



**Faculty of Education and Economic Studies
Department of Business and Economic Studies**

Title of the Thesis

How to brand oneself online

A case study about 10 top musicians on Facebook

*Nana Wei(19850220-5845)
Xueying Yi(19900224-1249)*

Second Cycle

15 Credits

**Supervisor: Jonas Kågström
Master Thesis in Business Administration**

ABSTRACT

Level: Second Cycle 15 Credits

Authors: Nana Wei and Xueying Yi

Supervisor: Jonas Kågström

Date: Autumn 2011

Aim: In our research, we are going to choose top 10 music stars that are defined as the most favored on Facebook according to their Facebook fans amount as our sample for investigating, because compared to other sorts of personal brand, they have relatively higher influence to the public. We would like to reveal the process of how people build their own brand and try to find which factors will have impact on these processes.

Method: A mixed method strategy was adopted in this paper since our study has come across both quantitative method and qualitative method. Quantitative method is mainly used to decide our sample selection and assessing their comments on Facebook page. And on the other hand, qualitative method is mainly used to analysis stars' performance on their Facebook Page. All of the data are collected directly from Facebook websites and also from the statistics of Allfacebook.com.

Result & Conclusion: First of all, internet is one of the best channels of Personal Branding. Second, we found that common people can also build personal branding online. Finally, personalities are an important element and being positive, friendly etc. can help you to succeed.

Suggestions for future research: For further study, we suggest that the researchers could investigate more samples from different fields and from different sectors of society. The result will be thus comprehensive. Besides of that, due to that personal branding shares some similarities with the traditional branding, we suggest to combine the personal branding theory with traditional brand theory in the future.

Contribution of the thesis: Personal branding is quite a new concept, we hope people can understand the importance of personal branding through our research. Besides of that, we hope we can give some meaningful suggestions to those who want to be successful in the personal branding.

Key Words: personal branding, Facebook, Musician Stars, SNS (social network service),
online

TABLE OF CONTENTS

ACKNOWLEDGEMENT	1
CHAPTER 1. INTRODUCTION	2
1.1. Background of the Study.....	2
1.2. Research Question	5
1.3. Aims and Objectives of the study.....	5
1.4. Limitations.....	6
1.5. Disposition.....	7
CHAPTER 2. THEORETICAL DISCUSSION	8
2.1. General introduction and discussion of personal brand	8
2.1.1. General concept of personal brand.....	8
2.1.2. The content of online branding.....	9
2.1.3. External and internal personal branding.....	10
2.1.4. Four categories of personal brand	11
2.2. The reasons for online personal branding	12
2.3. How to build personal brand online?	13
2.3.1. Ifan D.H. Shepherd’s three steps.....	13
2.3.2. Bob Baker’s four points	14
2.3.3. Big-Five Factors	15
2.4. Peter Montoya’s eight laws for personal brand.....	17
CHAPTER 3. RESEARCH METHODOLOGY	19
3.1. A mixed method strategy	20
3.2. Quantitative Approach	21

3.2.1. Sample Description.....	21
3.2.2. Assessing favorable comments	22
3.3. Qualitative Approach.....	22
3.3.1. Idea creating.....	22
3.3.2. Online personal branding audits	23
3.3.3. All Facebook	24
3.4. Reliability	24
3.5. Validity.....	25
CHAPTER 4. EMPIRICAL FINDINGS.....	25
4.1. General confirmation of 10 study targets	26
4.2. General introduction of ten music stars.....	26
4.4. Facebook page description.....	30
CHAPTER 5. ANALYSIS.....	41
5.1. General explanation of using Personal Brand Concept.....	42
5.2. Analysis of Bob Baker’s four rules	43
5.3. Analysis of Big-five theories	47
5.4. Analysis of 8 Laws.....	52
CHAPTER 6 CONCLUSION	60
6.1. Research questions discussion	60
6.2. Suggestions for further study	63
REFERENCES	65

Table List

Table 1 Facebook Page Leaderboard (2011)	26	Table 6 Analysis results of Bob Baker’s four rules ...	47
Table 2 Summary description of the 10 musicians	28	Table 7 Analysis results of the Big-five theories	52
Table 3 page statistics of the 10 musicians	30	Table 8 musicians’ specialization	53
Table 4 musicians’ theme	44	Table 9 categories of musician’s style	54
Table 5 Musician’s available information on FB.....	46		

Figure List

Figure 1 Social Network Statistics (Online Profile, 2011) 4

Figure 2 Illustration of the structure of the paper..... 7

Figure 3 Four types of online personal brands (William Arruda, 2007)..... 11

Figure 4 Illustration of fan increasing for Eminem..... 29

Figure 5 example of Facebook page layout 30

ACKNOWLEDGEMENT

"The universe is full of magical things patiently waiting for our wits to grow sharper."

---Eden Phillpots

We are heartily thankful to all the people who have accompanied and helped us throughout the process of discovering our realization of the subject.

For one place on record, our special gratitude goes to our supervisor, Jonas Kågström, for his expert, valuable and sincere guidance and encouragement from the initial to the final level, which enabled us to develop our interest and knowledge in the subject.

It is a pleasure to thank those who made this thesis possible, including all the teachers and classmates accompanied us through this year.

We would like to show our gratitude to all of our friends and our family, who have been stayed with us and supported us through the whole time.

CHAPTER 1. INTRODUCTION

This chapter refers to introduce the general information of this paper: background of the study, purpose, limitation and disposition of this paper.

1.1. Background of the Study

In the modern business world, most people have been quite familiar with the concept of branding or brand management. It has been one of the most important business concepts for modern companies. It gives the first impression to customers and can help the company to build connections with customers. Not only the products or service, but also individuals need proper brand and branding strategies nowadays to promote themselves. Employers start to explore their human resource on the Internet. It is important for us to know how to properly brand ourselves and sell ourselves to the employers. Such kind of brand can be defined as personal brand. As identified by Peter Montoya (2002),

Personal Brand refers to a personal identity that stimulates precise, meaningful perceptions in its audience about the values and qualities that person stands for.

As mentioned by Bob Baker (2001), in this Age of the Individual, personal branding is vital to one self's success. As mentioned above, most companies have noticed the importance of branding in the modern market. It is a significant element that will have impact on companies' development and marketing. Now, it also does for individual promotion. According to Peter Montoya(2002), Personal branding is about creating the externally facing identity that you as a business project. It's about intentionally taking control of how others perceive you and managing those perceptions strategically to help you achieve your goals.

Therefore, to understand the concepts of personal branding and to keep it in mind is quite important. It can help people to better express oneself to the people surrounded. It can bring people more opportunities. For instance, it can help to differentiate you from other candidates when seeking for a job. However, there is not many people who have noticed this. Actually only little amount of people keep the concepts of personal branding in their mind and take careful control over it. According to Bob Baker (2001), there are not many people who keep the personal brand concept in mind.

Stating the importance and potential of personal branding and seeing the fact that many people have not realized the reality, we have made up our mind to investigate into personal branding and hope that more people can have a better understanding of it.

After knowing what personal brand is, we have to know through which channels one can build personal brand most effectively. In our research, we will choose the channel of internet, which means we will research how people build their personal branding within the online context. As mentioned in Tom Peter's article (1997), the Web makes the case for branding more directly than any packaged good or consumer product ever could. Nowadays, anyone can have a website. Anyone can express themselves to public through the internet. Online communities, chatting rooms, personal blogs, twitters and etc. can help people to build their brand faster than before and meanwhile it cost less. Similar to Peter Montoya's personal branding identification, Bob Baker (2001) argued that: The key to establishing a personal brand identity in the cyber world is focusing on who you are and what you stand for and then getting the word out through a variety of Internet channels that are frequented by the people most likely to be interested in your message.

Facebook will be starred as our studying platform, since it has been developed as the most popular Internet platform where most people choose to get in and join the activities there. As we can see in Figure 1, among 25 online profiling websites, Facebook has been ranked as the most popular one during the past year 2011. With over 500 million users all over the world, Facebook has occupied 1/ 13 of the world population as its users, which gives 1 out of 13 is using Facebook on the earth(Aden Hepburn, 2011).We can also obtain statistics through allfacebook.com which is a web page with all relevant sources about Facebook. On Facebook, one can simply click on “like” button to follow whichever page they like, such as Lady Gaga, YouTube, The Simpsons...Thus, we can decide on which page we would like to study about. And in our case, we chose to study top 10 music stars that have the most fans on their Facebook pages.

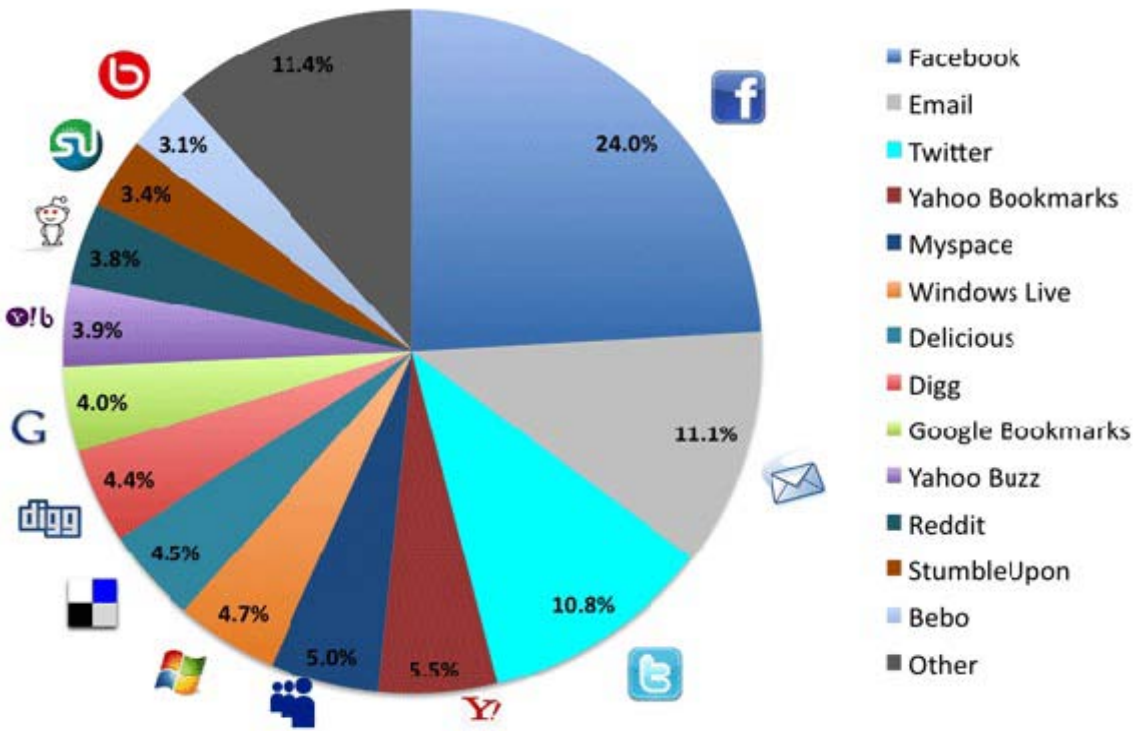


Figure 1 Social Network Statistics (Online Profile, 2011)

Besides Facebook, YouTube, VEVO and Twitter are repeatedly mentioned in our following content as well. Among which, YouTube is defined as a video-sharing website where users can view, upload and share videos, while VEVO is a music video website where high quality music videos are delivered. The videos that VEVO offers are from three major record labels: Universal Music Group, Sony Music Entertainment, and EMI. Twitter is another social network like Facebook; differently, it is more like a micro blogging service, where users can post, read status and comment on others. Another concept we will be using in our paper is Grammy Awards. It is an honor for recognizing those who made outstanding contribution or achievement within the music industry, which is presented by National Academy of Recording Arts and Sciences of United States.

1.2. Research Question

The topic of our research is to investigate how to build personal brand through the channel of internet. In our research, we are going to choose top 10 music stars that are defined as the most favored on Facebook according to their Facebook fans amount as our sample for investigating, because compared to other sorts of personal brand, they have relatively higher influence to the public. We would like to reveal the process of how people build their own brand and try to find which factors will have impact on these processes. Based on the discussions above, we can conduct the main problem of our study is:

Within the Internet context, how will music stars build and manage their personal brand, especially on social network website?

1.3. Aims and Objectives of the study

After setting down the research question, we have listed our detail objectives and aims as well:

1. What is personal branding?
2. What is the impact of it in our daily life? Why do we need to be aware of it?
3. How do music stars build their personal brands online?
4. What are the common successful factors they have?
5. Which factors are considered as important during the process of building personal brands?

1.4. Limitations

- Only 10 music stars were observed as our study targets for considering mathematical convenience, which has reduced the possibility for having a more comprehensive view about this topic
- Our topic has been narrowed down to only music stars without comparing to any other personal brands, such as football stars, fashion bloggers, and any other existing forms. It is suggested for further studies that different kind of personal brands need to be sorted and compared for study as well.
- Since our study relies very much on Internet information, the difficulty of time differences has been met. For example, the number of comments on a certain status can be rising within any minute. In this case, we have a limitation for the validity of the paper.
- As the fact that the study targets are public celebrities, it is not possible for us to get the chance to talk to them and get to know other facts besides the information that are published to the public. Knowing the real person and get to know the difference between how they brand themselves on the Internet can be of great help for studying personal brand.

1.5. Disposition

To have a better illustration of the paper, we created figure 2. This paper consists of 6 chapters in total according to construction of scientific paper writing.

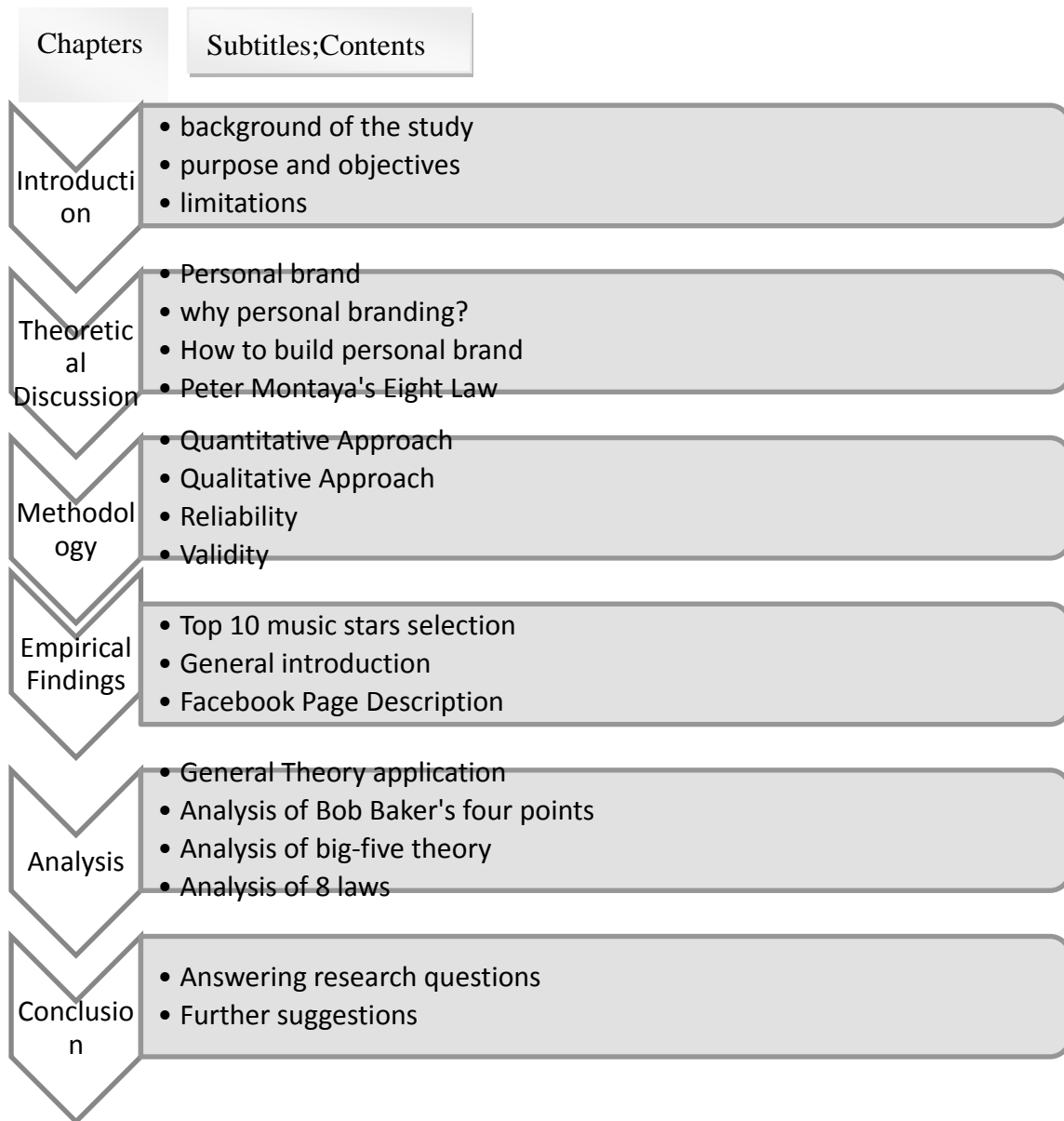


Figure 2 Illustration of the structure of the paper

CHAPTER 2. THEORETICAL DISCUSSION

Within this chapter, four sectors are categorized according to their functions of analyzing the thesis: first part is about some general introduction and discussion about the concept of personal branding; the second part is to explain why we need online personal brand; the third part is theories of how to build personal brand online; the fourth part is specialized for eight laws for personal branding.

2.1. General introduction and discussion of personal brand

In this section of theoretical discussion of personal brand, we introduce the concept of personal brand from different perspectives, and also four categories of personal brand.

2.1.1. General concept of personal brand

The concept of personal branding was firstly mentioned by Tom Peter in his article “The brand called you” in 1997. Since then, the concept has been studied and mentioned by many other researchers. According to Dan Schawbel (2009), Personal Branding is the process by which we market ourselves to others. It’s like other corporate brands and the strategies used on those brands can also be used for personal brands. One difference is that to succeed on personal branding, one have to find its passion (Dan Schawbel, 2009). In this study, the concept of personal branding will be connected with online context. According to Lauren I. L (et al., 2010), online experiences such as chatting, gaming, and engaging in virtual worlds allow people free and open ways to explore parts of the self that are difficult or nearly impossible to explore in face-to-face communications. Nowadays, online tools, such as

blog/personal websites, twitter, facebook and etc, have become efficient channels for establish personal brands (Dan Schawbel, 2009). The impetus behind the creation of this is regarded as social motives (Lauren I. L et al., 2010). Most people use sites as a communication tool to reach friends and strangers alike, thus satisfying needs for affiliation and social connectedness (Lauren I. L et al., 2010).

According to Ifan D. H. Shepherd (2005), the modern personal brand concept comes from the concept of self-marketing. Most activities undertaken by individuals are to make themselves known in the marketplace, usually for the purpose of obtaining gainful employment. Different from the traditional self-marketing concepts, personal brand highlights the need of being differentiated. And According to Tom Peter (1997), the key premise of personal branding is that everyone has a personal brand. A major selling proposition is the fear that if individuals don't manage their own brand, then someone else will manage it for them: "If you don't brand yourself, others will" (Ifan D. H. Shepherd, 2005).

2.1.2. The content of online branding

As mentioned above, online tools have become an efficient platform for people to establish their personal brand. Or in other word, personal brands have been developing with the growth of online communication, such as blogs, twitters and etc. As technological advances fueled Internet growth, the personal Web site emerged as an important platform for self-expression and self-presentation, as well as a means to learn more about people (Lauren I. L et al., 2010).

The content of online branding is mainly two aspects, self-presentation and identity claims (Lauren I. L et al., 2010; Simine and Samuel, 2004). The two elements are from Goffman's (1959) theories of identity and social performance. Identity is characterized by the tension between how a person defines herself as an individual and how she connects to others and

social groups in affiliated relationships. And affiliated identity is important for situating the self within the social world and for communicating identity to the intended audience. For instance, where individual identity may be said to demonstrate “me,” affiliated identity establishes “we” (Lauren I. L et al., 2010). However, if the identity claims in personal websites convey a clear, consistent, and interpretable message about the author’s personality has become an important question that should be concerned (Simine and Samuel, 2004). Furthermore, most traditional branding strategies stated that brand should be always consistent. But within the context of internet, to be consistent or multiple should also be considered.

2.1.3. External and internal personal branding

According to Steve Pavlina (2008), personal branding can be discussed from external and internal. External brand is how you project yourself to the world. There is an element of choice here. You can decide what to say or write in order to convey a certain image. Your projected image will influence what others think of you and how they might choose to interact with you (Steve. 2008). In his opinion, Becoming aware of how others see you helps you identify blind spots within yourself. Then you can work on those blind spots to help you become more internally congruent (Steve. 2008).

In addition to external brand, internal personal branding is also important. It is what you think of yourself. And according to Steve (2008), It’s expected that your internal brand and your external brand won’t completely coincide, and that’s OK, but those conflicts can create interesting interactions that help you grow in unexpected ways.

2.1.4. Four categories of personal brand

Besides of Steve's theory, William Arruda (2007) introduce another model that classified the personal brand into four categories:

Digitally Dissed There is little on the Web about you, and what is there is either negative or inconsistent with how you want to be known.

Digitally Disastrous There is much information about you on the Web, but it has little relevance to what you want to express about yourself. Results may also include entries about someone who shares your name.

Digitally Dabbling There is some on brand information on the Web about you. Although the volume is not high, what is there is relevant to your personal brand.

Digitally Distinct There are lots of results about you and most, if not all, reinforce your unique promise of value.

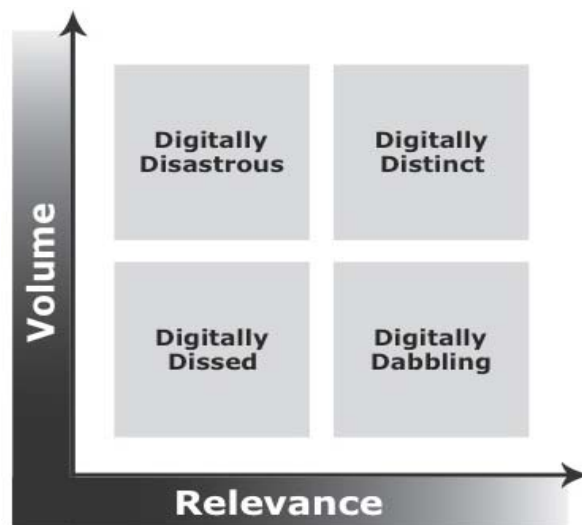


Figure 3 Four types of online personal brands (William Arruda, 2007)

2.2. The reasons for online personal branding

According to Bob Baker (2002), online branding allows you to take control of your online identity and influence the impression that people have of you in their minds, which helps to accomplish following things:

- Establish yourself as an expert in your field
- Connect with like-minded people on a large scale
- Focus your energies on feeding your life's purpose
- Build a solid reputation within your industry
- Become self-employed doing something you enjoy (or gain credibility and be in a better position to land the job you really want)
- Increase your notoriety and improve your perceived value in the marketplace
- Develop your circle of influence within a particular business niche
- Earn praise and recognition from a growing number of people who embrace your message
- Become a celebrity in your chosen field

Besides of that, According to George (et al., 1999), there are four motives behind the behaviors of online personal branding.

The first one is achievement motive, which is defined as “affect in connection with evaluated performance”. According to George (et al., 1999), Creating a home page may provide one with a feeling of accomplishment. It has been shown that individuals with a high need for achievement strongly value personal accomplishment.

The Second motive is for affiliation. It is defined as “the need to be with people”. According to George (et al., 1999), some characteristics of individuals with a strong need for affiliation include maintaining interpersonal networks, avoiding conflict, and fearing rejection. He also

suggests that people are becoming more detached as the 20th Century unfolds, therefore, the need of affiliation will become stronger.

The third one is power motive, which is defined as “impact, control, or influence over another person, group, or the world at large”. According to George (et al., 1999), that people who have a high need for power strive to be assertive, or frequently enter occupations which allow them to exercise control or influence over other people and objects. For the postmodern people, a personal branding may be viewed as a symbol of power. It is a way to call attention to oneself and a means to represent oneself to others (George et al., 1999).

The last motive is uniqueness or novelty. According to George (et al., 1999), the need for uniqueness has been called the “pursuit of difference” it means that individuals want to perceive themselves as having some differences and are constantly struggling with cultural and social forces that inhibit the expression and self-perception of uniqueness.

In addition to these four motives, according to George (et al., 1999)’s research, there are some other motives such as based on rational objectives and the utility functions. And most people who have such motives are related to the prospect of doing business on the web (George et al., 1999).

2.3. How to build personal brand online?

2.3.1. Ifan D.H. Shepherd’s three steps

According to Ifan D. H. Shepherd (2005), personal branding process is alike to the product or corporate brands. There are three steps that can be followed, which are “extract, express and exude”. First, the individual is encouraged to look inside themselves to discover their key

identifying attributes. They then construct a compelling ‘personal brand statement’ around this attribute set. Finally, they create a strategy for making the brand visible to the outside world (Ifan D. H. Shepherd, 2005). Roffler (2002) gives a similar opinion about that he thinks that branding for people is about finding your ‘big idea’, the core you, and putting it out in the universe to fulfill itself.”

2.3.2. Bob Baker’s four points

Besides of that, according to Bob Baker (2002), there is one aspect that is consistent for everyone who successfully brands himself or herself online: interweaving an individual’s name and personality directly with the product, service, or idea being promoted. Furthermore, in Bob Baker (2002)’s article, four points are mentioned that people should pay attention on for their online personal branding establishing:

Build trust—Not only must people know who you are, they also need to feel certain that you conduct yourself honestly and with integrity. You build trust with everything you do—and don’t do (Bob Baker, 2002).

Have a consistent theme—being clear about who you are and what you offer instills confidence in the people who are attracted to your message. If you create confusion as to what you represent, it leads to uneasiness and skepticism in the people you’re trying to win over (Bob Baker, 2002).

Use repetition—the best way to build trust is to become a recognizable name that stands for something specific (Bob Baker, 2002).

Be available—People stay away from Internet marketers who appear to be hiding something. To brand yourself online, you absolutely must come out of the shadows and stand proudly in the direct sunlight. That means on your Web site you must include options for contacting you,

including an e-mail address, physical address, and phone number. Even if people never use them, it demonstrates that you're not afraid to be available (Bob Baker, 2002).

2.3.3. Big-Five Factors

Besides of the online personal branding method, as mentioned by Srivastava, S (2011), the theories of Big-five factors are also helpful for this study. This theory refers to the five broad factors (dimensions) of personality traits. They are:

Extraversion - The broad dimension of Extraversion encompasses such more specific traits as talkative, energetic, and assertive (Srivastava. S, 2011). According to the test result of Saqib Ali Ateel (2011), a higher degree in 'E' means that one is social, friendlier and talkative. The person with high degree in "E" is often assertive and energetic and can do many tasks at a time. However, such kind of people relies upon others without knowing them very well. They are considered fit for politics, sales and public related careers. On the other hand, a lower degree in 'E' means private, serious and skeptic and don't rely on others easily. They are often quiet and prefer environment where they can work alone. Production management, natural sciences and art related careers are considered suitable for these people.

Agreeableness - Includes traits like sympathetic, kind, and affectionate (Srivastava S, 2011). People with a high degree in 'A' refer to good natured, sympathetic and forgiving. They are considered as tolerant, agreeable and courteous. They strive to bring harmony amongst mates. They are friendlier, approachable and appeasing and can ignore their own needs for others'. On the other hand people with low degree in "A" refer to critical, analytical and tough. They are expressive in your opinions and don't hide their reactions. They want their efforts and achievements to be acknowledged and are a born leader (Saqib Ali Ateel, 2011).

Conscientiousness - Includes traits like organized, thorough, and like to plan (Srivastava S, 2011). People with higher degree in 'C' are considered as organized, focused and timely achiever of goals. They plan things and follow that route strictly. They are not easy to be distracted. However, they are workaholic and self-disciplined. On the other hand, people with low degree in "C" are considered as careless, relaxed and unorganized. They don't plan things and pursue their goals with a flexible approach (Saqib Ali Ateel, 2011).

Neuroticism - Includes traits like tense, moody, and anxious (Srivastava S, 2011). People with a higher degree in "N" refer to nervous, unstable and vulnerable to negative emotionality. They are never satisfied with their life and are inflamed easily. They always feel a need for stability. On the other hand, people with lower degree in "N" are considered as emotionally stable, strong nerved and composed person. They are often calm and optimist and they recover from depression periods very easily. They love peace and security and are often satisfied with life (Saqib Ali Ateel, 2011).

Openness to Experience - Includes traits like having wide interests, and being imaginative and insightful (Srivastava S, 2011). People with a high degree in "Openness" refer to original creative and curious qualities. They are more than essential for social evolution and love revolutions. They enjoy complexities of things and strive to find out their solutions. Such people can handle new systems, technologies and tools with great ease. And they always build a big picture but tend to ignore vital details. On the other hand, people with low degree in "O" refer to resistant to change. They are traditional and love peaceful environment, secure jobs and serene family life. Such people spend a lot of time on details and can execute plans very well (Saqib Ali Ateel, 2011).

The five factor model of personality qualifies you as a resistant to change. You are traditional. You love peaceful environment, secure jobs and serene family life. You spend a lot of time on details. You can execute plans very well.

2.4. Peter Montoya's eight laws for personal brand

Specialization – According to Peter Montoya (2002), if you want to be all things to all people, you will be nothing to anyone. As mentioned by Peter Montoya (2002), Specialization is quite an important concept for personal marketing, which means to choose one narrowed segmentation from all audience and then to deliver specify messages to them. Seven ways are mentioned in Peter Montoya's (2002) book that can specialize a personal brand, which are Ability, Behavior, Lifestyle, Mission, product, profession and service. However, as mentioned above, it is better to choose one way and focus on it when specializing personal brands.

Leadership – To be a great personal brand, one must be regarded as one of the most knowledgeable, respected or skilled in his/her field (Peter Montoya, 2002). There are three steps about the leadership: Excellence, Position and recognitions. According to Peter Montoya (2002), Excellence doesn't demand a person to be perfect in all areas, nut in only one desirable area, such as talent, experience, knowledge or education and etc. The second step is Position. A proper position can enhance a personal brand's credibility (Peter Montoya, 2002). Recognition is the last step that can be viewed as a validation to a personal brand and people behind it, for example, the reward of industry or lifetime achievement and published articles of thanks or reader letters (Peter Montoya, 2002).

Personality – There are four important criteria about personality, reliability, fallibility, positivism and authenticity. According to Peter Montoya (2002), personal brands don't need to project all four to be successful. However, it's important to identify all of them and find

proper way to treat the weak ones so that it will not be harmful. For a personal brand, reliability let others identify with the sources, find a common intellectual, emotional or moral ground on which they can meet do business (Peter Montoya, 2002). For the fallibility, Peter Montoya (2002) states that a great personal brand does not broadcast one's flaws or foibles, but never deny them. The third key personality is Positivism. The following qualities can be viewed as positivism: perseverance against odds, enthusiasm, praise and encouragement of others, the ability to extract benefits from a defeat and accommodation (Peter Montoya, 2002). The last one is authenticity. According to Peter Montoya (2002), everything begins with it and this is the basis of a successful personal brand.

Distinctiveness – To create a strong impression, you need to express yourself in ways that are different from others in the same domain (Peter Montoya, 2002). Three areas can be distinctive for personal branding, which are behaviors, physicality and lifestyles. To be more specified, one's humor, speech, clothes, body, general appearance, culture and even partners can be distinctive from others. As Peter Montoya (2002) stated, to express in a different way is the only method for personal brand to become burned onto people's minds.

Visibility - Personal brands have to be seen – consistently and repeatedly. Until your personal brand is known, visibility is more important than your ability (Peter Montoya, 2002). There are three paths for visibility, which are planning, leverage opportunities and accident. To become visible, you need to promote yourself, market yourself, leverage any opportunities and have some good luck (Peter Montoya, 2002).

Unity –While authenticity is about living your life as you want to do and not being led to do so in other ways, unity is about leading your private life in accord with your public

persona(Peter Montoya, 2002). According to Peter Montoya (2002), the key to create unity is to build a brand the source can live when no one is watching and it includes three areas: relationships finance and conduct. Whatever your gender, it's no good projecting the image of being a tough-guy at work and a loving parent at home – one or the other isn't authentic and the two aren't in unity (Peter Montoya, 2002).

Persistence – as mentioned in Peter Montoya's (2002) book, there are no short-cuts to achieving a personal brand – those that 'appear' overnight are actually the products of many years of persistence. Consistency can bring many benefits to personal brands and the most important is that it can bring you trust. Throughout that time it's important to recognize fads and trends and be prepared to reject those that detract from the brand (Peter Montoya, 2002).

Goodwill - Personal brands may bring 'successes to their owner, but this needs to be a by-product. True personal brands give a great deal to their domain. Provided that there's a modicum of goodwill, most people will forgive failings, tolerate under-delivery and open their doors to the owner of the brand (Peter Montoya, 2002). As mentioned in Peter's (2002) book, the following ways can exhibit one's goodwill to public. First, one should embody apposite value. Second is to strive against odds. Third is to defend worthy causes. Fourth, one should always keep his/her words. The fifth is to reward the worthy. And finally, the golden rule is simply treating others with kindness and respect demands nothing extraordinary, but yield tremendous reward (Peter Montoya, 2002).

CHAPTER 3. RESEARCH METHODOLOGY

This chapter refers to introduce the methodology/ approaches that have been used within this study, as well as explaining why they are chosen.

This paper started with a qualitative data collection process about personal branding from different scientific journals, online articles, books, social networking websites, and Internet sources. After we have settled our study subject and our research question, we started collecting statistics on All Facebook where we defined top Pages on Facebook. At the same time, each of the top ten star's Facebook page was viewed in detail and compared in a proper way. Quantitative assessment was also used for analyzing social judgment about a certain target. Written comments were observed as qualitative assessment.

3.1. A mixed method strategy

A mixed method strategy was adopted in this paper since our study has come across both quantitative method and qualitative method. Among which, qualitative approach has been repeatedly used differently for both data collection and data analysis and is defined as the main method for this thesis. Though, quantitative method is also used in some certain cases as well.

By using this method, we have come across the debate over improving the accuracy of our paper, as we can use quantitative study to define our study targets first, also for analyzing the process for their personal branding; then, qualitative method is used for analyzing the performances of each target's personal branding, as well as making comparison to the theory that we have introduced earlier.

This method can also provide us a comprehensive perspective for this study. For example, especially when we use both quantitative and qualitative for analyzing the comments that the users left on the Walls of each our target; though this is a small part within our study, we

consider it important since this is where we obtain a general picture of how the public react to the certain personal brand.

3.2. Quantitative Approach

By starting with identifying the top ten Facebook pages that we chose for observing as our study targets, a quantitative approach is applied in this case with comparing number of Facebook fans. Later on, this method is also used for categorizing the comments into different groups.

3.2.1. Sample Description

In total, 10 pop music stars were observed as the target group during our study. Those 10 were considered as the most popular music stars on Facebook with the most fans according to statistics on allfacebook.com. Music stars are chosen as our study topic because social media platforms are considered as a very important channel for them to introduce and promote themselves to their fans, which can be considered as their customers. Thus, they are considered as heavy users of Internet. In the mean time, as our study topic is about personal branding, we decide to study pop music stars since they have the same feature of contributing to music industries, which can be used for comparison. Choosing music stars has provided a well defined and clear direction for our study. As different applications including Facebook Games, video services, fashion brands and football stars, we only focus on pop music stars as our sample targets. During our selection of study targets, we keep the equal right for both men and women. The intended amount of 10 has been decided since it is estimated as a proper number for us to have a relatively comprehensive view about this study. We identified the pages that are considered as the official Facebook for the star, despite the other pages that are created by using the same name but nonofficial information were provided. The summary of each of the stars is presented in Table 2. within the empirical part.

Quantitative approach is also used in our empirical part for conducting the monthly growth of number of fans on Facebook for our study targets.

3.2.2. Assessing favorable comments

We simply take the posts that are up to the date of our study as our figures. The newest published post on one target's page will be our source. We will take the first 100 comments of the post with social judgments to investigate, despite the comments showing up for making advertisements. We calculated the comments by separating them into three categories: positive, neutral, and negative.

By using this method, we can obtain a general picture of how the fans react on the status that a certain target put up. Thus, we can conduct the performance of each target's personal brand.

3.3. Qualitative Approach

Qualitative approach is used frequently within our study since we use very much theory in general for analyzing our empirical findings. Starting by a qualitative search for identifying our research question, there is our study starting point. By applying the theories in our case, we conducted most of the result through making qualitative comparison.

3.3.1. Idea creating

As the paper started with a massive search about personal brand, three main search engines were used, which are Google, Bing, Baidu(a Chinese search engine that operates the same way as Google does). The database of Högskolan i Gävle has been a great help for our study as well. Mostly, we obtained the articles and books from ScienceDirect, Emerald, and Google Scholar. We started by searching after "personal brand" to have a better understanding of the

concept. Then, we narrowed down our search for personal branding online, thus, we picked Facebook as our main study platform since all of the stars that we will be discussing have their Facebook page which will help us for analyzing. Some relevant books were borrowed from the library in Högskolan i Gävle as well.

After having a theoretical understanding of the concepts about personal branding, its role and benefits, as well as the "how-to" process, we started to try to create our own topic within this field. Being inspired by the previous study by Labrecque, Markos, and Milne(2010) and our supervisor, we decided our study topic to study 10 music stars on Facebook about how they brand themselves online. We will discuss the topic by focusing on making comparison of each star with different brand perspectives and conduct our own result. Allfacebook.com was firstly introduced by our supervisor as a great source for obtaining statistical information that are essential for our study. It has been used as the decisive source for our study.

3.3.2. Online personal branding audits

Facebook is the main platform for our study; we also have searched on MySpace, Twitter as well. Since the study targets are recognized as public figures, the pages are authorized for public use. Though, by using Facebook, we had to click on "like" button for every star that we will study about for getting fully access. To have a comprehensive view about the certain target, we used the search engines as mentioned above for obtaining more information and get to view other platforms that they have as well.

With all the information we obtain, we start to make a summary of the top 10 stars with some general introduction, including number of Facebook fans, pictures, and web sites. As Facebook does not provide the service with accumulating number of wall posts, it was unable for us to define the number of posts they have published on the wall. An example main page from one of the targets will be introduced as Figure 5 shows. Some of the pages cannot be

shown fully in this paper since some might have more than 10 pages created on Facebook. We will only take some screenshots from some certain area that we consider as relevant and helpful for showing our study results. For example, a certain technical product that one of them has used while others do not have it in application. Though for other platforms such as Twitter, we will also take one of them as an example to show the representation of the site and screenshots for certain sections. The number of screenshots can be differed according to the active rate of the certain target.

3.3.3. All Facebook

All Facebook is a web page where you can find all information about Facebook, including news, jobs, statistics, and events. All the activities that are related to Facebook have been sorted in this web page. Page statistic is the application that we used during our study. By clicking on this App, one can obtain information about Top Pages, Fastest Growing Pages, and even Least Popular Pages. This App can also provide detail description of the curve showing the change of fans for a certain target. Within the first part of our empirical finding, we have showed the general statistic we have obtained from Allfacebook.com.

3.4. Reliability

Reliability is used for describing that the process of a study, for example the data collection procedures, can be repeated with the same result (Yin, 2003).

In our case, we have explained the process of how we have conducted the study in detail and how we obtained the sources. A comprehensive reference list is illustrated at the end of this paper as well. The date of different data is illustrated clearly within the body of the thesis.

Again, as we have mentioned in the limitation part: most of our data are collected through Internet, and the time differences for collecting the data for each target cannot be controlled, the numbers can be changed rapidly. Even, maybe after several months, the top ten targets that we have chosen can be changed to someone else. Thus, in our study, we can only limit our reliability within a certain period.

3.5. Validity

Validity is a test to establish the quality of any empirical social research (Yin, 2003). The validity of this paper is ensured through different ways. First of all, the information is gathered within a same period in case that time differences can be a disturbed element for analyzing our study; also, the information we have collected are updated as possible. Secondly, the topic we have chosen has been crosschecked with previous studies in order to make our own contribution within personal branding field.

Personal branding is still a new concept that has been brought up in recent years, which is considered as a new study field. The information and previous studies are very limited for supporting our study. As we are focusing on online personal branding, different results could be varied rapidly within other time sections. Our study result can be challenged by time difference and the rapid change of Internet.

CHAPTER 4. EMPIRICAL FINDINGS

Collected data are illustrated within this chapter. Our study targets identified are conducted through allfacebook.com which is illustrated in this chapter and we will introduce in detail

about our data collection for a certain target about what we have collected on their Facebook page.

4.1. General confirmation of 10 study targets

As we have mentioned in our methodology, our ten targets are identified through the database on allfacebook.com. According to Table 1, we can see that among all the Facebook pages, top ten music stars are illustrated as: Eminem, Rihanna, Lady Gaga, Michael Jackson, Shakira, Justin Bieber, Katy Perry, Linkin Park, Lil Wayne, and Bob Marley.

FACEBOOK PAGE LEADERBOARD

Sorted by Fans			
Name	# of Fans	Daily Growth	Weekly Growth
1. Facebook	55,085,041	50,772	318,549
2. Texas Hold'em Poker	52,325,653	53,978	358,967
3. Eminem	48,638,473	36,394	214,921
4. YouTube	46,970,128	43,649	267,708
5. Rihanna	46,638,285	36,788	223,209
6. Lady Gaga	44,843,039	29,568	193,235
7. Michael Jackson	42,065,029	25,329	150,388
8. Shakira	41,750,821	35,013	204,869
9. Family Guy	39,197,608	29,312	195,174
10. Justin Bieber	37,251,135	38,946	195,321
11. Harry Potter	36,335,779	31,816	188,314
12. Katy Perry	36,080,554	23,793	130,501
13. The Simpsons	35,966,010	27,807	172,851
14. Linkin Park	35,895,344	24,457	155,106
15. Cristiano Ronaldo	35,810,038	42,913	256,081
16. Coca-Cola	35,645,596	23,768	252,637
17. South Park	34,753,663	22,654	139,622
18. Lil Wayne	32,290,727	21,023	126,497
19. Bob Marley	32,276,292	24,476	154,952
20. AKON	31,943,712	34,756	207,746

Table 1 Facebook Page Leaderboard (2011)

4.2. General introduction of ten music stars

We will have a general introduction of our ten music stars first in this section. The order has followed the rank of allfacebook statistics from top 1 to top 10.

	Introduction	Rewards	Albums	Other
Eminem	<ul style="list-style-type: none"> • Major-label album released in 1999 • Film 8 Mile (2002) • Radio channel, Shade 45 	<ul style="list-style-type: none"> • 13 Grammys 	<ul style="list-style-type: none"> • Total: 7 • Infinite (1996) • The Slim Shady LP (1999) Etc. 	<ul style="list-style-type: none"> Sold 33M track download and 40.9 M albums in US; Used to be claimed for having drug issues but now is sober.
Rihanna	<ul style="list-style-type: none"> • First album released in 2005 • Ambassador of youth and culture for Barbados • Believe Foundation in 2006 • Benefit concerts such as cancer for Hope Rock 	<ul style="list-style-type: none"> • 4 Grammys; • 4 American Music Awards • 18 Billboard Music Awards • Youngest artist to achieve eleven number-one singles on the Hot 100 in Billboard 	<ul style="list-style-type: none"> • Total: 6 • Music of the Sun (2005) • Talk That Talk (2011) Etc. 	<ul style="list-style-type: none"> • sold 20 M albums and 60 M singles • performance for philanthropy
Lady Gaga	<ul style="list-style-type: none"> • first famous debut studio album in 2008 • "Born this way" has been the fastest single in history to reach sales of 1,000,000 copies • more than 5 million copies sales with her first two hits 	<ul style="list-style-type: none"> • 6 Grammy • "2010 Artist of the Year" by Billboard 	<ul style="list-style-type: none"> • Total:7 • The Fame in 2008 • The Fame Monster (2009) • Born This Way (2011) Etc. 	<ul style="list-style-type: none"> • well known for her out sense of style • "The 2010 Time 100" list of the most influential people in the world • list of the "The World's Most Powerful Celebrities"
Michael Jackson	<ul style="list-style-type: none"> • the most successful entertainer of all time by Guinness World Records • global phenomenon by contributing to music, dance, fashion 	<ul style="list-style-type: none"> • 13 Grammy, including Grammy Legend Award and the Grammy Lifetime Achievement Award • 26 American Music Awards 		<ul style="list-style-type: none"> • 13 number-one singles and over 750 million records over the world • contributing to music, dance, fashion and even a much-publicized personal life
Shakira	<ul style="list-style-type: none"> • emerged in the music scene of Colombia and Latin America in the early 1990s • build her own music brand in 1995 • success of her first English single "Whenever 	<ul style="list-style-type: none"> • 2 Grammy • 8 Latin Grammy • 12 Billboard Latin Music 	<ul style="list-style-type: none"> • Laundry Service (2001) • Sale El Sol / The Sun Comes (2010) 	<ul style="list-style-type: none"> • only artist from South America to have a Number One song in the US • Waka Waka the theme song of 2010South Africa World Cup
Justin Bieber	<ul style="list-style-type: none"> • firstly became famous in 2008 on YouTube website for his own 	<ul style="list-style-type: none"> • 4 American Music Awards • 6 Billboard Music Awards 	<ul style="list-style-type: none"> • My World (2009) • My World 2.0 (2010) 	<ul style="list-style-type: none"> • first artist who has seven songs from an album

	videos; released his first single “one time” in 2009 his first album in 2009 2010, he released his first studio			charted on the Billboard Hot 100
Katy Perry	released her first internet single “Ur So Gay” in 2007 First studio album in 2008 In 2010 she released her second album	Special Achievement Award 10 ASCAP Pop Music Awards 2 Billboard Music Awards	“One of the Boys”(2008) “Teenage Dream(2010)	the first female artist to get five hits on the Billboard Hot 100 in one year.
Linkin Park	formed in 1996 went internationally by introducing their debut album, Hybrid Theory	2 Grammys	Total: 4 concept album A Thousand Suns (2010)	ranked as the 19th on the Best Artists of the Decade chart on Billboard
Lil Wayne	his most success through the album Guerrilla Warfare as a member of the Group Hot Boys. His first solo album was released in 1999	Grammy Award for Best Rap Album	The Block is Hot (1999) The Carter (2004) The Carter III (2008)	served an 8-month prison sentence in March, 2010 for being convicted of criminal possession of a weapon stemming from an accident
Bob Marley	the rhythm guitarist and lead singer for the reggae band Bob Marley & the Wailers. The last Bob Marley and the Wailers tour in 1980 attracted the largest audiences at that time	Awarded Jamaica's third highest honor (1981) Grammy Lifetime Achievement Award (2001). Awarded the Peace Medal of the Third World from the United Nations(1978)		his vision of One World, One Love in the Third World his impact goes much further.

Table 2 Summary description of the 10 musicians

4.3. Facebook fans data illustration

According to the data we have collected from allfacebook.com, different figures for fan increasing are illustrated within this section. The data collection duration for this study is from

7 October, 2011 until 6 November, 2011. The same order is followed as 4.2.

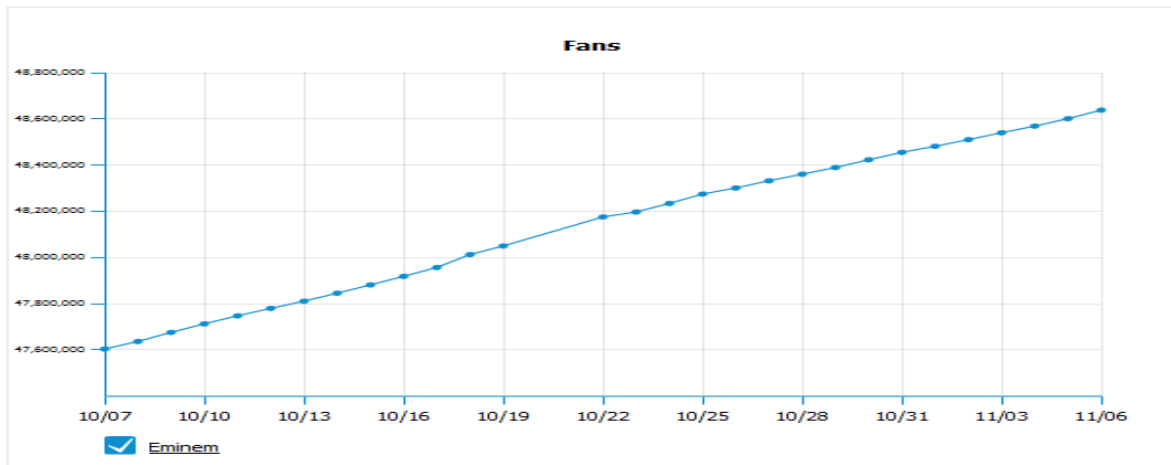


Figure 4 Illustration of fan increasing for Eminem

Take Eminem's page statistics for an instance, Eminem's Facebook page has been rated as the most favorite music page on Facebook among other musicians. 48,648,774 Facebook users choose to follow up his updates, which are signed as fans, and 335,258 users have been talking about this page, which means 335,258 people have left their messages after Eminem's updates. The figure for fan increasing from October 7, 2011 to November 6, 2011 is shown in Figure 4. From the figure we can see that the amount of fans has increased from 47,600,000 to 48,648,774 within only one month, which means 1,048,774 more people tend to like Eminem.

The following table shows all of the 10 stars' statistics.

Stars	Fans	Topics	Monthly increasing
Eminem	48,648,774	335,258	1,048,774
Rihanna	46,638,285	526,510	938,258
Lady Gaga	44,848,496	620,742	823,512
Michael Jackson	42,065,029	396,129	805,209
Shakira	42,003,629	560,629	943,786
Justin Bieber	37,350,026	872,470	757,913
Katy Perry	36,245,984	471,083	634,743
Linkin Park	35,895,344	385,740	695,344

Lil Wayne	32,290,727	485,012	973,196
Bob Marley	32,438,287	320,117	731,844

Table 3 page statistics of the 10 musicians

4.4. Facebook page description

Generally, all Facebook pages share the same layout as we can see in Figure 5. It starts with a profile picture to the left, followed by different buttons which people can click on and be directed to other information sections. To the right, some quick photo shots are shown and down are followed by the information one can get by clicking the buttons to the left. We will be focusing on introducing the colons to the left that each target has and the latest status they put on their page and the statistic we have collected for the comments. In general, all top ten music stars share the same sections on Facebook page: Wall, Info, Friend Activity, and Photos.



Figure 5 example of Facebook page layout

- Eminem

6 sections are presented on Eminem's Facebook page after the main picture. Which are Wall, Info, Friend Activity, Music Videos, Photos and Welcome to Hell.

On the "Wall" section, different updates are presented. For example, new launched videos, events will be held, new applications and so on. Also, fans can click on "like" button and comment after the new update message to show their opinions about the certain status, as well as share this new links with their friends. In general, Eminem puts up a new status every three days.

The newest status Eminem has put on his wall up to the day 2011-11-07 is a link to his new song "Let's Roll" that has been launched on iTunes. This link helps to direct fans to a new window of iTunes stores where people can buy the song for their Apple products. Also, below the status, we can see that 15,987 people like this, 3,500 people commented on this and 308 people shared this link with others. Among these 3,500 comments, we have chosen the first 100 useful comments and categorized them into three groups, positive, neutral and negative. The result turned out that most people who have paid their attention to Eminem's page would leave their positive comments. Under every status Eminem has put on his page, there are over thousands comments and more than 20,000 people pushed on "like" button.

Within the Info section, two parts are included, which are "basic information" and "likes and interests". Genre, members, record label, about (links to other fan pages), gender and website are introduced in the basic information. Pages that Eminem has been following are included in "likes and interests" part.

The next part is called "friend activity", where the friends of the certain user put up their response about Eminem.

In the "music videos" part, users can directly click on any videos that are shown on the page and watch it.

Photos are presented in the next section. Three albums are included in “Eminem’s photo” where the pictures are put up by Eminem, and another part are pictures put up by others, but tagged Eminem on their photos.

In the “Welcome to hell” section, an application that is related to Bad Meets Evil, which is the hip hop duo Eminem has been part of, is presented.

Under the “Info” bar, 6 different links are illustrated. Also, on the main page, three links to other Eminem’s websites are shown: which are links to Eminem’s own website (www.eminem.com), his Twitter page and MySpace page. Five buttons to other website about Eminem are also shown, which are VEVO, Deezer, Rdio and Spotify (all three are music streaming services), IMDb(internet movie database).

Eminem’s Facebook page focuses mostly on his music and hardly anything about his personal life, which means that his fans paid their attention to his music. Most of the comments showed their support and positive feelings, hardly any negative comment against him.

- Rihanna

16 buttons are shown in Rihanna’s Facebook page after her main picture.

On Rihanna’s “Wall”, she published most of her new activities, videos, photos, also her feelings at a certain moment. As our study moving forward, the newest update until November 9 at 3:00pm is a news that stating she was signed to Def Jam Records. The response from the fans is that, 12,354 fans clicked on the “like” button for her stats and 2,078 people commented on this. Again, according to the statistic, most people put their strong feelings to support Rihanna, while only 6 out of 100 comments are against her and 3 out of the 100 stay neutral. Also, 109 people shared this status with their Facebook friends.

Generally, most of Rihanna's stats have been commented by over thousand fans. Rihanna's frequency for updating is generally 2 to 4 posts every day.

By checking the Info section, we can find out some basic information about Rihanna, such as genre, hometown, record label, biography, gender and website (<http://www.rihannanow.com/>). Also, the facebook pages and groups Rihanna has been starring at. Only 2 links are shown under website.

In the friend activity part, it shows different updates that the certain users' friends have been applying about Rihanna.

The "UNLOCKED: TTT 11.21.11" application is a link for pre-order Rihanna's new album "Talk That Talk".

Within the "Ri's Videos and Music", most of Rihanna's music works are displayed and there are direct links buying and sharing her music. Rihanna's concert schedule is also shown in this page.

By clicking on "Music Videos", a direct interface of VEVO is shown, where users can directly click on any video shown on the certain page and watch it.

By going through the "Events" section, a comprehensive schedule for Rihanna's performances is shown. Not only her concert tour, but also her appearance such as Live on XFactor, and interview programs are shown within this section.

In Rihanna Navy VIP List, users can sign up for the Rihanna newsletter by entering their email, birthdate, country, Zip code, mobile number.

The shop link is the place where users can buy products about Rihanna, within which, T-shirts are the most products.

In the Fan Gallery, it's a platform where fans can interact with each other.

Users can also vote on a certain coming up issue by entering the "Poll" section.

- Lady Gaga

9 buttons are shown for Lady Gaga.

In Lady Gaga's Facebook page, there are sufficient links and content about her personal information, music video and some products with her own brand. On her main page, there are some different labels, in which links to different content, such as the "post wall", "Info", "Music Video", "Event" and "Store" and etc. People can find all kinds of information they need regardless they are new fans or old ones.

In the label of "post wall", Lady Gaga post much information about her album, singles, activities and some products. It can be found that most of the posts are related to her business, music and recent activities. Therefore, it looks more like a place where Lady Gaga can publish some Ads and announcement to her fans. And it's also a good channel that Lady Gaga can get respond from her fans. In the label of "info", there are several links to Lady Gaga's website (<http://www.ladygaga.com/>), twitter and her video album on YouTube. There also shows some of her interests and information such as the genre, hometown and etc. this part should be the basic part of the online personal branding, it provide some basic information and the main targets should be the new fans or those want to know more about Lady Gaga. The frequency for updating is 1 or 2 posts every day.

In the label of "Music video", people can find most of Lady Gaga's video here and the page has been well-organized. People who visit this page can strongly feel the personal style of Lady Gaga. Each video is linked to a post in the "post wall" therefore it's easier to view the comments from fans and through that it will be easier to know how the fans like the video and

which one is better welcome. Besides of that, this is also the first page to be seen by those who visit Lady Gaga's Facebook page. It can be viewed as a good way to promote Lady Gaga's style. As mentioned above, Lady Gaga is well known for her out sense of styles. These videos and pictures will leave a deep impression about her style. Moreover, if viewing Lady Gaga as a brand, these music videos are her important products. And now these products will leave a shock and deep impression to those who just enter her world.

In the label of "Events", Lady Gaga publishes the information about the recent activities and events she will attend to. As shown in Lady Gaga's events board, most events of Lady Gaga are the performance in different themes and places, also including some personal interview in the radio and etc. There are also comments from fans and from their respond; it's not hard to find almost all of the fans hold the positive attitude towards lady Gaga's events. The most frequently word that appears in the comments is "cannot wait" or "support" and etc.

The store label is actually an online store that sells Lady Gaga's album, some clothes, sun glass and all the things that have relations to Lady Gaga. There are different kinds of products sold in the store, including the apparel, accessories, headphones, posters and MP3 download. The only reason to put all of these different products in one store is the brand of Lady Gaga. From the comments we can see that some of the products are quite popular and some of them are even sold out. Actually there is not much description of the products' quality, most descriptions are mainly about how the products are related to Lady Gaga.

- Michael Jackson

10 buttons are provided on Michael Jackson's Facebook page.

On Michael Jackson's wall, most status is videos that have been made before he died. Some activities that sponsored under the name of Michael Jackson are put up on the wall as well. Some photos that were taken before or have been synthesized are shown as well. Under the

status that up to date 2011-11-14 we choose as our study target, 15,261 people like this and 1,589 people commented on this. The status is a preview for the new track within the album Immortal, where the company obtains feedbacks from the public. Among all the comments, only one out of 100 left a negative message, none of the comments show neutral to the status, which give the number of 99 out of 100 shows positively supporting his status. Even, 2,959 people share this with others. Michael Jackson generally puts up one post each day.

We can obtain the information of genre, record label, description, biography, gender and websites (<http://www.michaeljackson.com/se/home>) under the Info section. 5 links to other websites are included in the website.

Events are shown to all Facebook users where people can get information about activities relating to Michael Jackson. For example, the upcoming event is the Michael Jackson Fan Fest happening on December 3.

A store is also included on Michael Jackson's Facebook page where users can buy related products.

Under the "Email Sign-up" section, people can receive official Michael Jackson email newsletters by entering certain information, signing up for the service.

- Shakira

10 buttons are shown under the main picture of Shakira.

Shakira also make her videos as the first page of her Facebook. Most all of her famous music videos can be found on this page. Besides of this, there is also a label "Music" and in which we can find all of her music, videos and bulletins, including twitter and blog updates. From her blog posted on Facebook, it can be found that, same to other stars some of the posts are related to its latest events and music. There is also some about her own life and the one should

be highlighted is her philanthropic experience. In the blog wall, Shakira has many posts that is related to her activities of philanthropic experience and from the responds it can be found that this make Shakira leave a positive image to the fans besides of her image of pop star. Shakira almost puts up one new update every day. Her own website is introduced as well: <http://www.shakira.com/>.

On shakira's Facebook page there is not online store for Shakira brand products but there is online store on some other Shakira's website. On there is only one activities has business related to a perfume. There only shows three that Shakira like on Facebook and all of them are related to the philanthropy, which enhance the positive philanthropic image of Shakira.

- Justin Bieber

23 buttons are shown on Justin Bieber's Facebook page.

In his page it can be found that most of the pages has been well designed and people who view these contents will regard this as more special and not common to others. "Kiss Justin" and "kiss Justin Gallery" should be some of the most important contents recently, because it's the first thing showed to those who visit Justin Bieber's Facebook page. In this activities, all of the fans can create the picture to kiss Justin simply through upload personal pictures with webcam. People can also vote to these pictures. It's impossible to know the exactly amount of fans who participated in but it will be sure that the activity attract huge amount of people.

In the label of "welcome" and "content with JB", it's quite clear that these links are mainly promoting his new album. There are also some related products selling on these pages, such as the sun glass that used in his video. In the label of "US treasure", it's also some promoting activities that fans can participate in to win a reward. There are some other labels, such as the "official", are also providing such information of Justin Bieber, such as the news, recent activities and etc. Besides of these, some common labels, such as "music video", "events",

“photos” and “info” can also be found in Justin Bieber’s page. People can easily know his achievement, his products and personal information from these contents. Therefore, in Justin Bieber’s page, different fans, no matter new or old ones, can find what they want to know. Justin Bieber’s own website is <http://www.justinbiebermusic.com/default.aspx> .

In the post wall, it can be found that, most of the posts are about Justin Bieber’s recent activities and album, songs and etc. however, there are also some posts about the personal life. And regardless of what it’s about, each post has thousands of comments and some of them have even more than 10,000 comments. In the comments it’s very hard to see the negative respond, all of the words are about “supporting” “love” and etc. From these, we can find that, Justin Bieber has an excellent positive image among the fans. Compared some other stars who are more popular on facebook, Justin has more fans leaved comments for him, although he has less fans than some other stars. Justin Bieber arranged his updates about 1 to 5 each day.

- Katy Perry

On Katy Perry’s page, all of the information of her and her music is available. Music Video is also the first page when entering her page. There is online store that sells Perry’s products such as the T-shirts and accessories and etc. Besides of this, there is nothing quite attractive to visitors. There is one activity that people can get invitations to her show through filling an online form. In the blog wall, Katy Perry posts mostly related to the latest events, music video and also some mood related to her song. Compared with some other stars, it seems that not many fans comment to her post, some of the post has less than 1,000 comments. According to these comments, we can see that people have positive and supportive attitude to Katy and her latest video is well welcomed by the fans. Katy Perry has an average of 1 post each day. Katy Perry’s personal official website is <http://www.facebook.com/katyperry?sk=info> .

In Katy Perry's page we can find that half of whom she likes are from the music industry and the others are mostly from the industry of fashion such as clothing, jewellery and etc.

- Linkin Park

13 buttons are shown under Linkin Park's profile picture.

On Linkin Park's wall, activities, new updated pictures, videos, links to other applications, and what they want to say to their fans, such as a status posted "We just won an MTV EMA for Best Rock. Thanks to all of our fans who voted for us.", which has shown an emotional feeling from them. For most of their stats, over thousand people clicked on the "like" buttons and commented. Among all their stats, we chose the latest one up to date 2011-11-12, which is a link to voting for them on People's Choice Award for favorite band. Under which, 18,698 people like it and 1,548 people commented on it. Among these comments, 2 out of 100 have been neutral to this status and surprisingly, none of the 100 comments show negative about this. 559 fans chose to share this status on their Facebook page. Linkin Park updates their Facebook status every two or three days.

In the "Info" section, a detail list of the members can be found, their hometown, record label, artists they like and websites (<http://www.linkinpark.com/>) are also shown. Within this section, Linkin Park have put 9 links to other websites about them.

Again, in the Music section, songs and videos are shown. They also have an online store, selling clothes under the "Store" section.

The section "LP Underground" is the link for fans to share their membership together and join discussion and events.

Twitter is a functional button where Facebook viewers can go seeing their updates on Twitter directly.

“Take Action” is the place where Linkin Park raises money for those who need help. The latest event is “Music for Relief-Secret Show for Japan”, people can donate directly on the page by using paypal or credit card. Some incentives are shown for stimulating people to donate money as well, such as getting extra tickets to Linkin Park’s show.

- Lil Wayne

11 buttons are shown on Lil Wayne’s Facebook page.

Different from the others, Lil Wayne has put a lot of “what he is doing” status on his wall, and sentences that show his feelings. The newest status so far(2011-11-14) is a status telling others that he is having a ball and he is very enjoying it. Under which, 39,075 people like it and 4,888 commented on his status, 104 shares. By sorting out different comments, 7 out of 100 people showed their negative feelings over Lil Wayne, 1 stay neutral and 92 out of 100 tend to support him. Lil Wayne updates his Facebook everyday with 1 to 3 status.

In the Info section, genre, hometown, record label, biography, gender, current location, general manager, and 1 website are shown. A link to following his twitter page is also shown on the main page.

Ustream Live is an application that is powered by Ustream, an online video streaming tool, where Facebook users can directly watch Lil Wayne’s videos through this channel.

A store label also exists on Lil Wayne’s Facebook page where related products are promoted.

A new section that is marked as “Mobile” appears on Lil Wayne’s main page, where phone applications can also be applied in this section. By clicking on the button, users can get free tracks and check out local shows by entering phone numbers.

- Bob Marley

From Bob Marley's Facebook it can be found that the web page is not managed by his family and therefore most of the content in the website is about the memory to Bob Marley. There is also store to sell his stuff or some things that belongs to his style. On the main page, there is a link for donating to the children in east Africa, which can be viewed as a continuing to Bob Marley's career. There is not too much difference from other stars, except of the post wall. Bob Marley's family post all of the blog here and from the responds, it can be found that people who leave comments here are mostly towards Bob Marley's faith to the world, love and etc. Besides of this, most of the people who leave comments are old fans of Bob or reggae music. There is not too much comments after each post compared with some other popular starts, and the reason may be the less amount of reggae music. All those who are liked by Bob Marley are ones have connections with him or his family. Therefore it does not show if there is any other image that Bob Marley may establish through Facebook. Generally, Bob Marley puts up a new status every day. Bob Marley also has a website that is named under their name: <http://www.bobmarley.com/>.

CHAPTER 5. ANALYSIS

Four rules for personal branding by Bob Baker have been introduced within the Theoretical part, as well as Bug-Five factors and Peter Montaya's eight laws. By understanding these theories, we have come across the analysis of the thesis acrossing our empirical findings.

5.1. General explanation of using Personal Brand Concept

From the artists' usage of FB, it can be found that FB mainly has two main functions, which are establishing and spreading information. For instance, through the "post wall", "events" and "Music (Videos)" and etc, most stars are promoting their new album, events or self images. Therefore, it is obvious that FB can be viewed as a platform of self-expression and self-presentation, through which their fans can learn more about them. This has been argued by Lauren I. L (2010), it is one of the most important functions of online tools in the personal branding process. Besides of the self-presentation, affiliated identity claim also shows in the studies of some music stars. First, each star has his or her own "like" people on Facebook page. People can easily define them in different social group through these links. Furthermore, some special functions or events of these artists, for instance, "Fan Gallery" of Rihanna and "Kiss Justin" of Justin Bieber and etc, especially demonstrate their willingness to be connected with their fans. Therefore, this can also be viewed as a kind of identity claim of online personal branding. Based on this discussion, it is easily to find that the motivations of affiliation and uniqueness or novelty are the two main motives of the four motives model of George (et al., 1999). Some of these stars have huge impact and influence to the world, such as Bob Marley, however, this is not the original reason for him to brand himself.

According to William Arruda (2007), there are four categories of personal brand and in this study all the selected sample stars are of one category "Digitally Distinct". They are quite famous on matter on or off the internet and have much relevant information about them on the internet. Compared with other people, they have more popular image among the public and higher statistic data on Facebook website and thus are supposed to have more successful online personal branding process. This is why they are selected as the sample of this study.

Compared with other people, it will be easier to learn some rules from them which accelerate their success. This is one of the aims of this study. However, William Arruda's classification of personal brand can hardly be perfectly examined in this study. The empirical data give no clear result shows difference between different categories. Besides of that, according to the empirical result, it can be found that all of the personal branding process of these stars belongs to the external branding, because we can only collect the secondary data and cannot conduct the direct interview or observation so that we cannot know how these artists think inside. Therefore, it is hardly to compare the external and internal image of these stars in this study. In a conclusion, the different classifications of personal brand are quite important for the study of personal branding. However, due to the aim of this study and the channel limitation of collecting data, these theoretical models only play subordinate role in this study.

As we have introduced Shepherd's three steps in Chapter 2.3.1 about processing personal brand, we found a limitation in using this theory. Since we could not get the chance to talk to the study targets face to face, the first two steps mentioned in Shepherd's theory can not be defined, which are how to identify their attributes and construct the attributes set. The information we could obtain can only meet the last step which has already been shown as a well-developed branding strategy.

5.2. Analysis of Bob Baker's four rules

As mentioned in Bob Baker's article, people who want to successfully establish personal brands online have to obey the following rules, "build trust" "have a consistent theme" "use repetition" and "be available". As shown in the empirical data, all of the stars chosen for this study are most popular worldwide entertainment stars especially in the music field. Therefore, their fans are quite familiar with their personalities, with their careers and even personal life. All of them have proven ability in the music field, or in another word, they are all professional

in their “business”. Their products are their music or video and etc; people can easily get accessed to their music and find news about them through the internet. For instance, we can find all the new songs and latest videos at Lady Gaga’s Facebook page. And so do the other stars. Their new music, videos and recent events can all be reached by fans who visit their Facebook page. Therefore it can be say that all of these stars are publishing news that can be trusted.

Genre	Stars	Theme	Unique
Rap / Hip-Hop	Eminem	Cool and street style	
	Lil Wayne	Street etyle	
Pop / R&B	Lady Gaga	Fashion and different	
	Shakira	Fashion	philanthropic
Pop/Rock	Justin Bieber	Fashion & youth-like	
	Michael Jackson	fashion and unconventional	
	Katy Perry	unconventional style	
	Linkin Park	Cool & metal	
Raggae	Rihanna	Latin-American& wild	
	Bob Marley	Latin-American style	Faith in peace

Table 4 musicians’ theme

The second rule that formulated by Bob Baker is to “have a consistent theme”. First of all of these stars have their own music genre, such as pop, rock, reggae and etc. Different genre certainly granted musicians different theme. Besides of that, the theme can also be found through the stars outlook and their participating in public events. However, it seems that there should be some connection between musicians’ style and their own them theme. As shown in the table 4, stars within same musical genre usually have the same personal styles and themes in the dressing and thus has the similar image to their fans. Besides of that, from their Facebook page, we can see that the people or organizations surrounding the stars are reinforcing their image or their theme. Take Eminem as an instance, all those four ones he

likes in Facebook are rap musicians that have almost the same styles with him. Through such kind of links, these stars will reinforce their image and thus we can find the importance of keeping consistent themes. Furthermore, some stars will have different image to public, which may have positive support to their themes or images. As shown in the table 4, Bob Marley may have less award and records when comparing with other stars. However, his insisting to the faith of peace and sounds for the third world make his fans keep on increasing. This image, which seems has less connection with his musical styles, grants him a totally different image from other musicians and thus support him to his music.

Besides of this, through the study of their Facebook page it can be found that all of these stars have their own styles to handle information in the online context. In their Facebook page, a main place that they can have communication with their fans is the “wall”. It can be found that all of the stars have their own styles when publishing the news or new status. Some stars seldom have the news about their own life but always about the latest music, video or recent events, such as Eminem, Lady Gaga and etc. it will make these stars more professional and their Facebook pages are more like official websites. On the other hand, some stars are more likely to post about their own life, such as Justin Bieber or Lil Wayne, which make their fans to feel easier to get accessed to their idols. From this point it can be found that stars’ consistent style will have impact on the way that fans get access to them.

The third rule mentioned by Bob Baker is to “use repetition”. Bob Baker suggests having something stood for by one’s name. In this study, because all of the samples are entertainment stars, their names are already symbols and are only connected with their own music and style. Instead of standing for other specific things, these stars will represent their different music

styles. For instance, once talking about the pop rock style, Michael Jackson should always be firstly considered. And once talking about latest fashion, Lady Gaga will always be considered. Furthermore, all of these musicians have their own songs that are popular in the worldwide range. Their songs can be viewed as another powerful symbol to their names and sometimes have even more impact than their names. As mentioned by Bob Baker, the repetition has essential connection with trust build. As musician stars, people may know you from your music and then, they will understand your music more from you. Take Rihanna and Bob Marley for an instance, compared with other music styles reggae may not be so popular in the world wide range. However, the both musicians make it known by more people through their own influence. And on the other hand, they will be mentioned by more and more people when talking about reggae music. For many people, they will become the symbols of reggae. Therefore, different from other industries, musicians' name will be repeated meanwhile their music become popular. And then people will know more about their arts or music through the trust to them. Finally both the music and musician will be memorized by the public.

Table 5 Musician's available information on FB

Stars	Genre	Music	Biography	Personal website	Events	contact
Eminem	X	X	N/A	X	N/A	N/A
Lil Wayne	X	X	N/A	X	X	N/A
Lady Gaga	X	X	X	X	X	N/A
Shakira	N/A	X	X	X	X	N/A
Justin Bieber	X	X	X	X	X	X
Michael Jackson	X	X	X	X	X	N/A
Katy Perry	X	X	X	X	X	N/A
Linkin Park	N/A	N/A	X	X	X	N/A
Rihanna	X	X	N/A	X	X	N/A
Bob Marley	X	N/A	X	X	X	X

(X: the content exists; N/A: the content doesn't exist)

The final rule formulated by Bob Baker is to be available. Considering the specialization of entertainment industry, it is unrealistic to publish all the contact details on the website. However, through our study it can be found that all of the basic information of the stars can be found from their Facebook page. Besides of that, all of the stars have their own recent events announced on Facebook. People can easily find all information about the stars from the websites. The table 5 shows what contents these stars have in their Facebook page. Some contents that not exist in the Facebook page can be found in stars' personal websites. Video or Music can be viewed as the most important content that exist in most stars' websites. Besides of this, all of the stars will frequently update their status in the "wall", which can also help the fans to follow their idols. Therefore, in this study all of the stars have their information available and most of them pay much attention on this.

1. Build trust
<ul style="list-style-type: none"> • The 10 artists are popular and well known in their "business" • All of the information and music can be got from internet
2. Consistent theme
<ul style="list-style-type: none"> • Musicians in the same genre share some similar characteristic • These characteristics could be enhanced by musicians' outlook, music and video and etc. • Musicians may get some unique image through some other events
3. Use repetition
<ul style="list-style-type: none"> • These musicians can be viewed as the symbol of their music styles • Their music and videos can help people to know and remember them.
4. Be available
<ul style="list-style-type: none"> • All of these musicians' information and music can be found from their FB page. • These musicians will promote their new event or music through FB page.

Table 6 Analysis results of Bob Baker's four rules

5.3. Analysis of Big-five theories

Besides of the four rules discussed above, Srivastava, S' (2011) theories of Big-five factors are also helpful for this study. This theory refers to the five broad factors (dimensions) of personality traits. And in this study we will mainly discuss what kinds of personality of the

stars have been shown from Facebook and if such kind of factors will have impact on fans' view of points.

Extraversion is the first dimension in this set of theory. As argued by Saqib Ali Ateel (2011), people who are social, friendlier and talkative are usually having a higher degree in the Extraversion degree. As this study is mainly through the Facebook page, therefore we cannot test if the stars are talkative or not. We can only examine what kind of information they are giving through the website and through which to explore if he or she has a higher degree in extraversion or not. AS mentioned above musicians within same genres will have similar styles, therefore we will divide the 10 stars to 4 different groups according to different genres. The first genre is Rap / Hip-Hop and two stars Eminem and Lil Wayne will be studied. The result of the comparison between them is totally supported by Saqib Ali Ateel (2011)'s argument on extraversion. Eminem posts seldom about the personal life but only about his music or in another word "business", it's more like an official website to publish information. On the other hand Lil Wayne is more likely to post about personal life and there are much more comments and responds than Eminem's fans. Compared with Eminem, Lil Wayne's post seems more sociable and that may be the reason for the more comments. This is similar to the explaining of extraversion. Although both stars' fans leave almost all positive responds, Lil Wayne gains more attention due to his social daily life posts.

This result does not show in the reggae team, just because the two stars can hardly be compared with each other. Bob Marley has left the world and from the responds of his fans it can be found that he is more memorized as a symbol of peace of faith in the Third World. Therefore we will study how it is in another team, pop/R&B team. Three stars will be studied

in this team. Lady Gaga is more like Eminem in the first group, who seldom post something else but only about her songs, videos and also some things about fashion. Compared with her, Justin Bieber has more posts related personal life and Shakira has more about her philanthropic images. From the responds of their fans, there is not too big difference among them. Justin Bieber has more comments than the other two stars due to the activities of “Kiss Justin Bieber”. Shakira also has more comments for each post than Lady Gaga. And due to her philanthropic image, she has the most positive image in the public in this team. As argued by Saqib Ali Ateel on the dimension of “extraversion” both Justin Bieber and Shakira have higher degree in Extraversion due to their social and friendlier images.

The last group is Pop/Rock group. And in this group Michael Jackson has more comments to each post than the other two stars. And Linkin Park have more attention and comments to each post than Katy Perry. However it can be found that Katy Perry’s fan leave more comments to her post if it is about some her feelings or some her own words about the music. And this result also shows in Linkin Park’s Facebook.

After the study of these 10 musicians, a result is clear to state, which is that people and fans will focus more on those who seem to be more social and friendlier. Through the study above, this will not have impact on your image. However those who are social and friendlier will easier to get more people’s attention. Even the same person, people will more like to hear your own feelings, thoughts and etc.

Agreeableness is the second factor that may have impact on people's personal branding. In our study, several musicians show such kind of factors in their Facebook page. The first one is Justin Bieber, from his facebook page design and posts, we can hardly find the distance between him and fans. Although the Facebook use the same layout, Justin Bieber still designed all of the pictures, pages and etc. it's feel more like to view the page of a friend but not a star. The activity "kiss Justin Bieber" also helps him to shorten the distance with fans. According to Srivastava S (2011), such kind of courteous and affectionate can be viewed as higher degree in Agreeableness. Besides of him, Bob Marley and Shakira can also be viewed as having higher degree in Agreeableness. Besides of the music, Shakira is also engaged in the philanthropic activities. And Bob Marley has become a hero idol in the Third World due to his faith in peace. As stated by Srivastava S (2011), all of these can be viewed as traits like sympathetic and thus they have higher degree in the dimension of Agreeableness. Combined with the result above, it can be found that people who have higher degree in Agreeableness will easier to get other's acceptance and they are also easier to establish positive images in the public.

The third dimension is Conscientiousness and argued by Srivastava S (2011), people with higher degree in 'C' are considered as organized, focused and timely achiever of goals. In this study, all of the ten stars show higher degree in Conscientiousness. As shown in the table above, nine of the ten stars have clear and detailed events planning in their facebook page. Even more they will have post or status updated when the recent events are coming. From this study, it can be regarded that people who should establish positive personal image must have a higher degree in "Conscientiousness". In the online context, people will get accessed to the massive amount of information, a well organized and clear planned page will make people

trust more to the owner of the page. In another word, it will grant people a feeling of professional.

The fourth factor is Neuroticism. In this study, due to huge amount of comments to each post, all of the stars have never given the feedback to these comments. On another hand, it is hardly to see negative comments on these stars' facebook page. Therefore, we cannot observe these stars' degree in Neuroticism. However, from their music and videos, all of the stars explored in this study have huge passion and are fully energetic in their music, which belongs to the higher degree in Neuroticism. Besides of that, from their biography we can see that these stars' successes are mostly because that they are always not satisfied with their recent life. All of these can be viewed as the higher degree in Neuroticism. However, this dimension cannot be tested directly in this study. It can be only found that some of the characters of higher degree in Neuroticism show in this study and have a support to the successes of these musicians.

The last dimension is Openness to Experience. According to Srivastava S, (2011), people with a high degree in "Openness" refer to original creative and curious qualities. They are more than essential for social evolution and love revolutions. In this study, it can be found that different musical genre grant's them different. Singers of "Rap / Hip-Hop" and "Rock" will more like revolutions. These points can be easily found from their music. Take Michael Jackson and Bob Marley as examples, although they have left the world, they still have huge impact in people just because they bring new society elements to their music. They are seeking the revolution of music and try to spread more thoughts through their music to the public. Besides of them, Lady Gaga is also a good example. Her revolution is mainly at the outlook and has changed people's traditional perspective of pop music. From the study of

these stars, we can more or less find the elements in these famous stars, which are of higher degree in Openness to Experience. Therefore, from this study, it can be found that, people with higher degree in Openness are easier to get more attention in public.

Extraversion
<ul style="list-style-type: none"> • Friendly and social stars are more likely to get more responds on FB page. • Fans focus more on musicians’ own feeling and words.
Agreeableness
<ul style="list-style-type: none"> • The musicians with higher degree in “A” have shorter distance with their fans and thus can bring these musicians’ positive images.
Conscientiousness
<ul style="list-style-type: none"> • People who should establish positive personal image must have a higher degree in “Conscientiousness”. • It will grant more proficiency to the musicians and can help them to get more trust
Neuroticism
<ul style="list-style-type: none"> • Difficult to test due to that hardly find the feedback from musicians on the FB page
Openness to Experience
<ul style="list-style-type: none"> • people with higher degree in Openness are easier to get more attention in public

Table 7 Analysis results of the Big-five theories

5.4. Analysis of 8 Laws

Our aim is to discuss how the target stars implement Peter Montaya’s eight laws in real life. By comparing them, we can see which factors are defined to be important and necessary for personal branding and within the process of personal branding, how can these eight laws help us.

1. Specialization

While marketing in the music industry, a music star has to choose one segment group of target and deliver certain concepts to them. Seven ways are introduced as mentioned in Theory part (see chapter 2.4), and the results are delivered through the empirical study. For those ten stars we have chosen, we discovered their specialization as below.

	Eminem	Rihanna	Lady Gaga	Michael Jackson	Shakira	Justin Bieber	Katy Perry	Linkin Park	Lil Wayne	Bob Marley
Ability	√	√	√	√	√	√	√	√	√	√
Behavior		√	√	√					√	
Lifestyle		√	√	√						
Mission	√			√				√		
Product	√	√	√	√	√	√	√	√	√	√
Profession	√		√	√				√		
Service				√	√					

Table 8 musicians' specialization

Since the top ten targets we have chosen are already very successful in performing personal branding, they have been confirmed to have a strong ability for managing specialization when branding themselves. Though according to theory, managing one of the seven ways is important in the personal branding process, we found that as a mature personal brand, it is also possible to manage several of these ways together., such as Michael Jackson which has managed all these seven ways in a proper way and succeeded. On the other hand, according to the rate on Allfacebook, we found that it is not necessary to process all the seven ways in order to be successful.

2. Leadership

According to theory, three steps are suggested, which are excellence, position and recognition.

We display the comparison over the contribution within their certain music field. And through development, what they have achieved during the process.

	Eminem	Rihanna	Lady Gaga	Michael Jackson	Shakira	Justin Bieber	Katy Perry	Linkin Park	Lil Wayne	Bob Marley
excellence	Rap	R&B	Pop, Dance	Pop, New Jack	Latin Pop	Teen Pop	Pop	Alternati ve Rock, Nu	Hip Hop	Reggae, ska

	Swing	Metal
position		
recognition	King of Pop	

Table 9 categories of musician's style

As we can see above, each of them has an obvious category of music style and achieved a certain award within that field. Their music style has been recognized by the public by achieving those awards.

3. Personality

As public figures, personality of a certain music star can have a direct influence on the public, including the audience who the target is trying to perform to. By managing one's personality in a proper way, it can help to promote the branding process in an easier way. Within personality, four criteria are summarized in Peter Montaya's book, which is also the framework for us to test over the ten targets: reliability, fallibility, positivism and authenticity.

Within the reliability category, all the ten stars possess the reliability for Facebook users to access their pages and discuss over their status. In other words, Facebook is the platform where they deliver reliable sources/information to their fans and obtain feedbacks over a certain topic.

As for the fallibility content, for some of the targets we have studied, some negative history was stated as well. For example, Eminem used to have drug issues. But he has passed through the certain period and he did not deny the history, which helped him to have a strong personal branding experience with fallibility. An obvious example from Lil Wayne is that he used to serve an 8-month prison sentence in March, 2010 for being convicted of criminal possession

of a weapon stemming from an accident. Within these 8 months, his ninth studio album was released, though fans' loyalty to his music did not change so much. Most of the reaction through fallibility is to admit it instead of denying anything or broadcasting anything to earn attention. As we are focusing on music stars, our study result turned out that fallibility can be accepted by most of the fans since they mostly admire the music the targets are producing.

Positivism is an important part of personality as well. Since the targets are listed as top ten favorite, it is for sure they bring positive influence on the audience from different ways; it just differs from how much they have brought to the audience. All of them show a great content of passion and perseverance to music to help them to get so far to earn the music achievements so far. Their stories have been an inspiring experience and could help them to build positive image for their fans. Some special contributions can be listed:

Rihanna has created her own Believe Foundation.

Michael Jackson's constant contribution to music industry and his efforts on philanthropy.

Shakira's efforts on leading Latin music to the English-speaking world.

Linkin Park's private tour for the event "Music for Relief-secret show for Japan"

Bob Marley is the hero from Jamaica, his fight over racial discrimination is remarkable.

Authenticity, which is the basis for successful personal branding, is one of the common reasons that they have been rated as top ten favorite music stars on Facebook. For public stars, it is not common to find that any of them would react against anyone. It is the beginning for personal branding, only if they let the others know them, they can start branding themselves.

Though it was suggested not necessary to hold all four criteria to be successful, we found that identifying and managing all four criteria successfully do help one to build personal brand better. It is important to realize all four criteria and be aware of treating them in the right way.

4. Distinctiveness

Three basic ways are promoted, which are behaviors, physicality and lifestyles. These three are interacted and shown from one's overall image to the public, not only from how they react to the public, but also how the public perceive them. One must be differed from others to be recognized to be remembered. That is how the process of personal branding makes it important for the music stars to differentiate themselves from hundreds of others. Their behaviors, physicality and lifestyles help them to stand out from others.

Lady Gaga can be defined as the best within this category. She has a lot of different distinctive characters to differentiate her from others. Her clothes, general appearances are always discussed by the media and help her to be memorized by the public. Lady Gaga has brought a huge bomb to the fashion world. In her video, she even put coca-cola cans as hair decorations. Not only her clothes, her speeches over supporting homosexuality had a wide influence in the public as well.

Michael Jackson's multi-publicized lifestyle has an influence over decades which makes him distinguished from others, since most of the stars would prefer to put their lifestyle as their privacy.

Not mentioning Justin Bieber, he has got great talent with his voice and being so successful in such a young age.

All the ten music stars we chose have their professional music field and recognized by the public mostly because of their music. Their constant efforts and achievements for music industry are recognized by the public and made them stand out from other music stars.

5. Visibility

Publicity is the main channel where our ten targets obtain their visibility. And of course, as public figures, they need to be publicized consistently and repeatedly in people's eyes. Visibility comes before ability, which is the reason we find all of them on Facebook. Only they show up in a certain platform to let people know them, they can promote and market themselves.

Their appearances on Facebook have made it possible for us to study about them, which made their visibility in our study. This is the beginning of branding themselves on Facebook. By drawing people's attention, they can keep updating status on Facebook. We can see from our empirical part that most of them update at least one status each day. Most of them keep updating new videos or songs launched on their Facebook Walls, which helps them to build their visibility in the music industry.

In order to promote themselves, they show a number of different links to WebPages that help them to make them visible in other Internet platforms as well, such as links to YouTube, Twitter, or myspace. From all the pages, we can see that most of the messages they deliver to the public keep consistency. Not only in the music industry, there are also stores on Facebook where the fans can buy related products of a certain star.

All of the targets we chose have shown their ability of marketing themselves successfully. According to the numbers of the fans on Facebook, it is not hard to find out that they have successfully managed their personal brand to earn so many fans, and make so many to join to

discuss their status. Their awards achieved also are proofs of showing their visibility in their certain music field and also in the public.

Leverage opportunity for them to make them stand out to the public is a key as well. One can have visibility to a certain group of people, but making them visible to a large group of people do need some leverage opportunity, such as a great timing, or a certain event that happen to promote their visibility.

6. Unity

In our case, unity is about how to coordinate private life with public image. It is important to deliver a consistent message to the audience of what kind of person he/ she is both at work and at home. Three dimensions need to be noticed, which are relationships, finance and conduct.

For music stars, their relationships with others are delivered by themselves on Facebook. They can publish what they are doing and whom they are with on Facebook Walls, which delivers realistic information to the public. In this case, they keep the unity of their real life with what they show to the public.

Finance for public figures cannot be easily made out from nothing since they are watched by the public.

As some of the study targets do not show their private lives on Facebook, we can hardly define the unity of conduct from this perspective. Though for those publish their private life through Facebook, we can tell that they do have a consistent image both in private and public.

Within this section, Michael Jackson can be viewed as a typical example for publicizing his private life to the public, which reached the concepts of unity. And from this view, we can see that for most famous persons, it is very hard to keep too much privacy from the media since

they live under cameras. It would be easier for public figures to brand themselves just for being who they are, which means to act the same way both in private and public.

7. Persistence

Persistence gives personal branding the time perspective. Throughout the time, keeping providing consistent message helps people to obtain trust from others.

In our study, the targets provide different time values over their music career. Michael Jackson and Bob Marley, who have already died, used to and will shine in the music industry for their lifetime contribution. The persistence of personal branding can be viewed as a lifetime story. While for Justin Bieber, who just entered the music industry in recent years, have a very unpredictable future in persisting in his music career. But we consider him as successful at this point, since he has made his efforts through years. From a lifetime point of view, very few musicians can achieve anything like Michael Jackson. His persistence for music is incomparable.

Persistence for pursuing music dreams is the key for our targets to successful as well. For example, Lady Gaga used to write songs behind the screen because she was not confident enough. But she did not give up until she stands on the stage and show her talent and being accepted by the audience.

Generally speaking, from our study, all the ten stars have survived in the music industry because of years of persistence, which makes them successful.

8. Goodwill

Goodwill puts personal branding to a moral level. Having goodwill helps people to be accepted by the public.

Public figures take the opportunity to deliver a positive value to the audience. What they say and what they do should have a positive impact on the society, their behaviors should be ethical. The simplest way to achieve goodwill is to be kind and respect others.

Within our study, we have discovered that all the top ten stars we have studied have a good heart and they have shown their kindness to the audience. Otherwise, they cannot be accepted by so many people for supporting them.

CHAPTER 6 CONCLUSION

This is the last chapter of this paper, which illustrates our conclusion for this paper. As a head up, this chapter answers the research question we have raised in the introduction part.

6.1. Research questions discussion

As mentioned in Chapter 1.2, the aim of this study is to research how to build and manage personal branding within online context. After studying some previous theories and the 10 musicians, we can draw the conclusion as following. What needs to be mentioned is that in Chapter 1.2, we intended to dig into two questions of 4 &5 about the common successful factors and important factors. After the study, we found out that these two questions lead to the same factors that we tried to obtain, which will be answered in the forth part as following.

1. What's personal brand?

Through the theory study in the previous chapters, we can find that personal branding shares some similarities with the traditional business marketing, such as the self presentation and self marketing. However, comparing with traditional business branding, the difference is that

personal branding must be differentiated, which means that people need to have some unique selling points in their personal branding strategies. And through our study of the 10 musicians on Facebook, it can be found that all of the musicians have their own uniqueness. But on the other hand, from this study, all of the musicians have their own “likes” on their Facebook page, which means that all of these musicians also need to be connected to somebody else so that their image can be strengthened. Therefore, it can be concluded that people who want to brand themselves can also promote their personal images by joining into some community circles, but not only being differentiated from others.

Within the online context, it can be found from this study that only external branding of those musicians can be observed from their website. As argued in previous chapter, online virtual communication tools can make people more open and free than face-to-face communication. However, on another hand people have the ability to hide some truth but not to spread them to public. And their internal part of the branding is hardly to be found. Therefore, to make oneself to be trusted on internet, he or she should consider whether to have a consistent or multiple images on the internet. From the result of musicians study, it can be found that all of these 10 stars have consistent images, which makes them to be more trustful on public.

2. Impact of personal branding

From this study, it can be found that the main impact of personal branding is to give one an opportunity to make him/herself differentiated from others and meanwhile people can be got reached by someone else who shares some similarities to you. And this is more functional within online context. Besides of this, according to the study previously, some motivations can be fulfilled when implementing personal branding, such as achievement, spreading one’s power or even doing business on the web. From this study, it can be found that online context

can be viewed as the best solution for online branding in the modern world. Through the internet channel, people can easily spread information and find affiliation. Not only for the stars, can common people also get promoted through online context.

3. How do music stars build their personal brands online?

After studying the 10 musicians, it can be found that Facebook has become a popular platform, on which all of these ten stars have close connections with their fans. As mentioned in previous chapter, several models has been used in this study to investigate how these musician stars develop their personal brand. And after this studying, the following rules can be found:

- 1) *People who want to promote themselves have to be trusted by audience. The more information about you others can reach from internet, the more trust you will get.*
- 2) *It's a good way to promote oneself once the person can be viewed as a symbol, which means that people need to try to connect with something else. According to this study, such activities can help to strengthen others' awareness to you.*
- 3) *According to this study, it can be found that those stars that have more interactions with fans or more friendly are likely to receive more attentions.*
- 4) *It's a good way to attract more attention when people act to be more distinctive from the others or show some revolutionary factors in their characteristics.*
- 5) *According to this study, people who show consistent images or themes are more likely to receive other's trust, which means not only keep similar image internal and external but also keep consistent image throughout time.*

4. Most important factors for personal branding

After the studying about the ten musicians, the following factors that are the most important factors for personal branding can be found.

- *Being trusted – information availability*

- *Having others involved in your branding process*
- *Keeping consistent images*
- *Being differentiated from others*
- *being professional in one's field*
- *connecting to something else or being symbol of something*

6.2. Suggestions for further study

As mentioned in chapter 1.4, there are some limitations in this study. Therefore, some suggestions based on this study will be firstly given.

- It's better to involved more stars in the study. In further study, it is better to choose stars from different field and compared them with each other. Or it's even better to choose both popular stars and common people as samples. SO that it can help to give a more comprehensive view on the topic.
- Compared with traditional ways, online channels have higher updating rate on information. Therefore, it should be better to have more time involved in collecting data from internet. And the validity will be thus improved.
- If possible, direct interviews with these stars will give a better help to this study. And on another hand, it will be better to do some interview or survey within their fans. It can also help to give a clear picture showing how they react to stars' personal branding process.

From the theoretical perspective, some other suggestions will be given. In this study, Bob Baker's four points, the Big-five theory and Peter Montoya's eight laws are the main models for this study. Besides of this, some other theories are also mentioned in this study, but only

play as subsidiary model. However, they are much valuable for the study of persona brand. For example, William Arruda's four categories of personal branding is a useful tools to analyze one's status when implementing personal branding. In this study, all of the musicians are the most famous ones, so that there is not much difference between them when classifying to 4 categories. However, for those who has just started the process of personal branding, it's a useful tool for them to know when steps they are on. And according to that, they will know which strategies they can use.

Beisdes of this, Steve Pavlina's theories about internal and external personal branding are also useful. In this study, we can only observe those images that people want to show them but hardly to investigate their internal images. However, for those who want to succeed in personal branding, it is important to know what you are thinking internal and then one can find a way to solve the conflicts between what one thinks and the external respond. As argued by Steve Pavlina, it's a good way for one to grow.

Another point is that it is good to know the motives behind those people who want to succeed in personal branding. Due to the limitation of methodology in this study, it's hardly to find much information behind these stars' websites. But in some other case, like investigating some common people's personal branding process, it's useful to understand the motives that make them to promote themselves. And after that, it can help not only to give some clues to researchers' investigating, but also give the people who are implementing personal branding some useful suggestions and directions.

Finally, from what is found in this study, personal branding is quite a new subject that came in 1997. It has some unique points to the traditional business branding, but on the other hand, they also share some similarities. Therefore, it is also recommend studying personal branding

from the perspective of traditional marketing. Some classic theories of marketing and branding can also be used in personal branding. But the only noticed difference is that the products here are people but not the goods. Personal background, attitudes, inspirits and something else internal of the people is also important. Therefore, it's a good direction to combine both theoretical models of business branding and human actions.

REFERENCES

- Aden Hepburn(2011), Facebook Statistics, Stats & Facts for 2011[Online]. Available: <http://www.digitalbuzzblog.com/facebook-statistics-stats-facts-2011/> [Accessed 25 March, 2011]
- Binsidetv (2008), Rihanna Day Barbados Honors Rihanna Names Her Ambassador for Culture and Youth [Online]. Available: <http://www.zimbio.com/Rihanna,+Pon+de+Replay/articles/166/RIHANNA+DAY+BARBADOS+HONORS+RIHANNA+NAMES> [Accessed 15 November, 2011]
- Billboard (2011), Artists of the Decade [Online]. Available: <http://www.billboard.com/#/charts-decade-end/artists-of-the-decade?year=2009&begin=11&order=position> [Accessed 27 November, 2011]
- Bio-Lady Gaga (2011), Lady Gaga Bio[Online]. Available: <http://www.ladygaga.com/bio/> [Accessed 20 November, 2011]
- Bio-Justin Bieber (2011), Justin Drew Bieber Biography [Online]. Available: <http://www.webjustinbieber.com/category/bio> [Accessed 25 November, 2011]
- Bio-Katy Perry (2011), Katy Perry Bio[Online]. Available: <http://www.katyperry.com/bio/> [Accessed 25 November, 2011]
- Bio-Rihanna (2011), Rihanna Biographie[Online]. Available: <http://www.mtv.de/music/127995/bio-Rihanna.html> [Accessed 15 November, 2011]
- Bio-Shakira (2011), Shakira's Biography [Online]. Available: <http://www.shakira.com/biography/> [Accessed 23 November, 2011]
- Bob Baker (2001), Poor Richard's Branding Yourself Online, Independent Publishers Group
- Brandee J. Tecson (2005), Jesse McCartney Seeks Help From 'Insanely Brilliant' Neptunes [Online],

- Available: <http://www.mtv.com/news/articles/1507779/jesse-mccartney-seeks-neptunes-help.jhtml>
[Accessed 15 November, 2011]
- Brian Smith (2004), Rap maestro and the link to Esham, Kid and Em'[Online]. Available: <http://www2.metrotimes.com/editorial/story.asp?id=7099> [Accessed 10 November, 2011]
 - Dan Kimpel (2007), Shakira's Songs are the Heart of her Success [Online]. Available: http://www.bmi.com/musicworld/entry/shakiras_songs_are_the_heart_of_her_success/ [Accessed 23 November, 2011]
 - Dan Schawbel(2009), Personal Branding 101: How to Discover and Create Your Brand[Online]. Available: <http://mashable.com/2009/02/05/personal-branding-101/> [Accessed 3 April, 2011]
 - Facebook-Bob Marley (2011), Bob Marley[Online]. Available: <http://www.facebook.com/BobMarley?sk=info#!/BobMarley?sk=info> [Accessed 27 November, 2011]
 - Facebook Page Leaderboard (2011), Available: <http://statistics.allfacebook.com/pages/leaderboard/> [Accessed 6 November, 2011]
 - FOXNews (2009), Eminem's Biography [Online]. Available: <http://www.foxnews.com/story/0,2933,194705,00.html> [Accessed 10 November, 2011]
 - Gary Trust (2011), Rihanna's 'S&M' Reigns on Hot 100, Lady Gaga's 'Judas' Debuts[Online]. Available: <http://www.billboard.com/#/news/rihanna-s-s-m-reigns-on-hot-100-lady-gaga-1005144922.story> [Accessed 15 November, 2011]
 - George M. Zinkhan, Margy Conchar, Ajay Gupta, Gary Geissler (1999), "Motivations underlying the creation of personal web pages: an exploratory study", Advances in Consumer Research Volume 26, eds. Eric J. Arnould and Linda M. Scott, Provo, UT : Association for Consumer Research, Pages: 69-74.
 - Goffman, Erving (1959), The Presentation of Self in Everyday Life, NY: Anchor Books, Doubleday.
 - Ifan D.H. Shepherd (2005), From Cattle and Coke to Charlie: Meeting the Challenge of Self Marketing and Personal Branding, Journal of Marketing Management, 21, 589–606.
 - Jacquelyn Martino and Patrick Wagstrom (2011), Vancouver, BC, Canada, ACM 978-1-4503-0268-5/11/05
 - Lauren I. Labrecque, Ereni Markos and George R. Milne (2010), Online Personal Branding: Processes, Challenges, and Implications, Journal of Interactive Marketing 25 (2011) 37–50
 - Lisa Verrico (2008), "Linkin Park" The Times (UK) [Online]. Available: <http://www.thetimes.co.uk/tto/news/> [Accessed 26 November, 2011]
 - Monica Lewis (2007), 20 People Who Changed Black Music: Michael Jackson, the Child Star-Turned-Adult Enigma, Miami Herald.
 - Online Profiling (2011), Social Network Statistics [Online]. Available: <http://onlineprofiling.blog.com/2011/08/03/social-network-statistics/> [Accessed 25 March, 2011]
 - Paul Grein (2011), Week Ending Oct. 23, 2011. Albums: Casting Crowns Now Crowned [Online]. Available: <http://music.yahoo.com/blogs/chart-watch/week-ending-oct-23-2011-albums-casting-crowns-not-crowned.html> [Accessed 10 November, 2011]

- Peter Montoya (2002), The Personal Branding Phenomenon, Published by Personal Branding Press
- Rob Markman (2011), Lil Wayne's Carter IV Totally Done[Online]. Available: <http://www.mtv.com/news/articles/1667052/lil-wayne-tha-carter-iv.jhtml> [Accessed 26 November, 2011]
- Rock on the Net (2007), Grammy Awards: Best Rap/Sung Collaboration [Online]. Available: <http://www.rockonthenet.com/grammy/rapcollab.htm> [Accessed 26 November, 2011]
- Roffer, R. F. (2002), Make a Name for Yourself: Eight steps every woman needs to create a personal brand strategy for success, New York, NY: Broadway
- Saqib Ali Ateel (2011), Description of Five Factor Model [Online]. Available: <http://www.personality-and-aptitude-career-tests.com/five-factor-model.html> [Accessed 16 April, 2011]
- Srivastava, S. (2011), Measuring the Big Five Personality Factors [Online]. Available: <http://psdlab.uoregon.edu/bigfive.html> [Accessed 15 April, 2011]
- Stephen M. Silverman (2008), Rihanna Touring for Kids in Need [Online]. Available: <http://www.people.com/people/article/0,,20186594,00.html> [Accessed 15 November, 2011]
- Steve Pavlina(2008), Personal Branding[Online]. Available: <http://www.stevpavlina.com/blog/2008/02/personal-branding/> [Accessed 10 April, 2011]
- Tom Peters (1997), The Brand Called You [Online]. Available: <http://www.fastcompany.com/magazine/10/brandyou.html> [Accessed 25 March, 2011]
- Shallon Lester (2008), Rihanna signs up for Recording Industry Association of America's Presidential Inauguration ball [Online]. Available: http://articles.nydailynews.com/2008-12-22/gossip/17912856_1_rihanna-hunger-relief-feeding-america [Accessed 15 November, 2011]
- Simine Vazire and Samuel D. Gosling (2004), e-Perceptions: Personality Impressions Based on Personal Websites, Journal of Personality and Social Psychology, 87, 123–32.
- Wiki- Michael Jackson (2011), Michael Jackson [Online]. Available: http://sv.wikipedia.org/wiki/Michael_Jackson [Accessed 22 November, 2011]
- Wiki-Lil Wayne (2011), Lil Wayne [Online]. Available: http://en.wikipedia.org/wiki/Lil_wayne [Accessed 26 November, 2011]
- William Arruda, Kirsten Dixson (2007), Career Distinction: Stand Out by Building Your Brand, John Wiley & Sons, Inc. Hobokens, New Jersey