In other words, the blogs told the public *what* to think about topics already on the media agenda (Murley, 2005). However, mainstream fashion media and fashion blogs were equally responsible for breaking fashion news and reporting first (Table 6, pg. 42.) In the fashion world, setting an agenda does not only mean that a particular media outlet must be first to publish. Agenda setters are those that discuss trends thoroughly and more than once, receiving and keeping the attention of readers.

The data supports the hypothesis that fashion bloggers are emerging as critical actors in the agenda setting process because they promptly and thoroughly discussed the trends examined in this study. More than one fashion blog reported on a trend more than once with significant time passing between posts – insuring the trend was not lost during the season.

In this study, the agenda setting roles of fashion bloggers and mainstream fashion media seemed to function in a parallel relationship, with neither media platform alone sustaining the agenda for every trend throughout the season. The agenda setting role switched from fashion bloggers to mainstream fashion media websites and back, depending on the trend. Although this preliminary study could not provide definitive answers as to whether the fashion bloggers do or do not set the agenda, the data do suggest that fashion bloggers were the primary force that kept the discussion on trends flowing.

The data provide insight into a transition occurring within the fashion industry. Fashion bloggers have the ability to set the agenda and mainstream fashion media are noticing the fashion blogs and finding them credible. This transition is driven by a new synergy created between the two media platforms – fashion blogs and mainstream fashion media. Originally, mainstream fashion media had to function within the publication cycle and trends would takeoff or languish in the period between issues. Now however, fashion blogs maintain interest in a trend between issues. This synergy has helped generate excitement because of the fashion bloggers' ability to comment immediately on trends, maintaining a buzz between magazine issues.

Generating fashion trend discussions is no longer a one-way street. The relationship between mainstream fashion media and fashion bloggers goes both ways. Fashion bloggers and mainstream fashion media are *both* driving the popularity of trends. The genesis and timeline of this transition is difficult to determine from the data collected in this study. However, one can infer from the results that fashion bloggers are rising in popularity within the fashion community and could soon dominate mainstream fashion media by becoming the primary agenda setters.

In a majority of blogs examined it was found that fashion bloggers use original material as content for their posts. In previous literature, blogs appeared to rely heavily on mainstream media sources for factual information (Murley, 2005). This was not true for fashion blogs. In previous literature on political blogs, the data suggested that mainstream media dominated the conversation. Here fashion bloggers were considered to be credible sources and, at least in some cases, were acknowledged by mainstream fashion media.

Fashion bloggers did not quote sources. Instead they would acknowledge designers or celebrities as their sources. Therefore, a media outlet of interest to a particular blogger could have influenced the content used in the blogger's posts, although the blogger did not clearly identify where the information originated. While the media platforms did not always formally acknowledge each other, the nature of the dialogue suggests that they are watching each other's content.

Fashion bloggers were strong agenda setters in the present study in that they consistently published blog posts discussing the five trends throughout the study period keeping the discussion on the trends flowing. Although their competitors were

mainstream fashion media outlets, the bloggers were not overshadowed by mainstream fashion media popularity and strength. Each media outlet could be considered as reporting “on trend.” Fashion bloggers seemed to be a step ahead of mainstream fashion media in the case of several trends, particularly denim. The trends that ended with the highest number of published posts and articles and could, therefore, be ranked as the most “trendy” trends in the season of spring 2016 appeared to have been boosted in popularity by bloggers.

The previous literature primarily focused on political bloggers as agenda setters and did not research the relationship between mainstream fashion media and fashion bloggers. This research took a new direction on agenda setting research by focusing on fashion media. This study provides insight into a transition occurring within the fashion community and fashion media. The influence of fashion bloggers is growing and increasingly influencing the fashion community.

These results suggest that fashion bloggers are establishing themselves as the new agenda setters for the fashion community and fashion media. Future research might focus on whether mainstream fashion media is noticing this transition in fashion agenda leadership, and if so, what mainstream fashion media outlets will or must do to maintain their previous position as leading agenda setters. Future research might also analyze which techniques, borrowed from fashion bloggers, are mainstream fashion media outlets emulating as fashion blogs rise in popularity.

This research could be extended by interviewing or surveying fashion designers, fashion bloggers and editors for mainstream fashion media outlets to see who they think is setting the agenda for the fashion community and fashion media. Interviewing these

individuals might illuminate more clearly the transition that appears to be occurring, where on the fashion trend timeline this transition is occurring and what roles fashion bloggers and members of the mainstream fashion media are playing.

Gathering data on the analytics of selected fashion blogs and mainstream fashion media outlets could provide more detailed quantitative data on the relationship between fashion bloggers and mainstream fashion media. Future research could also simply replicate this study using other magazines and other bloggers as there are many additional fashion bloggers and prominent mainstream fashion media websites that were not included in this study. One might also expand the research field by into looking at the influence of social media on each platform or by examining analytics to determine which articles and blog posts were actually receiving the most traffic. Examining not only agenda setters, but also looking at agenda maintainers might further define the relationship between fashion bloggers and mainstream fashion media. In fashion media, agenda maintainers might wield as much or even more power than agenda setters.

Finally, one last suggestion for future research would be to extend the time period of the research. These findings covered seven months of content. It would strengthen the conclusion if more data were gathered over a longer period. Including a larger number of trends studied might also strengthen the study. Only five of the 16 trends forecasted were involved in this study. The influence of fashion bloggers is clear, but future research could assess this in further detail. For example, researchers might assess the peaks and valleys of the impact of fashion bloggers or could examine how the transition occurred or is occurring.

CONCLUSION

Looking through the lens of intermedia agenda setting it is clear that the fashion agenda setter role can be filled by fashion blogs or mainstream fashion media websites. Once the province of mainstream fashion media and designers, the role of agenda setter for fashion media has evolved. Neither fashion blogs nor mainstream fashion media are currently the leader in fashion media agenda setting.

The synergy between the two platforms indicates that the relationship between mainstream fashion media and fashion blogs is not a power struggle. The data show a cooperative relationship as the two outlets build on each other's content for the ultimate readership: consumers. Depending on who writes or posts first on a trend, one platform might be the agenda setter and another could possibly be the agenda maintainer focusing on keeping the discussion flowing.

This study suggests that the agenda setter role switched between the two platforms (fashion bloggers and mainstream fashion media) within each trend. The transition from mainstream fashion media dominance to a shared role for mainstream fashion media and fashion bloggers should suggest to the fashion industry that fashion blogs could soon become the lead agenda setters.

This study has provided insight into an area that no previous research has covered. The relationship between mainstream fashion media and fashion blogs is no longer a one-way street but a two-way street where both outlets can compliment each other. Therefore,

mainstream fashion media and fashion bloggers will, for now at least, continue to sit side-by-side in the front row at designer fashion shows covering fashion news and trends. This study, which uncovered a changed relationship between fashion bloggers and mainstream fashion, might help guide the future for reporters of fashion news and fashion trends.

Appendix A

CODEBOOK

These questions help to identify the content of articles written by mainstream fashion media outlets or posts published by elite fashion-themed bloggers about summer 2016 fashion trends.

V01: Article or blog post

An article published by a mainstream fashion media outlet: 0

(Example: The article is published in a leading magazine or mainstream media website. The writer offers news and/or information.)

A blog post: 1

(Example: The author publishes this post on a personal website or a content management site, such as WordPress. The author includes personal opinion, commentary on trends, and/or personal photos.)

V02: Date of publication

The time of publication can determine which platform is communicating the fashion trends to the public first and which platform follows its lead, thus helping determine who is more influential. (For example, were the graphic handbags by Dolce and Gabbana as important to the blogosphere community as they were to the fashion journalists? Was the topic covered in the mainstream media before showing up in blog posts, or did mainstream media follow the blog's topic after seeing the reaction their posts received?)

What date was the article or post published? MM/DD/YY: _____

V03: Hyperlinks

Does the article or post hyperlink to other sources for quotes or further information?

Does the article or post hyperlink to other sources?

The article or post does not hyperlink to another article or post: 0

Mainstream fashion media hyperlinks to mainstream fashion media: 1

Mainstream fashion media hyperlinks to blog: 2

Mainstream fashion media hyperlinks to mainstream fashion media AND blog: 3

Blog hyperlinks to another blog: 4

Blog hyperlinks to mainstream fashion media: 5

Blog hyperlinks to mainstream fashion media AND blog: 6

Blog or article hyperlinks to a fashion website or consumer website: 7

V04: Focus on general or specific trends

This category will determine if the article or post is reporting on spring/summer 2016 fashion week in general or on a specific trend. This focus will help determine the trend's popularity in the media and the blogosphere. **Note:** One article or post may include more than one trend.

What trend(s) does the article or post mention?

Summer 2016 fashion in general: 0
Denim: 1
Floral: 2
Bare Shoulders: 3
Slip Dress: 4
Embroidered Dress: 5

V05: Human sources mentioned: For the following categories, Celebrity is defined as—the state of being famous or celebrated, a person who is famous—by Merriam Webster Dictionary.

Which types of human sources are mentioned in the article or post?

No human sources: 0
Journalist: 1
Fashion designer: 2
Blogger: 3
Model: 4
Stylist: 5
Celebrity: 6
Other: 7 Please describe: _____

V06: Human sources quoted

Which types of human sources are quoted in the article or post?

No human sources: 0
Journalist: 1
Fashion designer: 2
Blogger: 3
Model: 4
Stylist: 5
Celebrity: 6
Other: 7 Please describe: _____

Appendix B

SUPPLEMENTARY DATA

Denim

Sincerely Jules	1	9/4/15 4 & 7		1	0	0
Gal Meets Glam	1	9/10/15	4	1	0	0
W Magazine	0	9/15/15	0	1	2	0
Sincerely Jules	1	9/23/15 4 & 7		1	0	0
Atlantic Pacific	1	10/7/15	7	1	0	0
Business of Fashion	0	10/8/15	0	1	2	2
Gal Meets Glam	1	10/9/15 4 & 7		0 & 1	0	0
Style.com	0	10/21/15	0	1	0	0
Style.com	0	10/26/15	1	1	1	1
New York Times	0	11/5/15	0	1	2 & 6	0
Style.com	0	11/9/15	0	1	2	2
Style.com	0	11/19/15	0	1	1	1
Gal Meets Glam	1	12/7/15	4	1	0	0
Gal Meets Glam	1	12/16/15 4 & 7		1	0	0
Gal Meets Glam	1	12/25/15 4 & 7		1	0	0
Harpers Bazaar	0	1/8/16	0	1	2	0
Harpers Bazaar	0	1/27/16	0	1	4 & 6	0
Glamour	0	2/4/16	0	1	6	0
Elle	0	2/5/16 1 & 7		1	2	2
Atlantic Pacific	1	2/9/16	7	1	0	0
Gal Meets Glam	1	2/9/16 4 & 7		1	0	0
New York Times	0	2/10/16	0	1	2	2
Harpers Bazaar	0	2/17/16 1 & 7		1	2	0
New York Times	0	2/18/16	0	1	2	2
Atlantic Pacific	1	2/21/16	7	1	0	0
Wendys Lookbook	1	2/22/16 4 & 7		1	0	0
New York Times	0	2/23/16	0	1	2	0
Glamour	0	2/23/16	7	1	2	0
Glamour	0	2/24/16	0	0 & 1	0	0

Slip Dress

Fashion Toast	1	3/1/16	7	1	0	0
Elle	0	3/4/16 1 & 7		1	2	2
Wendys Lookbook	1	3/7/16 4 & 7		1	2	0
Glamour	0	3/9/16	0	1	0	0
Glamour	0	3/10/16 1 & 7		1	2	0
Nylon	0	3/10/16	7	1	0	0
Gal Meets Glam	1	3/10/16 4 & 7		1	0	0
Glamour	0	3/14/16	1	1	2	2
Harpers Bazaar	0	3/14/16	4	1	0	0
Atlantic Pacific	1	3/16/16	7	1	0	0
Style.com	0	3/17/16	4	1	2	0
Harpers Bazaar	0	3/17/16	7	1	2	0
Style.com	0	3/24/16	7	1	2	0
Harpers Bazaar	0	3/25/16 1 & 7		1	2	0
Style.com	0	3/28/16	7	1	0	0
Style.com	0	3/29/16	7	1	6	0
Style.com	0	3/29/16	7	1	2	2
The Blonde Salad	1	3/30/16 4 & 7		1	6	0
WWD	0	3/31/16	0	1	7: Ar 7: An	
Gal Meets Glam	1	4/4/16 4 & 7		1	0	0
Glamour	0	4/7/16	7	1	2	0
The Blonde Salad	1	4/11/16 4 & 7		1	0	0
Style.com	0	4/12/16	7	1	1	0
Style.com	0	4/12/16 4 & 7		1	6	0
Style.com	0	4/13/16	7	1	2	7
Sincerely Jules	1	4/13/16 4 & 7		1	0	0
Harpers Bazaar	0	4/20/16	7	1	4 & 6	0
Style.com	0	4/23/16	7	1	2	2
Nylon	0	4/27/16	0	1	0	0
W Magazine	0	4/28/16	7	1	2	0
The Blonde Salad	1	5/10/16 4 & 7		1	0	0
Sincerely Jules	1	5/15/16 4 & 7		1	0	0
Atlantic Pacific	1	5/16/16	7	1	0	0
Style.com	0	5/25/16	7	1	2 & 3	0
The Blonde Salad	1	5/25/16 4 & 7	0 & 1			
New York Times	0	5/31/16	0	1	2 & 6	2
W Magazine	0	6/13/16	0	1	2	0
Gal Meets Glam	1	10/10/16	4	1	0	0
Style.com	0	10/14/16	0	1	2	0

Elle	0	9/25/15	0	4 2 & 6	1
Business of Fashion	0	10/3/15	0	4 2	0
Business of Fashion	0	10/5/15	0	4 2	0
The New York Times	0	10/6/15	0	4 2	0
Business of Fashion	0	10/9/15	0 4 & 0	2	0
WWD	0	10/12/15	0	4 2	0
Harpers Bazaar	0	10/26/15	0	4 2 & 6	0
New York Times	0	12/2/15	0	4 2 & 6	2
Style.com	0	1/3/16	1	4 2 & 6	0
The Blonde Salad	1	1/5/16 4 & 7		4 0	0
W Magazine	0	1/14/16	1	4 6	0
Elle	0	1/25/16 1 & 7		4 2 & 6	0
Fashion Toast	1	1/26/16	7	4 0	0
Fashion Toast	1	2/18/16	7	4 0	0
Style.com	0	3/7/16 1 & 7		4 2 & 6	0
New York Times	0	3/7/16	0	4 2 & 6	0
New York Times	0	3/9/16	0	4 2	0
Style.com	0	3/18/16 1 & 7 4 & 0		2	0
Elle	0	4/16/16	0	4 0	0
Glamour	0	4/27/16	0	4 6	0
W Magazine	0	5/9/16	1	4 2 & 6	0
Harpers Bazaar	0	5/11/16 1 & 7		4 2	0
Glamour	0	6/6/16 1 & 7		4 2 & 6	0

Off-the-shoulder

W Magazine	0	9/17/15	0	3	0	0
Style.com	0	11/6/15	0	3 2 & 4		0
Style.com	0	11/9/15	4 & 7	0 & 3	2	2
Gal Meets Glam	1	1/7/16	4 & 7	3	0	0
Gal Meets Glam	1	1/11/16	7	3	0	0
The Blonde Salad	1	2/23/16	4 & 7	0 & 3	2 & 4	0
Nylon	0	2/26/16	1 & 7	3	0	0
Atlantic Pacific	1	3/7/16	7	3	0	0
Atlantic Pacific	1	3/8/16	7	3	0	0
Atlantic Pacific	1	3/9/16	7	3	0	0
Glamour	0	3/24/16	0	3	7: Pint	7: Pi
Harpers Bazaar	0	3/25/16	0	3	0	0
WWD	0	3/31/16	0	3	7: Anal	7: Ar
Elle	0	4/1/16	7	3	0	0
Atlantic Pacific	1	4/5/16	7	3	0	0
Glamour	0	4/6/16	7	3	6 & 4	0
Gal Meets Glam	1	4/8/16	4 & 7	3	0	0
Atlantic Pacific	1	4/19/16	7	3	0	0
Atlantic Pacific	1	4/21/16	7	3	0	0
Glamour	0	4/29/16	0	3	0	0
Atlantic Pacific	1	5/1/16	7	3	0	0
Sincerely Jules	1	5/4/16	4 & 7	3	3	0
Nylon	0	5/5/16	7	3	0	0
Nylon	0	5/11/16	7	3	2	0
Harpers Bazaar	0	5/13/16	0	3	0	0
Gal Meets Glam	1	5/26/16	4 & 7	3	0	0
Wendys Lookbook	1	5/30/16	4 & 7	3	0	0

Floral

W Magazine	0	9/12/15	0	2	2	0
Business of Fashion	0	10/9/15	0	0 & 2	2	0
Harpers Bazaar	0	1/2/16	0	2	2	0
Atlantic Pacific	1	1/8/16	7	2	0	0
Atlantic Pacific	1	1/11/16	7	2	0	0
Gal Meets Glam	1	1/25/16	4 & 7	2	0	0
Gal Meets Glam	1	2/8/16	4 & 7	2	0	0
Style.com	0	2/29/16	4	2	0	0
Harpers Bazaar	0	3/19/16	7	2	2 & 3	0
Gal Meets Glam	1	3/23/16	4 & 7	2	0	0
Atlantic Pacific	1	3/24/16	7	2	0	0
Style.com	0	3/24/16	0	2	0	0
Glamour	0	3/24/16	7	2	2 & 6	0
Gal Meets Glam	1	3/25/16	4	2	0	0
Atlantic Pacific	1	4/19/16	7	2	0	0
Gal Meets Glam	1	4/19/16	4	2	0	0
Harpers Bazaar	0	4/19/16	7	2	2	0
Sincerely Jules	1	4/29/16	4 & 7	2	0	0
Atlantic Pacific	1	5/1/16	7	2	0	0
The Blonde Salad	1	5/3/16	4 & 7	0 & 2	0	0
Style.com	0	5/12/16	0	2	2	0
Style.com	0	5/12/16	0	2	0	0
Gal Meets Glam	1	5/24/16	4	2	0	0
Wendys Lookbook	1	5/25/16	4	2	0	0
Atlantic Pacific	1	6/1/16	7	2	0	0
W Magazine	0	6/14/16	0	2	6	0

Embroidered Dress

W Magazine	0	9/15/15	0	5	6	0
Style.com	0	11/9/15	0	5	2	2
The Blonde Salad	1	1/21/16	4 & 7	0 & 5	2	0
Sincerely Jules	1	3/1/16	7	5	0	0
Atlantic Pacific	1	5/3/16	7	5	0	0
Glamour	0	5/3/16	0	5	0	0
Style.com	0	5/4/16	0	5	2	2
Glamour	0	6/2/16	7	5	2	0

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