

## A NEW INSIGHT INTO THE YOUTH'S WAY OF PERSONAL BRANDING THROUGH STUDYGRAM

Anindya Widita<sup>1</sup>, Yudhistya Ayu Kusumawati<sup>2</sup>, Frederik Masri Gasa<sup>3</sup>

Bina Nusantara University Jakarta, Indonesia  
anindya.widita@binus.ac.id

### **Abstract**

*Social media fuel youth's creativity and provide a platform to share their identity and develop their brand. Studygram are study bloggers who utilize Instagram to post their student life, in particular studying activities. Personal brand can be developed through communicating one's characteristic and establishing desired impression to public of one's skill, personality, or other traits. Studygram account is an example of a way to craft personal brand. This paper aims to explain the personal branding presentation from the youth's perspective through Instagram. Related concepts include personal branding, study bloggers, and Instagram aesthetic. Through case study qualitative approach, online observation and content analysis were used as the method to collect and analyze the data from the selected Studygram accounts. The result showed the presentation of branding from the consistent feed and content highlighting productivity through display of study items arranged neatly and appealing visually. Other than focusing on productivity, activities in daily life were also shared through various content. Interaction with followers were seen through interactive captions to engage and share personal experience and tips in their student life to connect with the followers. Opportunity for further study includes evaluation whether Studygram affects their productivity, visual content analysis, or investigation of the content exposure of Studygram on the audience.*

**Keywords:** *branding; personal branding; self-branding; Instagram; Studygram*

### **Abstrak**

Media sosial memicu kreativitas bagi generasi muda serta menyediakan platform untuk berbagi identitas dan membangun *brand*. Studygram, atau *study bloggers* memanfaatkan Instagram untuk membagikan update dari kehidupan sebagai pelajar atau mahasiswa, terutama aktivitas belajar. Personal brand dapat dikembangkan melalui karakteristik yang ingin ditonjolkan dan kesan yang ingin didapatkan dari publik terkait kemampuan, kepribadian, atau ciri khas lainnya. Akun Studygram merupakan salah satu contoh pembentukan *personal brand*. Artikel ini bertujuan untuk menjelaskan presentasi personal branding dari perspektif generasi muda melalui Instagram. *Personal branding, bloggers*, dan estetika Instagram merupakan konsep yang dibahas. Melalui pendekatan kualitatif studi kasus, observasi online serta analisis konten dari *feed* serta profil dilakukan untuk mengumpulkan data dan menganalisis tema dari akun Studygram yang telah dipilih berdasarkan kriteria yang ditetapkan. Hasil penelitian menunjukkan bahwa presentasi *branding*. Studygram ditunjukkan melalui konten dan *feed* yang secara konsisten menonjolkan produktivitas melalui tampilan objek atau item yang digunakan untuk belajar, yang disusun secara rapi serta menarik secara estetika. Selain produktivitas, beberapa aktivitas lain sehari-hari juga ditunjukkan dalam berbagai konten. Engagement dengan pengikut melalui *caption* yang interaktif dan *sharing* pengalaman dimanfaatkan untuk membangun hubungan. Potensi keberlanjutan studi meliputi evaluasi dampak akun Studygram pada produktivitas, analisis visual konten Studygram, atau efek *exposure* konten Studygram yang berfokus pada citra pelajar/mahasiswa ideal terhadap audiens.

**Kata Kunci:** *branding; personal branding; self-branding; Instagram; Studygram*

## INTRODUCTION

Images of neatly handwritten notes or stationery laid out and arranged in visually appealing way in Instagram likely could not be missed. Similar yet different with other content is the visual, depicting a glimpse of productive activity. The contributors include a group of people in high school or college age, which belong in an online community, study bloggers, more specifically, study account, known with the hashtag or term 'Studygram'. This group of youth specializes on study activity and productivity post.

Study bloggers share their student related life and other studying related things through social media platforms like Tumblr and Instagram. It started out from a few simple text posts, one was about recovering unsaved document in Microsoft Word and motivational quote on Tumblr which went viral (Linder & Brennan, quoted in (Tiffany, 2017). It grew bigger from there, extending to other platform with more diverse content which include tips of studying, student's life advice, mental health awareness, to various images of study spaces or inspiration.

Unlike other lifestyle bloggers, study bloggers seem to just want to focus on studying and show their process of getting through that particular stage of life with the desired result. True to their name, study bloggers' content revolves around their daily life as a student, involving study notes, study desk and its stationery, or study space in general, laid out in such a way to create an ideal image of a student's life. Like any other bloggers, they update regularly and interact with their followers. The purpose behind the creative production could vary from simply giving encouragement or inspiration to others, motivating oneself, or gaining new friends with similar interest. Studygram community, which combines academic and art can serve as a personal branding platform for younger generation through the endeavor.

Personal branding, which comes from an impression or image constructed from communication effort about an individual

(Rangarajan, Gelb, & Vandaveer, 2017; Johnson, 2017) is no longer a term exclusive for public figures or professionals. The digital era has provided a new, more creative way of developing a personal brand. Through managing Studygram accounts, the youth can learn to figure out how they want to be seen through their content production and sharing. In social media, individuals or professionals build brand differently. For example, social media managers emphasize professional identity to brand their identity in anticipation of future audience for their employment (Jacobson, 2020). Social media use was also explored on student-athletes in relations to the perception and behavior in personal branding, where there is a need to improve awareness and knowledge of personal branding concept to better optimize their social media branding (Park, Williams, & Son, 2020).

As the most popular social media with over 1 billion active users, Instagram is dominated by teenagers and young adult. Its feature enables people to create content through photo and video, completed with enhancement and beautification through the application's various filters, or by their own. Many users established their account for various purposes and have a certain theme to follow for consistency. For example, traveling or lifestyle account, beauty, or arts. Often, the content posted have already been enhanced or altered to suit the desired look or aesthetic, to gain likes.

The image perceived through the beautified content could create assumption that it is the life lived by the poster, thus it can put pressure for the audience to be able to share the similar, positive content (Lup, Trub, & Rosenthal, 2015). In other words, people are unexpectedly encouraged to only post what is considered to be perfect or favorable image to gain likes, or to simply have that aesthetic look in their feed. Among the Instagram users, the term aesthetics have become common in a way that users make effort in creating such look for their feed. The

term was made popular from Instagram photography advice posts and was since used to share ways to create a sophisticated look in their Instagram (Manovich, 2017). Therefore, the Instagram aesthetic was born from those posts and how users influenced each other in the way they take and edit their photos to post in Instagram.

Previous studies of social media personal branding have focused on its development in different group such as students (Johnson, 2017), students-athletes (Park, Williams, & Son, 2020), young professionals (Kleppinger & Cain, 2015), influencers (Khamis, Ang, & Welling, 2017), fashion bloggers (Duffy & Hund, 2015), social media managers (Jacobson, 2020) and travellers (Bozzi, 2020). Considering the limited reference on the presentation of personal branding from the study bloggers who maintain focus on productivity aspect, this research hoped to address the gap and provide a new insight of personal branding through exploring how study bloggers (Studygram) curate their content to present a personal branding. This paper also aimed to present a general theme of Studygram content to contribute to the blooming trend of creative content production which combines academic element and visual art.

## METHOD

This research used a qualitative case study to gather the information needed about Studygram accounts' theme and content in their Instagram account. Case study method helps understand phenomenon within a specific context (Rashid, Rashid, Warraich, Sabir, & Waseem, 2019). Therefore, the method was chosen to explore personal branding presentation in Instagram by Studygram accounts.

Online observation method was implemented to identify the various content shared by the Studygram account and how it is styled and presented. The procedure was done by taking notes of content and themes found in Studygram accounts.

Documentation of content posted through feeds were also collected.

In qualitative method, the participants or accounts were purposefully selected to help better understand the matter (Creswell, 2019). Data collection was done by selecting Studygram accounts with pre-determined criteria that was taken into consideration through preliminary research before to represent the community better. These accounts have already been established and have over 300 posts in their feed, over 50,000 followers, have identified themselves as a student in their profile, routine update every week, and for its original content. The data collection method served a purpose to obtain necessary information about the general theme and visual of the Studygram accounts, as well as to give an insight of how the users can create their brand through the Studygram account.

Data analysis process was done to make sense of the images and content observed and look deeper into what was presented in the environment (Creswell, 2019). The analysis of the content was done to identify a common theme as well as give an insight of how the users create their brand through the theme and content posted. The process of content analysis included coding to identify unit list, then comparing data, theme categorization, and drawing conclusion (Bengtsson, 2016).

To present the data of personal branding presentation of Studygram, several content samples were chosen from each representative account's feed and profile to better see the construction and image of Studygram brand.

## RESULTS AND DISCUSSION

### Results

Bloggers post various content depending on what they intended to. Fashion bloggers dedicate their account for fashion related content, travel bloggers fill up their feed with travel tips, travel review, and other

content travel related. Study bloggers in Instagram, or Studygram accounts, share their student life through the content. As for every user who aims to have a neat, sophisticated look on their feed, study bloggers do spend time in curating their content as seen through the feeds of the selected Studygram accounts.

From the selected accounts, the feed showed a diverse look of study note and journal note in colorful highlighter and pen with stylized or cursive title, surrounded by stationery items such as colorful pens, decorating tapes, and studying related item. Since it has become more common to take notes in notepad or digitally, the content also included that. Figure 1 and 2 showed part of the Instagram feed.



Figure 1. Studygram feed 1  
(Seo [@tbhstudying], 2022)

The impression brought by looking at the feed was of a consistent look and theme or visual for the content. However, it was not monotonous as in one tone. The account did not only post study note but also journal note which included to-do list, complete with decorations to beautify the look, as well as collection of personal stuff in the similar white or pastel color to stick with the general look of the feed. Besides that, images of study space and study desk were also posted to add variation. Other objects, mainly stationeries were arranged around the notebook or journal, but the focus of the image was on the handwritten note.



Figure 2. Studygram feed 2  
(Seo [@tbhstudying], 2022)

Another sample from a different account showed similar theme, yet a different look at the feed. The theme in figure 3 also focused on study notes with stationery used as well as study space image. However, the visual has more colorful composition compared to the first two which have the soft, pastel colored look. These two Studygram, nevertheless, showed a consistent content arrangement in their feed.

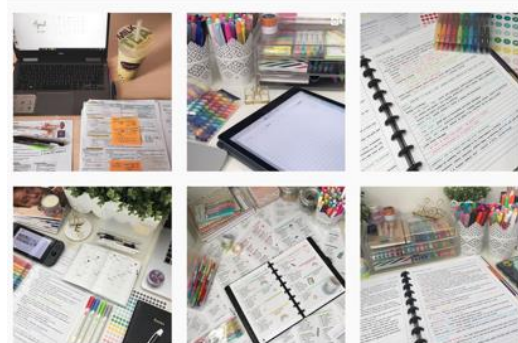


Figure 3. Studygram feed 3 (Emma  
[@emmastudiess], 2021)

While the accounts focusing over studying activity, some also provide more. An account (figure 4) combined notes with other images from daily life such as city view and café photography. This does not mean the account has no consistency, it just showed personal preference in organizing the feed or content and give more variety to the feed.



Figure 4. Studygram feed 4  
(Carol [@studylustre], 2021)

Moreover, the composition is placed diagonally as opposed to straight line. The style identified in the Studygram accounts may be what is considered the visually appealing, or aesthetic in the community. Such display of objects could give the impression of good composition of image, by arranging the objects involved in a way for each of them to be seen, and to complement each other, creating an aesthetic look. Additionally, a photography style that can be observed from the Studygram accounts is flat-lay style since many photos were taken from the above to the laid down objects below, as the examples shown in figure 5 and 6.



Figure 5. Flat lays style feed  
(Carol [@studylustre], 2021)



Figure 6. Flat lays style feed (Seo  
[@tbhstudying], 2022)

## Discussion

### General Theme of Studygram

As seen in the selected screenshot of some Studygram feeds, they shared a similar, yet varying look. Studygram seemed to have a shared perception of what is considered the desired aesthetic in the community.

The sample images of Studygram content generally showed a clean, neat, and arranged look of studying related object (stationery, notebook, laptop, etc.) laid out in an angle in white based background (desk or sheet). As seen above, the angle of the image mostly is diagonal as opposed to straight line, which is a visual and content strategy mentioned in (Manovich, 2016) an article of Instagram photography styles. Other than that, a style that can be observed from the Studygram accounts is that a lot of photos were taken from the above to the laid down objects below, also known as spread or flat lays style.

While the content is dominated with productivity content, in particular related to studying or note-taking or journaling, a variation of other life activities is also present, such as café visit or traveling photo. The visual aspect is only one aspect which relates to Studygram being its own brand as there are more than just a series of visually pleasing feed in developing the brand.

### Personal Brand through Studygram

Personal brand is something that everyone owns (Rangarajan, Gelb, & Vandaveer, 2017; Petruca, 2016). In today's social media age, personal brand effort is digitized through various digital platforms, allowing individuals to build their presence and identity through social media posts. Everyone may see the essence of personal branding through social media differently. Some pursue to set it up carefully for the purpose of establishing their presence in social media, while others just go with the flow and follow on the trend without much thought or effort to set themselves apart.



Personal brand can be developed through the sharing of information or message about the individual, acting as the representation of oneself. Personal branding, or self-branding also could serve a purpose of providing a level of fame, reward, and acceptance through projecting one's image (Khamis, Ang, & Welling, 2017). Personal branding in social media is seen through the strategic activities of self-presentation through virtual presence with a purpose to build a public image or persona (Brems, Temmerman, Graham, & Broersma, 2017; Kleppinger & Cain, 2015). It is necessary to know one's ability and character as well as control one's image to be able to create a desirable personal brand. Furthermore, it is also important to be aware of how they can be perceived by their audience and what kind of impact can arise.

Bloggers determine their way to present content and arrange it to form a positive image that to some points, it has become a selective social sharing (Duffy & Hund, 2015), which is a concern of having to look all put together and ideal for their audience. Therefore, the content produced and shared were those chosen ones after a selective process of analyzing what would be the best to portray one's image. Studygram accounts also expect themselves to manage their feed to look presentable and portray their student life well. Thus, they need to spend time to construct the image and curate the right content suitable for their identity. Since it is built around the visual content in Instagram, it is likely that there is a certain look or theme they want to attain.

Personal brand in social media can be compared to a stage performance, namely a front stage, which includes the personal profile shown in the account and the feed, and the backstage, where direct message (DM) and locked account happens (Brems, Temmerman, Graham, & Broersma, 2017). In this case, the personal profile and Instagram feed shown become the area of showing audience a good impression of not

only their account, but also their life. Two examples (figure 7) showed how a Studygram account created their profile/bio, which identified them. It also provided a link to their other personal accounts through Linktree. Studygram accounts can usually also be identified through their username, commonly containing the word 'study' in it. The accounts represented here showed that they have maintained the account from when they were a student to after graduated. In relation to that, their content has shifted a bit to suit where their life is at currently.

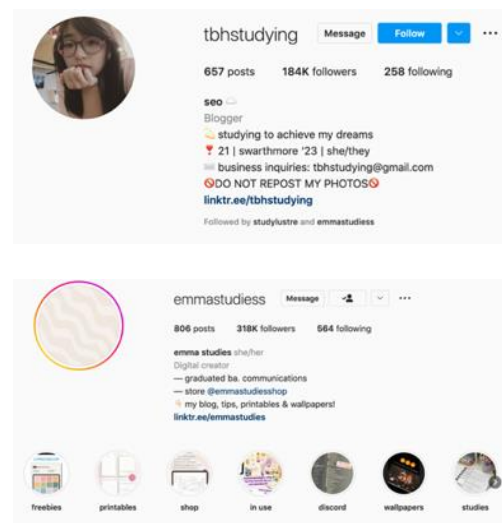


Figure 7. Studygram account profile (Seo [ @tbhstudying ], 2022; Emma [ @emmastudiess ], 2021)

The awareness that public can and will see their account becomes the reason why these accounts need to maintain the positive impression as well as control their image in the front stage (Brems, Temmerman, Graham, & Broersma, 2017) thus extending it to make effort in creating a feed worth seeing. For the public to be able to see or recognize the brand, there needs to be a consistency in how they maintain the feed and content.

Each Studygram can set their own unique image they want to project. What is also important is that they have managed to create consistent image and content to represent themselves as Studygram accounts

with quality content. Nadine (2015) highlighted the significance of editing images in similar way to maintain consistency (Manovich, 2016), which is generally implemented by the Studygram accounts as a way to make their feed more presentable and appealing.

Despite the difference in their personal preference in presenting their content, all shared the same understanding and need in presenting their study objects, arranging it so that it is visually pleasing, and consistent in what they posted.

Three common types of Instagram photos were categorized, namely casual, professional, and designed photos. Users with designed photos usually associate themselves with aesthetic or visually sophisticated theme. Designed photos are usually arranged in a way to have a stylized look, which implement visual and content strategies such as white background, increased brightness, spread/flat lays, the use of single visual style, parts of a body arranged with a few objects, photo sequence, polished, sequence photos, etc. (Manovich, 2016). These users shared similar aim to create visual aesthetic, which can be noticed in the Studygram images and feeds observed. For Studygram, even with the variation of the images, which included other type of photographs other than the usual productivity item, the color theme still appeared to be consistent, thus as a whole, the look tied in together nicely.

The term aesthetic generally means something of beauty, a pleasant to look at image, and in this context, it can be seen through the vibe of the photo (Tiffany, 2017) or by filter used to give effect to photos (Tønnessen & Forsgren, 2018). In Instagram account of digital nomad or solo travellers, similar consistent visual theme but with different kind of aesthetic was observed to portray their diary through images of natural landscape as well as combining productive items with the environment presenting the leisure space, such as a cup of coffee in a café

or a laptop on a desk on a beach (Bozzi, 2020). It showed that for different user group presenting their life on Instagram, different visual trope may apply, and that the theme is a part of the personal brand presentation. As Instagram covers more users with their own subcultures, there could be more aesthetics form developed and integrated as a form of personal brand, which related with how Manovich mentioned about aesthetic society (Manovich, The aesthetic society: Instagram as a life form, 2019) which emphasizes on how individuals these days value production of beautiful images and experience, including in social media.

Establishing the Studygram brand can be achieved through one's diligence to produce content suitable with the general theme established. Factors such as discipline and investment also contributed for the content production aspect (Duffy & Hund, 2015). Studygram account's feed consisted of various images of study space completed with colorful stationeries as its accessories as well as other productivity items, a sign of their persistence. Additionally, different content such as self-created wallpapers or other printable items (figure 8) showed another aspect of creativity involved, in which the account made an effort to engage with the followers to be more organized with the printable or template set made. It also showed an aspect of investment of making their own product to share. Since there are multiple contents that followers can check to see which templates (to-do, goals, or calendar) suit them best, it also contributes to the branding created and set them apart.



Figure 8. Self-made printables (Emma [ @emmastudiess ], 2021)

The commercial side of blogging community is not a new pattern. Tagging and posting a product from affiliated brand or company is an extension of marketing opportunity through social media presence (Duffy & Hund, 2015). A sponsored post (figure 9) became example of a collaboration or business partnership element. The company providing the deal chose an established Studygram account with higher visibility to promote their product, and the Studygram owners got the free product as a benefit.



Figure 9. Sponsored ad post (Seo [ @tbhstudying], 2022)

The need and passion for creativity brought fashion bloggers' to build their brand online (Duffy & Hund, 2015). For study bloggers, studying may not be what they would call a passion, rather it is a responsibility. However, the growing community does not only provide a place for them to channel their creativity with the way of note-writing or creating free-to-use templates, but also inspire others through studying advice and tips or motivation (figure 11), as well as through sharing other activity or experience in their daily life (figure 12) such as traveling and baking. This strategy is also used to brand oneself as a relatable account, to show that it is not just about aesthetic image and studying, but that they also live the normal day-to-day life like others.



Figure 11. Tips content (Seo [ @tbhstudying], 2022)



Figure 12. Life update (finals week) (Seo [ @tbhstudying], 2022)

Another common theme identified from Studygram accounts was that they write captions in an engaging way with the readers/followers. They could be asking about book recommendation, productivity advice, or about what stresses them out the most. It gives the audience opportunity to interact and be a part of the community. As noted in (Baym, 2010), a sense of community can be established through the shared space, practice, and support within. The exchange of information carried through the caption and comments could make them to feel like they belong to the community, and that they have something to relate with each other.

The process of making meaning within a community, which originated from the individual's interpretation of the media consumption was elaborated by Jenkins who studied fan community & participatory culture as a phenomenon in the convergence era (Jenkins, 1992). The Studygram account is a personal brand of their own. Nevertheless, each has different preference in presenting it, although their decision could be



influenced by what they have seen within the community. Their interpretation toward what is considered aesthetic, or what is considered fit for the image may affect the way they project the Studygram brand.

Setting up self-branding online requires organizational skill and time management to craft the right image and maintain it. Studygram users, especially, need that to balance their student life and their online persona, which seems to be a common issue faced by bloggers (Brems, Temmerman, Graham, & Broersma, 2017; Khamis, Ang, & Welling, 2017; Duffy & Hund, 2015). Similar with other lifestyle bloggers, a challenge that can arise is keeping up the interesting content without getting too repetitive. Since their feed showed a collection of neat images and nice-looking study notes, it could be difficult to maintain as it may not look realistic. However, that could also be an advantage, in which they can portray a more relatable image of how it is like to be a busy college student, while still showing effort in good productivity.

Becoming a part of a community, it is only natural to want to respond to the others' content by sharing their own, to contribute of one's own. For the Studygrams accounts, the whole aesthetic vibe and perfect looking images of study space and stationeries should not be the defining brand. The unrealistic side of the study bloggers' image which can be present from the impression of seeing all nice study items and neat notes of study bloggers (Wong, 2018) may give the impression that being an ideal student is having nice stationeries and perfect, neat note writing, since not everyone is able to produce such content in daily basis every time. Moreover, it could potentially lead to perception that all study bloggers should maintain the same standard of aesthetic (Liu, Huang, & Klubok, 2018). Therefore, other variety of contents such as creating useful template for followers, sharing productivity tips, to sharing their normal life outside of studying through photo or short vlog can potentially be

taken into advantages in building the brand. Therefore, they can show a more realistic side, yet still highlighting what they do best through their feed.

Social media have become such a dominant presence in humans' life that others' view and perception of things shared in the platform influence how individuals would react or feel about certain aspect. It also leads to the existence of meaning making deemed valuable in one's mind, and that it almost becomes inevitable for people to be affected psychologically by a simple exposure of a stranger's feed on Instagram (Lup, Trub, & Rosenthal, 2015) which can possibly link to negative thought from not having the planned, ideal life, or a pressure of having to appear positive and acceptable. However, for many, Studygrams have been able to provide inspiration and good thoughts and advice within the community, including learning experience, study motivation, gaining new friends, and finding one's passion (Liu, Huang, & Klubok, 2018).

In establishing a favourable image as a Studygram, consistency and creative ideas are only a few factors to consider. By looking through Studygram feeds, consistent themed content of studying and productivity became the focus of Studygram brand. Additionally, other contents and captions used also act as a way to communicate with the audience, by allowing them to see beyond the academic side and the visual aesthetic, to understand that they also shared the same objective in life, and that they can use Studygram as an inspiration or a place to connect with each other. Perhaps, as a Studygram, to set one's brand properly is to be real and relatable in the effort of presenting their student life through Studygram images. However, what is considered real and relatable may remain debatable, since everyone's opinion and experience differs one another.

## CONCLUSION

Owning a Studygram account means having to constantly provide content related

to study, academic, and productivity as a student. Studygram characteristics could be seen in the visual aspect of the images posted and the feed. The images mostly focused on notebook or journal showing neatly handwritten note and carefully placed stationeries, in the white or light-colored study desk or bedsheet. Generally, the objects were arranged and photographed in flat-lays style, completed with cool, saturated tone, or softer color theme, which presented certain kind of aesthetic found in the Studygram posts. However, variations of such theme were also found, and it does not mean every Studygram has to have the same visual or look.

To develop a personal brand, Studygram owners need to be able to consistently stick with the theme they want to follow, which will help others to associate themselves with certain attribute as a Studygram. Moreover, care to engage with the followers can contribute to maintain a positive image. It should not be forgotten that essentially, Studygram is not about showing off perfectly written note or trendy stationery. It is also not a way to establish ideal student life, although it is meant to inspire and bring positive impact.

What the Studygram owners can do is to stay authentic while maintaining the positive outlook of the student life, understanding that carrying Studygram as personal brand does not mean they could only show flaw-free note or post their achievement. Sharing more about their student life, other activity they like or do outside their academic journey, or even sharing about their struggle would help the audience relate more and lessen the risk of getting so hung up of the perfect image reflected through the Studygram aesthetic. Considering the still limited amount of reference related to Studygram in general, there are many opportunities for further research. Future Studygram related study can delve more into various aspects of it, such as the relation of having and managing

Studygram to the academic performance or productivity, the visual analysis of Studygram content, and the other impact of Studygram such as how the content exposure of put-together image of student in Studygram account may affect the audience. Furthermore, there is also a potential for future researchers to study the motivation of creating Studygram and how the Studygram personal brand would evolve once the individual has graduated or moved onto the next stage of their life.

## REFERENCES

- Baym, N. K. (2010). *Personal Connections in the Digital Age*. Cambridge : Polity Press.
- Bengtsson, M. (2016). How to plan and perform a qualitative study using content analysis. *NursingPlus open*, 2, 8-14.
- Brems, C., Temmerman, M., Graham, T., & Broersma, M. (2017). Personal Branding on Twitter. *Digital Journalism*, 5 (4), 443-459.
- Bozzi, N. (2020). . # digitalnomads,# solotravellers,# remoteworkers: A Cultural Critique of the Traveling Entrepreneur on Instagram. *Social Media+ Society*, 6(2).
- Creswell, J. W. (2019). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (Vol. 4). Los Angeles: SAGE Publication.
- Duffy, B. E., & Hund, E. (2015). "Having it all" on social media: Entrepreneurial femininity and self-branding among fashion bloggers. *Social Media+ Society*, 1(2).
- Jacobson, J. (2020). You are a brand: social media managers' personal branding and "the future audience". *Journal of Product & Brand Management*.
- Jenkins, H. (1992). 'Strangers no more we sing, in Lewis, L. A.' (ed.), *The Adoring Audience: Fan Culture and Popular Media*. London: Routledge.

- Johnson, K. M. (2017). The importance of personal branding in social media: educating students to create and manage their personal brand. *International Journal of Education and Social Science*, 4(1), 21-27.
- Khamis, S., Ang, L., & Welling, R. (2017). Self-branding, 'micro-celebrity' and the rise of social media influencers. *Celebrity Studies*, 8(2), 191-208.
- Kleppinger, C. A., & Cain, J. (2015). Personal digital branding as a professional asset in the digital age. *American Journal of Pharmaceutical Education*, 79(6).
- Liu, J., Huang, C., & Klubok, P. (2018, February 2). *Behind the Photos: A Look Inside the Studyblr Community*. Retrieved from Studyspec.com: <https://www.stuyspec.com/features/behind-the-photos-a-look-inside-the-studyblr-community>
- Lup, K., Trub, L., & Rosenthal, L. (2015). Instagram# instasad?: exploring associations among instagram use, depressive symptoms, negative social comparison, and strangers followed. *Cyberpsychology, Behavior, and Social Networking*, 18(5), 247-252.
- Manovich, L. (2019). The aesthetic society: Instagram as a life form. *Data Publics, Routledge, forthcoming*, 2, 19.
- Manovich, L. (2017). The mobile generation and Instagram photography. In *Between the public and private in mobile communication*. Routledge, 262-278.
- Manovich, L. (2016). Subjects and styles in Instagram photography (Part 1). *Instagram and Contemporary Image*, 1-20.
- Park, J., Williams, A., & Son, S. (2020). Social media as a personal branding tool: a qualitative study of student-athletes' perceptions and behaviors. *J. Athl. Dev. Exp*, 2(1), 2, 51-58.
- Petruca, I. (2016). Personal branding through social media. *International Journal of Communication Research*, 6(4), 389.
- Rangarajan, D., Gelb, B. D., & Vandaveer, A. (2017). Strategic Personal Branding – And How It Pays Off. *Business Horizons*, 60, 657-666.
- Rashid, Y., Rashid, A., Warraich, M. A., Sabir, S. S., & Waseem, A. (2019). Case study method: A step-by-step guide for business researchers. *International journal of qualitative methods*, 18.
- Tiffany, K. (2017). *Welcome to Studyblr: A Beautiful, Stressful Wonderland*. Retrieved from The Verge: <https://www.theverge.com/2017/5/9/15260026/tumblr-study-blogging-studyblr-organization-interview>
- Tønnessen, E. S., & Forsgren, F. (2018). *Multimodality and Aesthetics*. New York: Routledge.
- Wong, B. (2018, May 1). *The Best Laid Plans*. Retrieved from Studybreaks.com: <https://studybreaks.com/college/studyblr/>
- [@tbhstudying], Seo (2022). *Posts [Instagram profile]*. Retrieved from Instagram: <https://www.instagram.com/tbhstudying/>
- [@studylustre], Carol (2021). *Posts [Instagram profile]*. Retrieved from Instagram: <https://www.instagram.com/studylustre/>
- [@emmastudiess], Emma (2021). *Posts [Instagram profile]*. Retrieved from Instagram: <https://www.instagram.com/emmastudiess/>