Swedish Armed Forces on Social Media

A study of Livgardet official Facebook page and 12:e motoriserade skyttebataljonen unofficial Facebook page.

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2018-05-23
Abstract

The Swedish Armed Forces as a big public actor own different media channels and promote life as soldier from different angles. They create marketing campaigns, which are available widely across YouTube or Facebook. The increased activity on social media platforms, especially Facebook, have created a field for research. There are multiple Facebook pages, from which one can acquire information regarding life at a given regiment. They can be divided into official and unofficial Facebook pages. The fascinating aspect of this division is how differently each of the Facebook pages approaches the audience and how differently they are shaping their strategic communication and reputation, despite owning officially issued guidelines on how the Swedish Armed Forces ought to be presented in the online world.

Through multimodal analysis with shift towards the systematic linguistic in the framework of Machin and Halliday, official Facebook page of Livgardet and unofficial Facebook page of 12:e motoriserade skyttebataljonen have been analysed to see whether the messages that the Swedish Armed Forces are conveying are aligned. Adding netnography in the frame of Kozinets, audience have been studied to inquire whether there is a different purpose of using the official and unofficial Facebook page.

The results of this study shows, that the unofficial Facebook page is coherent in a different way, they might not be following the strategic communication guidelines strictly, but they are coherent in their actions and posts, whereas the official Facebook page, which is strictly following the strategic communication guidelines and does not appear as coherent with their actions. At the same time, the audience is using the unofficial Facebook page reconnect with the memories they have from when they did their duty. On the other hand, the official Facebook page is used by the audience as a place to show their appreciation and pride in the Swedish Armed Forces.
Table of Contents

1. Introduction ........................................................................................................................................... 1
   1.1 Background ..................................................................................................................................... 2
   1.2 Aim and research questions ............................................................................................................ 3
   1.3 Disposition of the thesis ................................................................................................................... 4

2. Previous research .................................................................................................................................. 5
   2.1 Swedish Armed Forces on different media platforms ................................................................. 5
   2.2 Swedish Armed Forces strategic communication & reputation on social media ...................... 7

3. Theoretical Framework ....................................................................................................................... 8
   3.1 Reputation ...................................................................................................................................... 8
   3.2 Strategic Communication .............................................................................................................. 11
   3.3 Military as an institution .............................................................................................................. 15

4. Materials ............................................................................................................................................... 16
   4.1 Official Facebook Page .................................................................................................................. 17
   4.2 Unofficial Facebook Page .............................................................................................................. 17
   4.3 The manual of social media ........................................................................................................... 18
   4.4 The official guide lines .................................................................................................................... 19

5. Method .................................................................................................................................................. 20
   5.1 Multimodal analysis with systematic functional linguistics ......................................................... 21
   5.2 Netnography ................................................................................................................................. 24
   5.3 Methodological limitations and critical reflections ....................................................................... 27

6. Analysis ............................................................................................................................................... 30
   6.1 Livgardet .......................................................................................................................................... 31
   6.2 12:e motoriserade skyttebataljonen .............................................................................................. 37
   6.3 Netnography .................................................................................................................................. 44

7. Discussion and conclusion .................................................................................................................. 49
   7.1 Discussion of the results with theory .............................................................................................. 49
   7.2 Conclusion ..................................................................................................................................... 52

8. Proposal for further research ............................................................................................................. 54

9. Source list ............................................................................................................................................ 55
   9.1 Internet sources .............................................................................................................................. 59

10. Appendix A- Livgardet ...................................................................................................................... 61

11. Appendix B- 12:e motoriserade skyttebataljonen ............................................................................ 68
1. Introduction

Swedish Armed Forces as many of the public-sector institution, are active on social media. They create marketing campaigns, that aim to recruit potential recruits and employees. Interestingly, they not only use social media as a platform to market, they also show the life in the military from a different angle, with a spectrum of possibilities one can get to develop certain types of skills within the training programs.

One exciting phenomenon occurring within the whole marketing, informative purpose of their Facebook pages, is the fact that one can divide them into official (verified) and unofficial (unverified) Facebook pages. Each of them has a unique trait and serves a different purpose. The target audience differs to quite some extend as well. Everyone is welcome to follow the pages, they do not choose the audience that is allowed to follow, but not everyone will feel like they understand the content, as for example in my case.

They use the platform to seize the military humour, where they are creating a type of community that is not accessible to a certain type of audience, since it is hard to understand the inside jokes, that are made through the posts. However, the history of military humour ran through the army for centuries. It is the soldier's way of dealing with the hardship, reducing to a human and seemingly manageable terms, forces over which the individual has no control. (Dunne-Lynch, N. 2007:64). There are several thrilling aspects of both the official and unofficial Facebook pages, that drove me to start researching the topic more in depth. However, the real reason to why the topic has appeared in my life in the first place, is the fact that many of my friends have done military service, both as training and abroad service. Additionally, after joining the Swedish Armed Forces my partner started following several different accounts on Instagram. Despite personal interest, it is interesting to observe how social media is changing. Now the core strength of social media pertains to its potentially broad appeal, offering a wide array of features, from profiles to instant messaging to news feeds and quizzes to feedback mechanisms (Tuten 2008). This gives institutions such as Swedish Armed Forces an opportunity to attract young audience and create an interesting profile as an employee.
The Swedish Armed Forces, with all their regiments and battalions, possess several different types of Facebook groups and pages. However, I decided to focus upon two, Livgardet, an official Facebook page, and 12:e motoriserade skyttebataljonen as the unofficial Facebook page. These two Facebook pages drawn my attention, because of how different approach to strategic communication they have and how the unofficial Facebook page is shaping potentially the reputation of the official Facebook page by using hashtags.

The study aims to develop a broader understanding of Swedish Armed Forces on Facebook and how do they shape their strategic communication assumptions.

1.1 Background

Swedish Armed Forces are one of the most important institutions to be found in Sweden. They have three vital tasks to carry out: defend Sweden and the country’s interests, freedom and the right to live the way of their choice. They are a body subject to the Swedish Parliament and government. The institution is headed by the supreme commander, who leads and supervises the army through armed forces headquarters.¹ They carry out an important mission- for all of us to feel free and safe in the country. Nevertheless, in the years after the conscript army has been suspended, a rise in activity on social media from the Swedish Armed Forces was noticeable. That includes YouTube channel, Twitter, Instagram and Facebook. There have been created several different marketing campaigns created, which have been research upon and judged as not successful.

There are however certain things, that should not be said in public, since it will always remain online. In January 2013, Överbefälhavare Sverker Göranson has said, that Sweden would not be able to protect itself in case a conflict for longer than a week. This created a negative image of the Armed Forces, which was then reflected in how much the public trusts its army, according to a study done by Joakim Berdntsson, Christopher Dandeker and Karl Ydén in 2015. They have concluded, that support for the Armed Forces was low. Observing the campaigns and research done along the years, there are few people who consider the vitalness of the social media in the context of strategic communication.

¹ https://www.forsvarsmakten.se/en/
1.2 Aim and research questions

Increase in the information flow, as well as an increase of millennials using social media, has changed public institutions, which are now required to participate in this culture.

Previous research in the field shows, that the Swedish Armed Forces had begun to be more responsive, more “out-going” on social media and more open towards their audience. However, their actions are not aligned, which can create a chaotic relationship with the audience, possibly resulting in the institution losing interest of potential volunteers (Edona Qeriqi & Anneli Saarela 2012).

This is one of the risks brought by social media. However, another issue that is at stake, is their reputation. The Swedish Armed Forces have strict guidelines on what can and cannot on be published on their official Facebook profile. Interestingly, unofficial pages that can be found on Facebook are not described in the official guidelines, but exist and function on daily bases. The content and the language differ from those of the official Facebook pages. This can possibly pose a threat to the institutional reputation of the Swedish Armed Forces.

This study explicitly aims to examine how the Swedish Armed Forces shape their strategic communication through official and unofficial Facebook pages.

RQ1: What messages do the Swedish Armed Forces construct through the posts?

RQ2: How is strategic communication shaping the discourses through both the official and unofficial Facebook page?

RQ3: How differently does the audience use the official and unofficial Facebook page?
1.3 Thesis disposition

After an introduction into the topic and stating the aim of the research, the thesis’ intention is to firstly present previous research regarding Swedish Armed Forces on different media platforms and social media, to show how they have been conducting their campaigns and with what success.

The following section will provide a theoretical framework, which aims to represent consecutive research regarding strategic communication, reputation, military as an institution and generation Facebook for more in depth understanding of the concepts, which shall be used during the analysis of the materials. In the section afterwards, the material choice will be presented, to show the importance of different guidelines and motivation for chosen Facebook profiles. For better understanding of the process, the method section follows, which presents two different methods used during the analysis, namely multimodal analysis with shift towards systematic functional linguistics and netnography. The subsection shall represent methodological critic and limitations, which have been faced during the research.

After presenting the methodological framework, an analysis of official the Facebook page will follow and thereafter of the unofficial Facebook page. The last subsection is going to present results in the context of the theoretical framework.

Lastly, following the analysis section will be the conclusion, proposal for further research, reference list and appendix A and B are following.
2. Previous research

There has been considerably very little research done about how Swedish Armed Forces use social media, especially Facebook or Instagram. The focus of any previous research was set in the light of their promotional campaigns, blogs or YouTube channel.

However, none of the materials which have been looked through have shown any engagement with how reputation and strategic communication of the Swedish Armed Forces is created through official and unofficial Facebook pages.

Below, I will be present significant research, which has shown the efficiency in promoting the Swedish Armed Forces and how effective they are with strategic communication.

2.1 Swedish Armed Forces on different media platforms

In his research, Ferrade Stoehrel considers how aesthetic and affective experiences actively shape and significantly enhance our understanding of reality beyond linguistic structures (Stoehrel, F. 2013: 23). In his research, he considers Armed Force’s mobile phone application, which shows the aspects of daily life in the military and YouTube channel and how it contributes to Sweden’s international policy on defence security. (Stoehrel, F. 2013: 22). In his opinion, the Swedish Armed Forces emphasis to show combat as more rational and humanitarian (Stoehrel, F. 2013 25). In his opinion, the YouTube channel serves a strictly entertaining purpose, but it still requires the viewer to adapt to a number of emotional and political positions (Stoehrel, F. 2013: 29).

However, Stoehrel sees a second purpose, beside entertainment. In his opinion, the mobile phone app and the YouTube channel serve purpose for recruitment and to appeal to the public through different means. He applies a certain frame on how the message is conveyed and how are the Swedish Armed Forces establishing their connection with the “spectator”. It interrelates the spectator as a potential hero and drives him/herself to associate within a pre-established political frame of Swedish collective identity: the reproduction of a ‘we’. It is a recruitment process based on a personal and emotive address: a set of idealised notions of military reality and political identity values, narrated through the strategic use of metaphors.
and metonyms. (Stoehrel, F. 2013: 32). In his opinion, the Swedish Armed Forces appeal to the public through encouraging collective action and directed metaphors and metonyms. (Stoehrel, F. 2013: 34). He concludes his research with a statement that the Swedish Armed Forces’ form a visual expression in order to either support military and political actions, or more expressly, to encourage people - with weapon in hand - to “make a difference”. Additionally, the digital aesthetics of the Swedish Armed Forces is linked to the ultimate goal of the war on terrorism. (Stoehrel, F. 2013: 36).

Additional research, regarding YouTube has been done by Susan Jackson. In her article she is interested in how the videos posted by Saab are part of militarization in the sense of bringing messaging about militarized citizen identities into public civilian spaces (i.e. YouTube) (Jackson. S. 2017:2). In her studies, she uses intersectional multi-modal analysis and critical perspective on militarization, and she centres it around dominant discourses constructed by corporations. The data, which she is analysing are videos posted by Saab on Saab’s official corporate YouTube channel, for understanding dominant views of Swedish identity construction.

Her findings show, that these videos are a representation that any corporation might make and present. (Jackson, S 2017: 16) She concludes, that the basic function of the YouTube videos is to sell ideas that support the arms producers’ corporate bottom line, through striving to convince the consumer/viewer to support militarized national security (Jackson, S. 2017: 16)
2.2 Swedish Armed Forces strategic communication & reputation on social media

In their master thesis, Edona Qeriqi & Anneli Saarela have been studying and analysing how the Swedish Armed Forces’ communication has been affected and what are the key motives for change in communication. In their conclusion, they have identified changes in the communication. In their opinion, the organization faces a new assignment and a new purpose that ought to be communicated.

However, they have noticed, that the development of new technologies has given more possibilities for new communication channels, which gives a new way of communicating. In their research, they point out that credibility could be created by building a brand within the Armed Forces, which in this case is a dialogue and openness in communication. They perceive this as the main task of the Armed Forces to reduce the differences between reality of the defence force and the image of the armed forces in the media and with citizens. This is the perception that exists widely among the public that does not correspond with what the Armed Forces try to convey. The greater the difference, the more difficult it is to build up the credibility. (Qeriqi,E. & Saarela, A. 2012: 37).

According to their research, they have adapted to the change in the communication system, by being available for the wishes of the citizens. Furthermore, they allow as well the citizens to express their opinions and experiences with the Swedish Armed Forces (Qeriqi,E. & Saarela, A. 2012: 36). In their opinion, the Swedish Armed Forces have a fully professional information and communication business for the first time. The study has focused on the Armed Forces and the impact factors we consider to be crucial for communication work. The result shows us how these factors - market orientation, internal reform, technological development and increased relational and participatory focus - work in parallel and affect today's communication work. (Qeriqi,E. & Saarela, A. 2012: 39).

They have concluded in their research, that public authorities in general must identify a purpose with their communication to avoid filling their channels with empty content If changes in the work with communication are taken too lightly, we will face government authorities with communications without strategic anchorage (Qeriqi,E. & Saarela, A. 2012).

However, authors Edward Deverell, Eva-Karin Olsson, Charlotte Wagnsson, Maria Hellman and Magnus Johnsson present a forecast and analyse the use of social media by the Swedish
Armed Forces. Their research shows, that the purpose and position of the organization is to strategically promote reputation and image (Deverell, E. et al. 2015: 390). However, they present the primary reason for why the Swedish Armed Forces are active on social media platforms.

The reason is to “sell” the image of the Armed Forces as an employer. (Deverell, E. et al. 2015: 390). They mean that one of the central methods to reach out to citizens is by depicting “everyday life” in the Armed Forces. In their research, they point out to how the campaigns were done and per information from the Head of Media and Information Department, it should be “a mix between weapons, fun, excitement, equality and stuff like that” (Deverell, E. et al. 2015: 392). They conclude that there have been changes in the communication channels for the Swedish Armed Forces and their purpose, principle and practices have been driven by new tasks, recruitment systems, and to some extent social media, even though the latter has foremost been a catalyst (Deverell, E. et al. 2015: 393).

3. Theoretical framework

3.1 Reputation

Below, I will present research and conclusions by several different researches, and by the end of the section, there will come a general summary of the concept of reputation, which will be shaping the analysis of the audience and Facebook posts. Chrystanthos Dellarocs (2011:4 in Masum,H & Tovey, M. 2012) mentions that there is no agreed-upon definition of reputation or reputation systems. This must be very strongly underlined, that the final definition of reputation, will be based on common ground researched and discovered in the readings done. Reputation is important to observe with regards to strategic communication, to see the link between content posted and how does the audience perceives it and how they shape the image of Swedish Armed Forces in the offline world.

The concept of reputation in this research is considered as a complementary concept to strategic communication, due to the fact, that strategic communications plays out on the message sent out to the audience through the content published on social media.
We can distinguish between a few types of reputation, namely: digital reputation, institutional reputation and organizational reputation. In the case of this study it is important to present a very basic understanding of reputation and shift the focus towards the digital reputation, since the Swedish Armed Forces are shaping their image on one of the most popular social media platforms - Facebook.

Reputation is a concept that is a base for how we function in the society. Nevertheless, it might seem as a rather obvious thing to define and to acknowledge, but through search for an appropriate approach towards reputation, I came across many complex traditions to the concept.

The very broad and general definition of reputation, concludes that it is an opinion about that entity, typically because of social evaluation on a set of criteria. Or it is an opinion of an entity, which is a result of social evaluation based on certain criteria. This approach is considerably appropriate considering how we look upon different institutions we know of in the society and evaluate them as potential employers. However, with the development of social media platforms and reputations systems, reputation has undergone slight changes. We’re heading towards a world where an extensive trial of information fragments about us will be forever preserved on the Internet, displayed instantly in a Google search. (Solove, D. 2007:17). This is one of the major changes that need to be considered when it comes to any usage of social media. As stated in the background, once something is said, it will be forever online, and it is of big doubt that people will forget about it, since it will be there circulating.

Additionally, anybody can now communicate his or her thoughts to the entire world. Individuals are taking advantage of this possibility. This time we are the media, we as a public are the ones who can destroy or support a reputation (Solove, D. 2007: 19). One of the first definitions from a scholar, which is worth mentioning, comes from Steven Nock. He defines reputation as a shared, or collective perception about a person. (Nock, S. in Solove, D. 2007: 30). Nevertheless, there is an important factor that goes along with reputation, according to Solove, trust is the key concept on which we are building our reputation. According to a person or an institution. Francis Fukuyama defines trusts as an expectation that arises within a community of regular, honest, and cooperative behaviour, based on commonly shared norms, on the part of members of that community (Fukuyama F. in Solove D. 2007: 31). This standardized and generalized explanation, does not give out the detailed picture of reputation.
More depth needs to be added to the analysis of how the mechanism of reputation works in the world of social media and how important they are in shaping us as audiences and potential employees.

Nowadays, we became the reputation society. In their collective work, The Reputation Society: How Online Opinions Are Shaping the Offline World, edited by Hassan Masum and Mark Tovey, several different researchers approach the problem of reputation systems and social media, to view how they are shaping the audience’s perception offline and what influence does the online world have upon us. Nevertheless, looking at the above definitions of reputation, Chrystanthos Dellarocs defines it as a summary of one’s relevant past actions within the context of a specific community, presented in a manner that can help other community members make decisions with respect to whether and how to relate to that individual. (Dellarocs, C. 2011:4 in Masum, H & Tovey, M. 2012). Additionally, he defines reputation system as an information system that mediates and facilitates the process of assessing reputation within the context of a specific community. However, this definition of reputation can also be applied more broadly in the context of an institution or an organization, since we as audience or potential employees live in certain communities and their meaning might possibly influence our decision making.

After extended elaboration regarding fundamental meaning of, what we can call “offline” reputation, it is important to move towards the web and how online reputation is defined and shaped there. Randy Farmer mentions, we ought to acknowledge special role of a person’s reputation and she suggests a special term for it, namely karma. (Former, R 2011: 13 in Masum, H & Tovey, M. 2012). One can already assume, that classic reputation underwent major changes and it cannot be compared to digital reputation. In her meaning, digital reputation or digital reputations are often a poor imitation of the social reputation, as they attempt to mimic it and therefore karma is more challenging (Farmer, R. 2011:15 in Masum, H & Tovey, M. 2012). It is much harder to distinguish how honest one is online and to what extent people might be trolling certain types of institutions. The digital reputation creates more of the feeling that in terms of people’s opinions, quantity become more important over quality.

We as audiences, can find it much harder to rely on what is being said online, than what we have heard. Online environments have been accused of fostering miscommunication and bad
online behaviour, due to the effects of deindividuation, or loss of the personal identity cues caused by fewer information channels like tone of voice and facial cues (Sproull and Kiesler 1991 in Lampe, C. 2011: 80).

Nevertheless, it might give us access to a point of view from both sites, depending on how thorough is our research. Reputation is continuously shaping how identities, relationships, norms, rules, values and social institutions evolve (Clippinger, J.H. 2011:34 in Masum,H & Tovey, M. 2012). Shaping can be done in different forms and through different angles.

After presenting all the previous research regarding what reputation and digital reputation are, the best possibility is to define reputation in the context of the Swedish Armed Forces as an institution. The definition is as follows: an image created based on public appearance and creation of trustworthy connection to the audience through social media appearance.

3.2 Strategic Communication

Strategic communication is one of the concepts that is defined rather broadly and does not anchor in one specific area. It is considered as a transboundary concept or also related as an “umbrella term”. It is a communication that consists of both producing and reproducing the organization through texts, images and conversation (Putnam & Nicotera, 2010 in Falkheimer.J. & Heide,M. 2014: 124). The issue of obtaining a relevant and helpful definition of strategic communication, is the fact that strategic communication is neither political nor purely and strictly used in the military concept. The general and broad definition, represents the following idea of strategic communication: (...) it means communicating a concept, a process or data that satisfies a long term strategic goal of an organization (...2). Although, this approach towards strategic communication gives a general overview. However, to Falkheimer and Heide, the concept was originally used in military theory and in international relations. The term related to a kind of a transport system during warfare. After the war, in the Cold War period, it was related as a communication strategy for achieving stability during that period (Pitman 1966 in Falkheimer.J. & Heide,M. 2014: 128).

2 CTI Reviews (2016)
Nevertheless, they give an introductory approach to strategic communication. They define it as an expert system used by organizations and individuals to achieve or enforce legitimacy in relation to different publics, institutions or stakeholders. However, it can be argued whether it is a pure relation from organizations to institutions or individuals to institutions. It can be as well an organization that relates to the individuals or individuals that relate to the organization.

The communication is a two way and does not have to be seen as one way street coming only from the organization’s side, which Halloran, R. claims. He means that communication is a way of persuading other people to accept ones’ ideas, policies or courses of action (Halloran, R.2007: 6). Halloran gives an insight into strategic communication as being more open and two way, as opposed to previous researchers. He stresses the importance of strategic communication as a means of persuading the nation’s citizen to support policies of their leaders. (Halloran, R.2007: 6). He means that strategic communication has roots in the true and classic meaning of propaganda, which might have many negative implications due to the happenings in the last two centuries. (Halloran, R 2007:6). In his opinion, sending the message is one of the most vitals tools that an institution can hold and that it all begins with identifying with the audiences. Halloran means that you cannot say one thing to one audience and something else to another (Halloran, R.:2007:8). Simply because the messages can be misinterpreted, and if one says one thing to one audience and one to the other, it can create misunderstandings. This gets even more challenging and complicated, since Facebook offers translation services from Swedish to English (or any language of the user). The message might not go through as awaited and create even a bigger misunderstanding. Halloran distinguishes between 7 vital basic principles to deal with press, but it can be as well applied to social media. They are following:

- project a professional and civil attitude,
- understand that there are no such institutions as ”the media”,
- learn the ground rules, which is press lingo for the rules of engagement,
- lying to the press is never permissible,
- mind your own business and discuss matters pertinent to your nation, service, rank, and position,
- anticipate, don’t wait for the news to happen,
- never let a mistake stand.
Halloran’s approach is rather strict and straightforward, and other theoreticians think of strategic communication in a similar manner. According to Hallahan, K., Holtzhausen, D., van Ruler, B., Vercic, D. and Sriramesh, K. (2007) strategic communication puts emphasis on strategic application of communication and how an organization functions as a social actor to advance its mission. It focuses on how the organization itself presents and promotes itself through the international activities of its leaders, employees and communication practitioners. They also distinguish between two models of communication. The first so-called transmission model of communication, which conceptualizes communication as the one-way emission of information, and the second one is an interactive model of communication, which argues that communication involves the creation and exchange of meaning between the parties in a communication activity. As per Halloran and Falkheim, the second model is mostly applicable for strategic communication in the military environment. Especially considering the capability of using social media more than using press, radio or television as a mean to communicate with their audience.

However, what all three researchers have a common ground when it comes to strategic communication, is the idea of the message and how it ought to be structured. Although, Hallahan, K., Holtzhausen, D., van Ruler, B., Vercic, D. and Sriramesh, K. add a bit more to the message. They say that it is twofold and involves connotation and denotation. (2007:23) Nevertheless, influence is one of the most vital ideas of strategic communication and this has been a reappearing concern among researchers. Furthermore, the depending on which source is the definition coming from, it differs. Murphy, D.M. (2008) in the issue paper for Center for Strategic Leadership defines quite differently what strategic communication means for the United States Government, than how do researchers approach it. He defines that its processes and efforts aim to understand and engage key audiences in order to create, strengthen, or preserve conditions favourable to advance national interests and objectives through the use of coordinated information, themes, plans, programs and actions, synchronized with other elements of national power. He identifies the need for national support and national collectivity, rather than focusing on the international perspective, as other research does. He sets the focus on the concept of key audiences, which previous researchers have not taken into account so deeply. He means, that strategic communication is focusing on the cognitive dimension of the information environment and that it simply employs capabilities to support the achievement of a military objective. In his opinion, it is a way to affect perceptions, attitudes and beliefs of key audiences in support of objectives. One vital thing he mentions in
his paper is the fact that to be effective and create an impact, strategic communication requires an organizational culture attuned to the information environment.

However, Christopher Paul brings another light upon strategic communication and its importance for the military. He gives a start to understand strategic communication in the following terms or as the following actions that ought to be taken: coordinated actions, messages, images and other forms of signalling or engagement intended to inform, influence, or persuade selected audiences in support of national objectives (Paul, Ch 2011: 18). His definition leads towards a vision of strategic communication that is coordinated. The coordination includes actions, messages, images, and other forms of signalling or engagement intended to inform, influence, or persuade selected audiences in support of national objectives. Nevertheless, he also gives us an idea, that strategic communication is shared actions, and that there is no one person responsible, but the institution. The institution is aware of the fact that their actions and utterances communicate and are mindful of their contribution. (Paul, Ch.2011: 61). In his view, all soldiers, sailors, airmen and marines are effectively public diplomats because of their interactions with publics; they know and can say both what they are doing collectively, as well as talk as individuals about their daily lives. This includes any type of media an employee of Armed Forces has an access to. (Paul, Ch 2011:62)

After considering all the research approaches, one can understand strategic communication as a coordinated discourse message both linguistic and visual wise, which is targeted towards as a specific audience. It should be preserving certain culture and interests of the institution. It is a coordinated collective action by the institution, and not by the individual, to send a persuasive, influential and informative message.
3.3 Military as an institution and as a profession

Institution according to the Stanford Encyclopaedia of Philosophy is: "stable, valued, recurring patterns of behaviour". As structures or mechanisms of social order, they govern the behaviour of a set of individuals within a given community. Institutions are identified with a social purpose, transcending individuals and intentions by mediating the rules that govern living behaviour.

According to Moskos, military is a specific institution, due to its environment. Recruits enter the armed forces mainly through calling, identify with the good of collectivity, for which they are willing to sacrifice themselves, and look more for moral than material incentives; (Moskos in Caforio 2011: 21).

However, in the years of peace as we have now, military became more as a profession and in many countries, there is no conscript army, just as it has been in Sweden until very recently (2018). Nevertheless, military still retains institutional position in the country, due to its culture, patriotic values or historical traditions. Swedish Armed Forces try to maintain both views through their strategic media usage, therefore it is worth to cite and be aware of how military profession is characterized. Nevertheless, Sam C. Cartesian and Robert E. Connor (in Caforio 2011) enlist few traits of military as a profession, which are following:

1. The profession has a defined area of competence based on expert knowledge;
2. there is a system of continuing education designed to maintain professional competence;
3. the profession has an obligation to society and must serve it without concern for remuneration;
4. it has a system of values that perpetuate professional character and establish and maintain legitimate relationships with society;
5. there is an institutional framework within which the profession functions; and
6. the profession has control over the system of rewards and punishments and is in a position to determine the quality of those entering the profession.
4. Materials

It is of vital importance to include in the materials the manual of social media which has been issued by the Swedish Armed Forces in 2013. The reason for presenting it as material, lies in the fact that the point of view on social media from the institution’s angle can give fruitful knowledge for further research and analysis of other material. Nevertheless, apart from the manual of social media, there will be represented official guidelines which have been published by the Swedish Armed Forces in 2011. They give a different approach on what is and not allowed to be posted on social media and what is the actual strategic approach for the Swedish Armed Forces to use it. They discuss possible risks as well, which will be evaluated throughout the study.

Nevertheless, the most important materials, which will be the main base for the studies, are the two Facebook pages. The first page that will be taken into consideration is the official Facebook page of the Livgardet regiment in Stockholm. The second is an unofficial Facebook page of a battalion that is a part of the Livgardet regiment, namely 12:e motoriserade skyttebataljonen.

The studied material will consist of a selection of Facebook posts from both Facebook pages. The material will remain unchanged and the post as a whole will be analysed, which includes the comment section, the likes and reactions, the description and the photograph itself. Nevertheless, it is important to underline that for the systematic linguistic analysis, there will be chosen only 3 posts from each page, due to the number of posts that can currently be found. The posts will be chosen according to special events that have happened between 1st of May 2017 and 31st October 2017. Of special interest is one of the chosen posts, which come from the military exercise that happened in Sweden, Aurora17. One post will be chosen from recruitment period, and one will be chosen from one of the military exercises all the recruits do, aldrig ge upp.

For the study of audience, the sample of chosen material will be considerably larger to achieve reliable results. The Facebook posts which are observed date from July 2017 until October 2017. Observation will include the comment section and number of likes.
4.1 Official Facebook page

Official Facebook page in the context of this research, relates to the term presented by Facebook. Although, they use a different name for it, verified Facebook page. Per definition taken from the Facebook help desk directly, an official Facebook page looks as following:

- If you see a blue badge 🔴 on a Page or profile, it means that Facebook confirmed that this is the authentic Page or profile for this public figure, media company or brand. Keep in mind that not all public figures, celebrities and brands on Facebook have blue badges.

- If you see a grey badge 🔴 on a Page, it means that Facebook confirmed that this is an authentic Page for this business or organization.

4.2 Unofficial Facebook page

This is an unverified Facebook page that does not contain a blue or grey badge as mentioned above, but fulfils the criteria for a Facebook page, due to the incorporated components, which according to techopedia are the following:

- Company/organization overview
- Contact info
- Press releases
- RSS feeds
- Twitter updates
- Company news and status updates
- Customer comments/interaction
4.3 The manual of social media

The handbook has been issued in 2013 by the Swedish Armed Forces. In the first pages, there is a background issued as to why this handbook has been published and it is following: *The Swedish Armed Forces manual about social media was created by the information department and security office at the Military Intelligence and Security Service. The book provides an introduction to social media, addresses possibilities and risks, contains recommendations and reproduces certain provisions. It is the first initiative as a support for the Armed Forces employees.*

The handbook contains 47 pages, which give a brief introduction regarding Facebook, Twitter and YouTube. Nevertheless, it is not of vital importance to describe all these platforms in detail apart Facebook. On page 36 of the manual, the vision of the Swedish Armed Forces communication as an institution and what they aim to achieve through the Facebook profile is described. As per assumption and the guidelines, they describe only the official channels. Although it is interesting to present their standpoint nevertheless. The reason to why Swedish Armed Forces opened the possibility of communication on social media, namely Facebook is stated on page 39 and citing:

*The Swedish Armed Forces’ main task is to defend the open democratic society and the pillars on which it is based.*

*The principle of publicity means that the Swedish Armed Forces’ activities, if possible, should be as open as possible. This shall be done with clarity and as far as confidentiality is permitted.*

*The Swedish Armed Forces’ use of social media should be done as part of achieving the Armed Forces business goals.*

*Access to information and people's right to express themselves are the fundamental rights in the democracy that the Swedish Armed Forces have the task of protecting.*

*The conversation in social media increases the knowledge of the armed forces activities and is of great importance to society's image of the institution.*

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3 försvarsmakten handbok i sosiala medier är framtagen av infomationsstaben och säkerhetskонтoret vid militära underrättelse-och säkerhetsstjänsten. Boken ger en introduktion till sociala medier, tar upp möjligheter och risker, innehåller rekommendationer och återger vissa bestämmelser. Det är första framtagen som ett stöd till Försvarsmakten medarbetere
In social media, the Swedish Armed Forces appear to promote a wide, bold, open and independent conversation about their activities.

These are the basic assumptions for which the Swedish Armed Forces use social media. Although, the handbook is much more detailed, the more important details shall be presented further in the thesis, which shall allow the development of argumentation during the analysis of the materials.

4.4 The official guidelines

As mentioned above, the handbook for social media is not the only guideline for how the Swedish Armed Forces ought to use social media. Specific policies can be found on how do the Swedish Armed Forces define social media, what is the significance of social media, possibilities and threats for the Swedish Armed Forces, including how the employees should use social media and that they are considered as representatives of the Swedish Armed Forces, despite their private use of social media. However, the document calls upon another important regulation about information and security. Nevertheless, it is worth to summarize some of the most important parts of the documents, to see how the Swedish Armed Forces in an official document view the use of social media and their communication.

In the section regarding possibilities and risks, the Swedish Armed Forces mention that one of the biggest possibilities that social media give them, is to shape better understanding of the institutions mission and function. Nevertheless, social media is an arena where everyone can show their opinions and can be heard. However, the social media platforms give also better opportunities to engage different target groups and make the society part of the development of the institution itself. On the other hand, there are noticeable risks, which ought to be taken into consideration. One of the most noticeable mentioned risks, which are mentioned is the fact that information which is considered as secret, might be divulged to the public. This can be for example information regarding the Swedish Armed Forces formation or ongoing operations.
5. Method

For this study, multimodal analysis with shift towards systematic functional linguistic and netnography have been chosen. The choice was rather challenging to make, since there are several other appropriate methods which could have been used. However, what is distinctive for multimodal analysis is the fact, that it combines both the visual and linguistic aspect of the materials posted online. Since the study evolves around Facebook posts, which both contain the linguistic and visual, the method felt most appropriate to use, since it helps to understand on how both of the aspects are working together instead of each of them separately.

Additionally, the choice went to shift towards the systematic functional linguistic to understand the discourses which are depicted through the language and whether they cooperate with the picture. The purpose of this method is to “measure” to some extent what messages are conveyed through the texts and whether they match the discourses in the pictures, which provides the audience with an “even” perception of what messages do the Swedish Armed Forces try to convey, or whether that the language differs “drastically” from the picture and there can occur a “crash” or miscommunication of the discourse.

The purpose of putting the multimodal analysis into the context and mixing it with the systematic functional linguistics on uneven bases is to find a perfect balance, which will allow to address the issue of the role the text plays with the visual. It is of vital importance as well to establish what role do the soldiers or other depicted situations play in the post. The images themselves do not have to be denotative and in the case of the Swedish Armed Forces, it is not their primary and only purpose. They depict concrete situations, places and things, so the audience can get a general or abstract idea across (Machin 2012:50), (Smolicz, P. 2017:5) It is of interest to see, how the image and text play together in the context of the post and what reactions it evokes.

However, netnography was chosen to study and understand the audience involved in both of the Facebook profiles. The major perk with this method is the fact, that it involves observations and a lot of interpretational skills, but at the same gives a chance to submerge into the audience on a deeper level than for example content analysis does.
5.1 Multimodal analysis with shift towards systematic functional linguistic

Kress and Van Leeuwen (2001 in Machin 2007: 33) have argued that communication is challenging. According to them, many people think that communication is becoming more visual. However, Machin (2007:36) argues that communication has become more merged. The visual mode has taken up many of the communicative functions formerly dominated by the language (Machin 2007: 36). Therefore, it is of vital importance to emphasize, that the language is one of the major actors in the posts and ought to be looked into in detail.

The basic assumption of multimodality according to Murray (2013) is a theory of communication and social semiotics. Multimodality describes communication practices in the textual, aural, linguistic, spatial and visual resources or modes used to compose messages. Additionally, multimodal analysis is purposeful to see the message as a whole, how it plays together, and not the image and text as separate parts. Machin argues that there are three basic metafunctions, that any semiotic system or mode, can fulfil: ideational metafunction, interpersonal metafunction and textual metafunction (Machin 2007: 37).

In the case of social media, especially the currently researched Facebook, the messages conveyed, go beyond only the visual. It involves the linguistic as well. The posts are constructed of the visual, with a shorter or longer description. To be able to interpret the message, one ought to focus strongly on both of the components. It occasionally happens, that the photograph itself says and shows more than the text, though in most cases, the description is the key to understanding the conveyed message. This approach is meaningful, due to the fact that is sees language as meaningful behaviour and interprets language as a process of making meanings. It is not only text (what people mean) but also the semantic system (what they can mean) that embodies the ambiguity, antagonism, imperfection, inequality and change that characterize the social system and the social structure (Halliday, 1978:114).

There are three key premises of multimodality (Jewitt, C., Bezmer, J., O’Halloran, K.: 2016 18). According to them, meaning is made with different semiotic resources, each offering distinct potentialities and limitations. Meaning making involves the production of multimodal wholes. Additionally, if we want to study meaning, we need to attend to all semiotic resources being used to make a completed whole.
Systematic functional linguistic is a specific tool, were the most important is the fact, that according to the theory, language is a resource for making three types of meaning or “metafunctions” at a time, which gives a rather broad spectrum for further analysis. To describe shortly, the metafunctions are following (Mayr, A.2008: 17)

1. Language is used to organize, understand and express our perceptions of the world. The questions, which one ought to bear in mind during the analysis, are: how is the social world represented? Who is presented as responsible for actions in important events? How are beliefs and ideologies encoded in language?

2. Language is also used to enable us to communicate with other people, to take on roles and to express and understand feelings, attitudes and judgments. One of the important questions, which will be asked throughout the analysis are, what kind of relationship is expressed between readers and text, for example between the Swedish Armed Forces and the public? Is the discourse formal or informal?

3. Language is used to create coherent and cohesive texts, both spoken and written. This part is mainly concerned with how bits of information are foregrounded or backgrounded, taken as given or presented as new, chosen as topic or theme. What should be taken into consideration during the analysis, are what aspects of information are foregrounded or backgrounded, but it is important as well to understand why this happens (for example foregrounding of an important happening in the Swedish Army).

Halliday (1978,1985) explains that words have meaning not only on their own, but as a part of a network of meanings. Vocabulary also makes distinctions between classes of concepts. In the case of the posts, vocabulary used can determine the level of directness of the language and how the administrators try to convey the message. It will show, whether the author seek to influence us through claims to having power over us or whether they try to be our “friend” and seek understanding in the audience on a “casual” level (Fairclough, 1995a in Machin, Mayr: 42) Additionally, it will give an idea, whether the discourse represented matches with the image.

Nevertheless, the image itself shares the attention with the description. Machin (Machin, Mayr 2012: 48) mentions that on one level, images can be said to document. Namely, they show particular events, people, places and things. Other images, will still depict particular people, places, things and events, but “denotation” is not their primary or only purpose. They
can depict for example abstract ideas (Machin, Mayr 2012: 50). However, some images, which will be analysed, might connote ideas and concepts. During the process of analysing the picture, it is important to behold the following questions in mind: What ideas and values are communicated, what is represented, and in what way it is represented? Or one can approach it from the point of view of the image maker: how do I get general or abstract ideas across? How do I get across what events, places and things mean? What concrete signifier can I use to get a particular abstract idea across? (Machin, Mayr 2012: 50). Instead of using the word connotation throughout the analysis, potential meaning shall be used to create a more approachable understanding. In the analysis, attributes of the visual have been examined. How objects are communicating ideas and values, and what discourses do they communicate? Another important detail, to which attention will be given, are the settings and how are they communicating the general ideas. However, salience is another important category, that will be of interest. Salience is where certain features in compositions are made to stand out, to draw our attention to foreground certain meanings.

These features will have the central symbolic value in the composition (Machin, Mayr 2012: 54). There are different ways to create hierarchies of salience. The one, which is mainly focused on, are potent cultural symbols, which certain elements carry. The size, is not going to be of vital importance, since the picture is not put in the centre of attention. However, there might be less noticeable details, which shall be commented on. Colour, for example is the use of striking colours, rich saturated colours or contrasts. Less salient elements may have more muted or less saturated colours. However, colours used in the pictures do not play a role in this case, since the posts are not well edited nor pointing out any vital details. Tone is the use of brightness to attract the eye. Focus can be heightened to exaggerate details, or focus can be reduced. This is one of the aspects, which will be taken into consideration, however, foreground shall be the key, as it creates importance. Elements that are further back may become subordinate. The last part of salience is overlapping. It is considered to be likewise foregrounding, since it has the effect of placing elements in front of others. (Machin, Mayr 2012: 56).

Multimodality means recognition of the differences among various semiotic resources and the ways in which they are combined in actual instances of meaning making. (Jewitt, C., Bezmer, J., O’Halloran, K. 2016 :34). Language is almost always part of a bigger whole, as (Jewitt, C., Bezmer, J., O’Halloran, K. 2016: 47) call it a “text” that is made with a different modes.
Therefore, some texts ought to be treated as a whole, like the Facebook posts. It is not only the description, but also the image that plays out together. One cannot interpret or analyse what was said or written in isolation. (Jewitt, C., Bezmer, J., O’Halloran, K. 2016: 47-48).

5.2 Netnography

After considering many pros and cons, the method of netnography has been decided upon. It is considered as a relatively new method for studying new environment such as the online world. It has similar assumptions as ethnography, however there are more perks to netnography. For the study, due to lack of time and space in this essay, I had chosen to become a “lurker” and an observer of the community and its development. I have not participated in any discussions, but merely followed the Facebook pages.

The method has been chosen, because online communities form or manifest cultures, learned beliefs, values and customs to serve to order, guide and direct the behaviour of a particular society or group (Kozinets 2010:12). The second definition that Kozinets initially presented is that netnography is an interpretive method to investigate the consumer behaviour of cultures and communities present on the Internet (Kozinets 1998:366).

However, according to Haverinen (2015:82) the “where” of netnography is another challenge that is brought upon the researcher. The sense of place and space is partly created in design processes via the technology itself, but is also very much conveyed through language. She defines a few views when it comes to the field on which the researcher is working. Haverinen means, that the researcher can work online, offline or a combination of these two. However, it is very dependent on what type of questions are the researchers working with. Nevertheless, George E. Marcus (1995 in Haverinen 2015:82) has come up with the idea of multi-sited fieldwork. It involves innovative ways of bounding the potentially unbounded, but also of refusing the more usual non-ethnographic bounding of the intensively probed and usually site specific ethnographic study. His idea breathes new life into ethnography by also considering researching across a set geographical boundaries. It helps to understand different approaches to different types of communities that lay spread across the globe, but possibly are facing the same issue.

Additionally, George E. Marcus has developed a different angle to understanding ethnography. From over-analytical theoretical models to innovative and imaginative ways to
write and conduct ethnographies. (2014: 33-34 in Haverinen, A. 2015: 83). In contrast, Hine (2015 in Haverinen, A. 2015:84) does show a different approach to how one ought to be thinking about ethnography. She argues foremost that it is a tool to both analyse and gather data from, what she calls three E´s: embedded, embodied and everyday internet. According to her, embedded is the questions of focus on the role of the internet in our organizations and institutions, in our families and schools, and in our aims to live sustainable, fulfilling and equitable lives. The embodied is how the internet becomes a part of us and how virtual identities are not necessarily separate from physical bodies. Lastly, the everyday means that the internet might have become something that people rarely talk about explicitly and find difficult to treat as a topic for conversation. (Hine 2015 in Haverinen, A. 2015: 84)

In contrast to what Christine Hine says, Philip Budka´s approach combines the material, the social and the symbolic in an associative web (2001: 4). It is not strictly defined, whether the researcher ought to be active or not. According to Kozinets (2010:60) it relies on participant observations that take place online through a computer connected to the Internet, to arrive at an ethnographic understanding and representation of a cultural or communal phenomenon. Dewalt and Dewalt (2002) comment on different types of participations from the researcher’s side. They distinguish between non-participation, passive participation, moderate participation, active participation and complete participation. Tom Boellstroff, Bonnie Nardi and T.L. Taylor (2012 in Haverinen, A. 2015:84) however, stress the importance of taking part in the culture(s) under study and that without the participatory part, there is no virtual ethnography. This approach is rather strict, since other scholars have redefined the approach from different angles.

As mentioned earlier, due to restricted resources, passive participation has been chosen, where as a researcher I am physically present, but only observe the community as a bystander. It is according to Dewalt and Dewalt terms´ to participate in the online community and have a full membership, which has been done through liking both of the Facebook pages and following them.

Since netnography can have a multi field dimension to it, the choice was, due to some obstacles, to stick to one social media platform, namely Facebook. It is rather interesting, to approach netnography from different angles and to see the differences between different commentators on the Facebook pages. Kozinets distinguished between newbies, minglers, devotees, and insiders when analysing messages from online community members.
Nevertheless, that is not the only obstacle one comes across. While Whitney Phillips (2015 in Haverinen, A 2015: 84) was doing her research on the discussion board, she came across trolling language, jargon, a complex mix of how to communicate efficiently, contextually rich ways of using references from popular culture and internet memes as well as other references. This is one of the issues, that I am very aware of, which can influence my observations. The fact, that I will be unable to understand everything and despite looking at the comment section multi-dimensionally, with an open-mind and trying to get more knowledge from other fields, I will most likely fail to understand all the jokes fully.

An additional factor, which ought to be established, is which type of netnography shall be conducted. We can distinguish between four types, namely: auto-netnography, symbolic netnography, digital netnography and humanist netnography.

In this case, the most appropriate approach is symbolic netnography, which can be used on a local but complementary level. It utilizes social media information and interaction to render identities around individuals or websites in order to inform business decision making. It tends to focus on a particular group or filed side and illustrate the groups’ practices, meanings and generate a more actions-based understanding of particular consumers (Kozinets 2002). After conducting this type of netnography, it might give an idea of what sort of emotions does Sweden have towards the Armed Forces, or how they are considered as a potential employer. It might additionally serve the purpose of seeing what type of culture the military has.

However, a very interesting approach would be to conduct auto-netnography, as a tool with which I could compare insights from interviews or surveys. It would give me a chance to reflect upon the topic more emphatically and possibly with deeper insight. If I would have the chance to conduct interviews different people from the audience and the administrators of the Facebook pages, I would have been able to relate to them on a different, perhaps more personal level.

One of the major interesting aspects of netnography is to consider the keys to a good study, namely: emotion/story, the researcher, key source person and cultural fluency. It is of interest to investigate the change in these key aspects between the official and unofficial Facebook pages and whether they are even to be found or not.

Another important factor that ought to be mentioned, is the fact, that field notes and reflections shall be taken and based on them, an analysis will be conducted. I am unable to
archive the entire material, due to lack of space and the amount of posts that shall be observed and reflected upon. For the best of the study, one can easily access the data, as it is archived on the Facebook pages. Each of the field notes shall be given a date of the post and the name of the Facebook page. Regarding the research ethics, no names of the commentators will be given, nor links to their profiles. They study will be conducted with full anonymity, since it is an issue to receive consent from all the commentators, who might have posted their comments a while ago.

5.3 Methodological limitations and critical reflections

It is of vital importance to discuss the used method approaches and their limitations to increase the reliability and validity of the study. Conducting qualitative research is always tightly concerned with how reliable and valid the collected and analysed data is. A good qualitative study can help us “understand a situation that would otherwise be enigmatic or confusing”. (Eisner, 1991:58). Whilst conducting qualitative research, it can be affected by the researcher’s theoretical and empirical baggage (Höjer, J. 2016:15).

During the research, I had to be careful, since personally, I do have my own biases, which could have influenced the research. One of the major bias struggles encountered in the research was setting stereotypical assumptions regarding the Facebook profiles and describing them in some parts of the draft analysis. Some of the assumptions made, were harmful for the Swedish Armed Forces. That was one of the most common biases, I have encountered. From a personal perspective, I do have certain stereotypes about people who are joining the army. My major opinion of people joining the Armed Forces is that they are either taking a gap year or do not have a decided path in life. During the research, I was forced to look past that prism. However, there is a possibility, that I was unable to do it to maximum extent.

Two methods which have been used to conduct the study, are especially sensitive to being affected by numerous obstacles. Netnography as a research method is new and is still being modified according to the needs of the research. One of the major aspects, which can be a considerably major limitation is the fact that the researcher can choose how he or she participates in the online society. They can just be passive observes, which can give over-interpretative results, when one does not interact with the audience. Nevertheless, depending on the aspect of the materials and data which is being sampled and observed, reading the
audiences’ approach and reactions might become an issue as well. Whilst during ethnographic studies, the researcher is capable of reading the interviewer’s reactions and measure, whether their answer is serious or sarcastic, this cannot be done online. Of course, it is not impossible, but requires a dose of context interpretation abilities and cautious reading.

Another issue, which can become a limitation, is how active the audience is on the social media channel which is being studied. Some posts for example might not have sufficient number of likes, shares or comments to draw any conclusions or reflections from it, which decreases the reliability of the sampled data. Nevertheless, the results obtained from the observation, are going to be interpretative, which despite the researchers approach of trying to be neutral, can be to a certain degree affected by their personal opinions.

Nevertheless, multimodal analysis with shift towards systematic functional linguistics has limitations of its own. It is an interpretative study, that relies on understanding of the society and how emotions are conveyed. Some details also come from the experience of the researcher, their personal attitude and emotions (Fiske, J. 1990: 63-64). However, the obtained results cannot be considered as absolute, essential or be ascribed any generalisability (Björkvall, A. 2014:313). A major limitation when it comes to multimodal analysis is also the amount of materials one researcher is capable of coding and interpreting by themselves. There is a possibility that certain details can slip away during the analysis, due to the background of the researcher. It would be preferable for at least a team of two researchers to work with the method, since it could give different angles and understandings of the data.

The discussed limitations of reliability, always ought to be taken into consideration while applying qualitative methods. As researchers, we are to be a big extent influenced by our own past experiences, and the results which we receive are based on our own perception of the world. There is a high probability, that if someone else from a different environment conducted a similar research, the results could have differed quite significantly. Nevertheless, reliability is not the only concern.

Validity is the second limitation, which ought to be discussed. In literature, there are several different approaches towards validity and it is hard to anchor one meaning. As an example, Leininger (1994) defines validity as credibility, confirmability, meaning in context, recurrent patterning, saturation, transferability. On the other hand, Eisenhart and Howe (1992) say that
validity is completeness, appropriateness, comprehensiveness, credibility and significance. To ensure validity in qualitative research, as a person who is entering a certain environment, we ought to ensure at the very beginning our personal bias and expectations we have before starting the research literature. The major problem is the fact that, researchers rely on the theoretical assurance of validity at the expense of practical application. (Johnson, 1999). Validity claims often appear as standardized language from methods books without evidence that the investigator thought through the application of strategies in a specific study (Maxwell, 1992).

Nevertheless, validity standards in qualitative research are even more challenging because of the necessity to incorporate both rigor and subjectivity as well as creativity into the scientific process (Johnson, 1999). Though perhaps challenging for the researcher, there are certain possibilities to ensure validity, which will be mentioned below. For example, to obtain best results possible during qualitative study, a moderator ought to be present. Although, this method is not always easily approachable, one can as well ensure validity through triangulation.

In the case of triangulation, the researcher is checking the validity through different prisms and perspectives. For example, one could involve a focus group in the study and compare the results with what has been achieved through primary analysis.

In summary, validity is one of the most important criteria while conducting a qualitative research. It involves an assessment of several different aspects, such as primarily credibility, authenticity, integrity. Along with primary assessments, secondary assessments such as explicitness, vividness, creativity, thoroughness, congruence and sensitivity are of vital importance. Searching for alternative explanations and a self-critical attitude is imperative. (Whittermore et al. 534) Every study has biases and particular threats to validity, all methods have limitations, and research involves multiple interpretations as well as a moral and ethical component inherent in judgments (Marshall, 1990; Smith, 1990). Validity cannot be assumed, and presentation of research findings must invite the opportunity for critical reflection by readers.
6. Analysis

The analysis will begin with three posts from the official Facebook page, Livgardet, and will be afterwards followed by an analysis of the unofficial Facebook page, 12:e motoriserade skyttebataljonen. The choice of posts was thought and decided upon through different factors. The choice has been based first of all on the time period and the importance of the events. The other criterions that were followed was the number of likes and comments, namely the reach and audience activity.

During the analysis, I will use three different terms. First, the analysis will start off with analysing the description, to define the discourse and message which is being conveyed. Thereafter, a brief analysis of the photo will be done, to see what discourse and message is hidden there, and by the end the post as a whole will be looked at, to see whether the discourses and messages that are conveyed through the visual and linguistic are misaligned or play out well together in accordance to strategic communication assumptions.
Free translation of the text: *On the way to the new "home", the barracks. Our recruits are divided into a basic training (GU) companies, which are trained towards the Life Battalion and the 12th Motorized Shooting Battalion, and GU Squadron with training towards the 11th Military Police Battalion and 13th Security Battalion.*

In the case of this post, the first interpretation after seeing it, I notice, that the Army is described as a potential new home for the recruits. Nevertheless, one can understand home as a social unit formed by a family living together.⁴ They compare joining military, with joining a family and giving the feeling of safety, which is necessary to create a home. The additional line about dividing the recruits, gives an even stronger feeling of connotation regarding a family unit that is being created. The world is represented as safe surroundings in which one can feel free to express themselves and work towards their success.

The person who in the case is responsible for the well-being of the recruits, can be considered as another metaphor here. One can understand that the person as the head of the “family”. For example, that could be an officer or a captain, a person who is in charge of the given battalion and group. The belief and ideology in this case is represented by calling towards the

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⁴ https://www.merriam-webster.com/dictionary/home
emotional part, which is closest to the heart of the recruits, meaning the metaphor of home. They are leaving their roots to come to a new place, which means to be connoted with something they will be missing in the time being. They encode the message to make the audience feel, like the soldier will not have worse conditions than they used to have back with their families, at their “original” homes.

The message is rather soothing, especially if one is a parent or close to someone who is a recruit. The relationship the Armed Forces aims to create with the reader is to ensure, that they are going to take good care of them and that there is nothing to worry about. They provide a descriptive message of what is going on the first day, when the recruits arrive. The discourse is rather informal, though due to the information involved also partially formal. The information, which is foregrounded in this case, is showing what is ongoing in the first day after the recruits have joined the military. They show in which battalions they are divided and that they have been placed in safe surroundings of the barracks. However, the backgrounded information can be interpreted as mentioned that the recruits are going to create a new home at the regiment, with a temporarily new family, which will be taking care of them and providing them with safety and help when it is necessary.

We can see that the idea of new a home is clearly structured in the picture as it is anchored in the description. Three young people, loaded with their “luggage”, moving in somewhere. Probably to the barracks, which will become their temporary home during the time of the training. The symbol of change is present in the picture, young people starting a new path in life with new friends, who will become as close as their families. The picture is the centre of the attention of the post. The photo has quite lively, summer colours and a very warm and welcoming feeling to it. It gives out the feeling of a change, that is rather positive. It does not give out negative emotions. The focus is set on the young man, carrying his new gear and other necessities with two new companions in the background behind him. The photo puts in focus the number of new things that they are carrying, which gives an even stronger feeling of starting a new life or setting on a new path.

The picture corresponds with the message, that Livgardet is conveying. The message of family and serenity is rather strong in this post, considering both the linguistic and visual. This post as a whole follows the strategic communication guidelines.
Currently, parts of Livgardet's military policy in Gotland are among other duties as well managing security under Aurora 17. Yesterday, the Luftvärnsregementet and staff of the battle group Gotland practiced against US attack helicopters. The military police were of course in place! Photo: Petter Persson / Armed Forces.

The post has been published under the exercise Aurora 17. One can notice that the world represented in this post, shows the importance of the military police, who are carrying out an important and responsible task of taking care of safety of the participants of the Aurora 17. The person who is responsible for action at an important event such as this, is the part of military police from Livgardet, whom is present in Gotland to secure Aurora 17. They were taking care and securing the safety of the participants from another regiment, who were practicing attacks. Not only were they looking after the Swedish military participants, but also the ones from the US, which put additional weight on their shoulders.

The information that is encoded in the text, is the importance of the military police participation during the Aurora 17. They do not explicitly underline the importance of their figure, however one can understand from the text and the image, that they are in a certain way centralized in the happening of the exercise. It can be noticed that the relationship is rather informal, but at the same time informative. One can have an idea about what is possibly
ongoing during the exercise and how important the role of the military police is. The verbs used in the short description emphasize the precision and professionalism of the entities co-operating together. It can be concluded that what is happening out there in Gotland is a successful and fulfilling training for all parties involved. (Smolicz, P. Method Project, 2017:5)

The information foregrounded in the post, shows the involvement of different parts of the military cooperating together in order to train for possible attacks from the enemy. Along with the information that is emphasized is the fact that part of the police forces from Livgardet are present, which can give an idea of a backgrounded message, which is that the regiment is proud of the soldiers who are participating in the exercise and are doing a good job.

However, looking at the photo attached to the post, the concept of pride vanishes, because the military police personnel is not the centre of attention in the composition. The body is blurred and the focus is set more on the helicopter landing rather than on the person itself. The helicopter is bigger and more centred in the photo. We can see the posture of the person, which shows full readiness and professionalism, but is given less disposition/credit. The colour of the photo is saturated and rather dark, as it is the weather. It is noticeable, that the photos are not remade to ensure or push certain details on the audience. However, as it has been noticed the photo is more focused on the helicopter.

Taken together, the post gives a feeling of sending mixed discourses. Pride and support for the part of Livgardet, but at the same time, the other discourse shows the power of the other regiment who is landing the helicopter. We can see that while linguistically, it is emphasized that military police are the ones playing the main role in that particular exercise, visually we see that their actions or their appearance is rather supressed. (Smolicz, P. 2017:6).
Free translation of the text states: *With just a couple of hours of uninterrupted sleep per night and a meal per day, the recruits at Livgardet were challenged to test their limits. The exercise lasted six days and is part of the basic education called "Never Give Up". The day before yesterday, the recruits were given the task of jumping from a roughly seven-meter-high cliff to the October cold water and then swimming to land. The aim was, among other things, that recruits should increase their self-awareness and self-esteem, and to learn to perform despite difficult circumstances, such as long-term field and physical fatigue. "It has been very good, I am very proud. Not a single recruit broke, "said Captain Petri Nylander, Squadron Chief. Photo: Petter Persson / Armed Forces.*

In this particular example, it was for the best to choose the whole post and present it in the following manner, due to the fact, that each separate photo does not own a description. The post depicts one of the most important exercises for the recruits who joined the military.

The social world is depicted as tremendous, scary and with challenges that one might not be able to overcome without proper preparation. It shows a world, where one can easily be
broken and give up. The conditions described, such as no food or lack of sleep, can be perhaps relatable to the audience and make them feel empathetic with the recruits who have went through it. One can imagine the social world of the exercise as something that is hard and miserable, but at the same time, one receives an answer to why this exercise is conducted. It is to shape the recruits’ self-awareness and strengthen them individually as people. The recruits are responsible for their actions and their will to fight on. The obstacles that have been laid in front of them by the officers are another level of analysing the responsibility.

Nevertheless, the encoded ideology is the idea of how strong the recruits are to fight on and not give up under these conditions and fulfil their tasks. It is explicitly mentioned by the end of the post as well. Additionally, the encoded belief is to create a feeling, that the new generation who has been taken into the army is reliable and strong, which can give hope for better and stronger Armed Forces in the future. The relationship with the audience is rather difficult to estimate, the post is rather informative and gives the audience an idea of how these exercises can look like and what they demand from the individuals. The discourse is formal.

We have a person who is a spokesman, speaking on the behalf of others. One can feel that it is a certain report on what has been going on. The information backgrounded in the text, shows the audience the pride in the recruits themselves and pushes the feeling of hope and strength in the Armed Forces. From the backgrounded information, we can understand the commitment to the tasks they are doing and the commitment to become better and move on beyond any borders to achieve the goals set for them. The foregrounded information is, as mentioned above descriptive. We can get an idea of how dreadful and hard the conditions were. How cold, rain and other natural obstacles were awaiting the recruits, who most likely faced their own fears.

In this case, it is very hard to judge the photos, since there are several of them. However, looking at the thumbnails, the atmosphere seems rather dark and unpleasant due to the colours. The central value in these photos is the strength of the recruits and how hard they were fighting to survive the exercise.

There are 24 photos attached to the post. To sum up, the linguistic and visual conveys the same discourse of hardship and challenge the recruits were going through.
In free translation, the text states: \textit{The trail needs to be densified! Are you in good physical shape, a team player who never gives up and likes bad weather? Good! Progress immediately to the nearest recruitment office, put your fist on the table as if you owned the place and demand to become a part of undergraduate education at 12. Battalion on Livgardet. You stand for the will and initiative, we provide machine guns, robots and armoured cars. Follow the link in the profile and become an infantry today! PRESS START!}

Through this post, we can see what values both the army and infantry stand for. In the first line, they are looking for people, who are open social and who are “fighters”. Basically, people with a strong will who are not easily broken by certain conditions. They represent the social world of the army as a place in which you can take control and do “cool stuff”, as for example shoot machine guns, use a robot or drive an armoured vehicle. The infantry is shown as a place where the action takes place and where the environment is challenging. It is a place, where you can challenge yourself and be in control of your actions. The post explicitly points out that you, as a potential recruit, are the one who is responsible for your actions during important events, such as trainings for example. They do not give a clear message about who
is the one in control of important events. Although, they give you a feeling that it is you and your team mates.

Nevertheless, the language speaks directly. It is explicit and without an encoded message about the beliefs and ideologies. They do not put it in the post, but joining the army is directly tied with certain values and ideologies. However, it is not mentioned in the text nor depicted. The reader of the text feels like he or she is spoken to directly. They feel like they can be a part of creating a new path for future generations and that they are in control of their own decisions and life. Despite the challenges and hardship, one can learn a lot and feel like the experience will contribute highly to their future life choices, as well as potentially having some sort of “fun” while contributing to the society and growth of the Swedish Armed Forces.

As it has been mentioned above, the information is foregrounded with an explicit, decoded message, which can be interpreted as: join the 12th Battalion in Livgardet! You will be challenged and go through a life changing journey.

However, the picture itself, is rather interesting and much different from the usual posts. Here we cannot establish the position of the soldiers, since they are not depicted in non-context. The picture can be interpreted in many different ways, starting with how it is depicting the conveyed discourse by the Swedish Armed Forces.

First of all, the picture treats the 12th Battalion at Livgardet as a game. However, a game that cannot be played alone, but with team mates, who are according to both the description and picture essential to succeeding on your path in the military. They assume, that one cannot survive or manage on their own, without one of the core beliefs of military, which is brotherhood, that no one gets left behind and alone. The picture tells us, that even though many times in our life we can feel alone, in the army, we will be surrounded by people who will help us through tough times and difficulties one can possibly be facing during their military training. They convey a message, that not one person, but several people have our back when we are doing the training.

Nevertheless, depending on how we approach the photo, which depends a lot on our personal stands as well, one can notice, that this picture shows us this is a game. A game that one can play, which might be rewarding or not. A game, where we as players get several chances to die and to retry our fails. It is a rather controversial or unpredictable picture to analyse. For once, we are given several chances to make mistakes upon which we are not being judged. On
the other hand, the military is promoting military service as a playground or as a game that is fun to play.

One major detail which can be noticed is that St. Erik, who is the patron of Stockholm, does not have his eyes set forward, but is looking to the side. Here comes the question of an interpretation without cultural context. Playing with symbols, can be considered as profanation, which is degradation of something worthy of respect.5 Especially while putting a symbol in the context of a game, which aims to be perceived as a fun experience, taking it from the description. However, looking away from that potential meaning, St. Erik looks like he is on a look out. According to some sources, he has been violently murdered by unspecified enemies.6 He looks alert and/or anxious. It can be seen as if he is watching whether the enemy is close. He is portrayed in the legend as the ideal of a just ruler, who supported those who were oppressed by the mighty, and expelled the rude and unfair from his kingdom7. This might be one of the reasons why he might seem anxious. He is scared that the enemy might invade his land and murder the innocent.

Taken together, with the text, the picture complements the post, strengthens the message and gives another dimension and approach to strategic communication. The message speaks more clearly through the picture, than the post itself. However, in combination with the text the message encourages the feeling of being encouraged, and appeals directly to certain collective emotions. On the other hand, playing with a symbol’s details, might be a risky step, which can possibly go unnoticed or might result in dividing the audience.

5 https://www.vocabulary.com/dictionary/profanation

6 Bolin, S. Hildebrand, B. Erik den helige, Svenskt biografiskt lexikon, retrieved from: https://sok.riksarkivet.se/Sbl/Presentation.aspx?id=15396

In the free translation, the texts states: “And how the fuck are we going to cover this!!”

Sometimes it does not go as you wish and you are outsmarted by a wild ditch. Luckily, there were a bunch of superheroes with Reppatgb360 just a call away on KompL. DSG – Because even the infantry needs heroes

This picture comes from a big exercise which happened in Sweden, namely Aurora 17. The first word that is very noticeable, is the swear word, which will be addressed later in the analysis.

However, the social world represented through the description shows, that the army is not a perfect place and that no one is a hero, but they need help from others; that things might happen rather unpredictably and without one’s control. We cannot judge based on the picture who has made a mistake. However, this type of language use and description, can give the audience the feeling that the army is resourceless and can be “outsmarted” by natural surroundings, in which they are finding themselves every day.

However, it also shows that soldiers are people as well, who make mistakes and who try to fix them. Additionally, it shows the cooperation is strong and that if one is in trouble, someone else comes with help. There is no one responsible person during important events, the
discourses that are conveyed through the text call for collective responsibility. The ideology and belief in cooperation is explained through using the metaphor of the hero. As such, heroes can recognize danger and act responsibly saving one’s life and protecting them from further injuries or accidents. It can be noticed early on, that the relationship between the audience is open and rather “casual”. Use of swear words is considered socially as an offensive language\(^8\), which can be taken as rude or offensive by the audience, or seen as a debasement of someone or something. However, it might show after emotions, which in this post should be taken into consideration, since one of the major equipment broke down and the soldiers were unable to help it.

The discourse is very informal and possibly offensive. Nevertheless, looking at the reactions to the posts, the audience has received it positively and as an act of being “a human” and admitting to mistakes made. The message that is both backgrounded and foregrounded in this post is the fact, that everyone needs help at some point and it is important to have people around you that are there to help you in the time of need. This is one of the major discourses that the Armed Forces convey, the fact that despite working on your own, there is always someone there that will give a helping hand and rescue you from trouble. Cooperation is the key to success and when you work within the structure, you are never alone, there is always someone to support you, despite the worst.

However, the picture itself does not represent the discourse which is being described in the posts. In the picture, we see a vehicle that is tilted on the side, rather explicitly broken with a soldier on top of it, who looks like he is calling for help and does not know how to handle this situation alone. In their linguistic discourse, they put big emphasis on being together and cooperating with each other, whereas the picture shows only one person who is struggling to solve the situation and the other person possibly taking the picture. There are no other vehicles or people surrounding to help. This gives a mixed message, since the picture shows that you are alone, trying to save the situation, whilst the description gives you the idea, that there will be help immediately and people surrounding you. Nevertheless, one can assume that the help is on the way and the picture was taken moments before it has arrived.

To sum up, the post as a whole sends two opposing discourses. The post possibly, might not be understandable for the audience straight away and the message sent is misaligned. This is

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\(^8\) [https://www.merriam-webster.com/dictionary/profanity](https://www.merriam-webster.com/dictionary/profanity)
breaking the assumption of strategic communication and can create minor scratch on the reputation of the Armed Forces.

Post-date: 13/10/2017

In the free translation, the texts states: *Suggestions for things you can do if you have not eaten or slept properly in a couple of days: Push a fully functional terrain car ... because it’s so fun ... so boundlessly cool, we promise. Earlier this week, Exercise “Never Give Up” for first recruits has ended, thus they have completed the initial part of their undergraduate education. Good work*

The social world in this picture shows that certain parts of the military, can be very exhausting and hard work, with tasks that might sometimes be unnecessary, such as pushing a fully functioning car up a hill. It shows that one ought to listen to the commands given by the higher in rank, even though one might not agree with them or do not see sense in them.

It shows a world that is structured and which can be considered as a total institution, which according to Goffman is a place of residence and work where a large number of like-situated individuals, cut off from the wider society for an appreciable period of time, together lead an enclosed, formally administered routine of life (Goffman in Cafario, G. 2006: 19), and is a
place where people are forced to become different. The process first begins with the destruction of previous identity and creating an environment in which one recruit feels equal to another, and is being controlled with higher ranking employees, for example officers or captains. (Goffman in Cafario, G. 2006: 19-20) Persons responsible for happenings in circumstance of the training of recruits, are the officers who are employed by the Armed Forces.

In this case, one cannot see any beliefs encoded in the language neither implicitly, nor explicitly. The ideology, which can possibly be read implicitly, is within the context of Goffman’s definition of a total institution. That one’s identity and critical thinking are being taken away, and one must fulfil the commands in order to move on through the training. The relationship with the audience is created through irony, conveying a meaning that is the opposite of its literal meaning. They themselves, after days of training, especially knowing that the car is functioning, do not consider it to be fun or an entertaining thing to do. The discourse is represented in an informal way, giving an audience an idea of how hard the exercise was for the recruits. Nevertheless, the information that is backgrounded is the fact, that the recruits finished the first and one of the most important tests in the basic training, one that involved little sleep, little food, but a lot of commitment and willpower. However, the is no foregrounded information, since the description is an irony.

The picture corresponds with the description of the post. However, it shows other messages, than the one that are conveyed through the post. In this case, we see the main discourse that was represented through the linguistic in previous analysed posts. The discourse of brotherhood and cooperation. Here it is shown clearly that comradery is strong in the army and that some tasks require strong commitment from a team.

Taken together, the post is bringing some challenge to the audience, since the sent message is not directly communicated, but ironic. There are discourses depicted, but not described. Here again, we receive a mixed message and the linguistics does not correspond to the visual.

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9 http://www.dictionary.com/browse/irony
6.3 Results of netnography over the use of official and unofficial Facebook page

The results of the 3 months’ observations are surprising and rather confusing. The aim was to observe the audience and how they are approaching both of these Facebook pages and whether there are any differences in behaviour on the pages. However, the observations have given much more than the audience study. It has provided insights into what the Facebook pages are and who is taking care of them. Table 1.1 represents some general profile observations, that have been made.

It was challenging to be fully subjective while acknowledging categories for the tables, especially in Table 1.2. Adjective such as semi has been used during the observations where there could be a noticeable lack of certain aspects of the military among the audience. When for example someone in the audience asked a question because they did not understand the content fully.

Throughout the research, the concept of audience has been used. This can be discussable whether it is an appropriate concept to use, since I could have used either public or user, since it concerns a social media platform. The concept has been chosen with regard to Stuart Hall’s encoding/decoding model, which applies that audiences are active consumers, rather than passive. In my opinion, the audience can have an influence on shaping the strategic communication through commenting their needs and preferences on the content.
Table 1.1 General profile observations

<table>
<thead>
<tr>
<th>12:e motoriserade skyttebataljonen</th>
<th>Livgardet</th>
</tr>
</thead>
<tbody>
<tr>
<td>rather consistent posting</td>
<td>quite inconsistent posting</td>
</tr>
<tr>
<td>descriptive</td>
<td>in many places lack of descriptions</td>
</tr>
<tr>
<td>informal, playful language</td>
<td>official language, however in some posts the language can be considered as informal</td>
</tr>
<tr>
<td>photos are not professionally taken, mainly taken by the administrators</td>
<td>photos are professionally taken</td>
</tr>
<tr>
<td>posts are aimed to entertain</td>
<td>posts are aimed to inform</td>
</tr>
<tr>
<td>posts are the battalions own creation</td>
<td>many re-posts, very little own produced content</td>
</tr>
<tr>
<td>administrators are quite responsive</td>
<td>administrators vaguely responsive</td>
</tr>
</tbody>
</table>

As it can be noticed from table 1.1, both Facebook pages have rather an inconsistent manner of posting and they serve different purposes. These are one of the first rules that have been broken in accordance to strategic communication assumptions. The message they are sending through the profiles differs quite a lot, and at the same time the approach to and of the audience is much different, upon which I will relate further on.

To describe more closely each of the Facebook pages, Livgardet has a rather wide range of different content that they post. It is anything from events, re-posting other battalions’ posts, to in the end post something on their own. It can be rather confusing for the audience what is the message they try to convey, since the posts do not really have any red thread, neither do they serve one concrete purpose as it ought to be within the frames of strategic communication guidance. They try to be informative, show interesting aspects of the regiment, post job opportunities for the civilians, as well as for people who are involved in the army. Nevertheless, at the same time, they try to market different functions of the battalions and recruit new soldiers. It cannot be judged whether it is working out well for them, but looking at the engagement of the audience, I would say it is working out on a medium level.
There was a considerable booster, drawing quite a lot attention to both of the Facebook pages, which was the Aurora 17 exercise in September and October; but afterwards, mainly on Livgardet official Facebook page, the attention given to them has dropped down quite considerably. Although, that was not the case for 12:e motoriserade skyttebataljonen. Aurora 17 exercise gave them quite a big boost, which is still having a positive impact on the engagement of the audience.

Moving towards the unofficial Facebook page, the general observation is, that they are much more consistent in the message they try to convey to the audience. The purpose of the Facebook page is relatively easy to follow and there is a traceable red thread. Their purpose taking it from the observations, is to represent the life of the soldiers who have joined the battalion and how challenges can be overcome with the help of their fellow soldiers. They do put quite some pressure on representing the soldiers mostly in pairs or in groups to show the comradery. The only thing, which has been a bit out of place is the manner of posting, but in their defence, it can be understood why. The Facebook page is driven by the people working in the army and not always do they have the time to update the Facebook profile on even bases. When looking into the number of likes, reactions and comments, it is rather evenly spread and they have quite consistent engagement from the audience.

Additionally, one more thing which is worth commenting on is the language that is used by the administrators of the Facebook pages. The unofficial Facebook page uses a playful and funny language and tittle their posts with jokes. On the contrary, the official Facebook page either uses an official language or gives no indications what the post is about for the audience. Lack of descriptions on the official Facebook page can create a double meaning to the posts, which can lead to miscommunication of the assumed discourses by the administrators.

Moving on to studying the observations of the audience and the comment section, table 1.2 provides a general overview of what kind of audience engages in the discussions under the posts.
Table 1.2 General audience observations

<table>
<thead>
<tr>
<th>12:e motoriserade skyttebataljonen</th>
<th>Livgardet</th>
</tr>
</thead>
<tbody>
<tr>
<td>small</td>
<td>large</td>
</tr>
<tr>
<td>active</td>
<td>rather passive</td>
</tr>
<tr>
<td>male oriented</td>
<td>mixed</td>
</tr>
<tr>
<td>attentive to details</td>
<td>not attentive</td>
</tr>
<tr>
<td>experienced</td>
<td>semi-experienced</td>
</tr>
<tr>
<td>appreciative</td>
<td>appreciative</td>
</tr>
<tr>
<td>polite</td>
<td>semi-polite</td>
</tr>
<tr>
<td>critical</td>
<td>non-critical</td>
</tr>
</tbody>
</table>

Taking into consideration first the official Facebook page, it can be noticed that the audience is quite mixed. It is young people who are looking for new opportunities in life, but at the same time there are people who have been serving at the regiment and remember the times and “how it used to be”.

However, when it comes to the unofficial Facebook page, the audience mainly consists of people who have gone through the military training, people who have their friends in the army or people who have quite high knowledge regarding the military. The audience can be considered as a closed circle and most of the time during the observations, I could not understand the jokes or the references they have been bringing up, since I am neither highly interested in the military, nor have I ever done the basic training.

However, the audience of both Facebook pages is not that engaged in conversation with each other. The comments are right one-way and do not engage a debate or a discussion. Out of all the posts, which have been observed, two of them have caused a discussion or a debate on the official Facebook page. On the other hand, on the unofficial Facebook page, there is more discussion between the commentators and even the administrators. The posts in general on the
unofficial Facebook page are a bit more lively and people are quite responsive, both by tagging their friends or bringing up their memories. This can be noticed on several different posts, for example from 4/8/2017, 18/8/2017 and 28/9/2017. (see appendix B) However, on both of the Facebook pages, there can be find commentators, who do not agree with the Swedish Armed Forces, people who have friends or family serving their military service and tagging them.

Most of the time when it comes to critics on the unofficial Facebook page, the administrators respond in a calm and informative way. One example can be shown of the post published on 31/7/2017 by the unofficial Facebook page (see appendix B). The administrators try to explain why a certain type of position while shooting is more appropriate than another. Although, when the topic is more serious and people start turning from respective and substantive discussion, administrators of both pages tend to ignore it. This can be seen on the official Facebook page as well under a post from 27/9/2017 (see appendix A). The administrators have amicably explained their stand point, but ignored the rest of the upcoming comments. This can be seen as a type of coping mechanism to avoid getting into a conflict with someone.

Nevertheless, a surprising observation has been made; while someone on the unofficial Facebook page makes a cynical or sarcastic comment, the administrators respond in the same manner. This can be seen for example in the post from 4/8/2017 (see appendix B). However, this is a questionable issue whether they should be responding in such a way. In my opinion, which is gathered from the observations, this type of language goes along very well with the audience, they are not offended by it and like to respond in a playful way as well. Keeping in mind, that it is an unofficial Facebook page, it is acceptable to do so.

However, one interesting observation has been made, that whenever someone says something very bad about the army, it is the audience that defends them, the administrators do not join into the discussion at all. This shows, that people respect their Armed Forces and do not allow anyone to saying anything bad. The audience on Livgardet express themselves quite aggressively and not in a very appropriate manner. Taking an example from the post on 27/9/2017 (see appendix A), they say things like “a pig in a make-up will always be a pig” and so on. However, the administrators gave a statement and just left it, without engaging further in the discussion with the audience.
Most of the time, the audience tags along with the jokes, makes their own or shares their memories. One thing that is quite noticeable is how the administrators approach their audience. It is quite mixed, but that can be a result of a number people maintaining the page. Some comments that are possibly meant as a joke, are being taken quite seriously. On the other hand, whenever someone is criticising their actions, they come into a reasonable dialogue.

Additionally, the audience praises the administrators in a few posts for their sense of humour and approach towards the tough military life. The audience seems to enjoy how the page is structured and how they are approaching certain obstacles that come along. Some people are more active than other, but it seems like the Facebook page most of the has fast followers who are quite active on most of the posts. The audience of 12:e motoriserade skyttebataljonen can be characterized as open, with a sense of humour, and experienced. In some posts, people are asking questions about recruitment and how one can join, and the administrators respond with useful tips. It makes sense that the page is used for recruitment purposes as well, however it is not the main point of it.

The table below sums up the general characteristics of the audience of both of the Facebook profiles.

Nevertheless, one important discovery has been made during the netnography study. Once 12:e motoriserade skyttebataljonen uses the hashtag “#livgardet”, the official Facebook page is at once tagged in the photo and therefore is accessible to a broader audience than assumed. Although, to this I will come back in the next section where I shall discuss the findings in relation to the theory.
7. Discussion and conclusion

7.1 Discussion of the results with theory

The conducted research was aiming to understand how strategic communication is conveyed through the official and unofficial Facebook pages of the Swedish Armed Forces, how does the audience perceive the Swedish Armed Forces and whether the unofficial Facebook can have an influence over the reputation of Swedish Armed Forces. As a reminder, strategic communication is a coordinated discourse message both linguistic-and visual-wise, which is targeted towards a specific audience. It should be preserving a certain culture and interests of the institution. It is a coordinated collective action by the institution, not by the individual, to send a persuasive, influential and informative message. The conducted analysis of chosen Facebook posts has given mixed results.

The results of the analysis of the official Facebook page have been positive, which has shown that they do follow strategic communication guidelines. Their posts are of informative nature with strong based discourses, which are appealing both in linguistic and visual way. The message they send, is of strong nature and evokes many different reactions among the audience, both negative and positive, as in the example of the post from 12/19/2017. Since Livgardet is a regiment, they fulfil another assumption of strategic communication, which is to preserve certain interests of the institution. Despite not creating their own content, they are re-posting major happenings from other battalions, which are a part of the regiment. This gives out a strong message of showing different aspects of the regiment and that one can find a diversity of opportunities.

According to the netnography results, the audience which is targeted of mixed nature. It is both people who have been serving their duty at the regiment, but also people who are supporters of the Armed Forces. The audience is rather semi-experienced, but can learn quite a lot from other members of the audience or from the posts themselves, since they contain well-structured information. One interesting, observation has been noticed. It is the fact, that people praise the Armed Forces to big extent on the official Facebook page and do not allow for others to say anything that is inappropriate or hurtful towards them. Nevertheless, the
speech some of the commentators’ use is hateful. Interestingly enough, the audience does not ask many questions regarding recruitment nor life at the regiment.

Following further, the second observation was regarding the reputation of the Swedish Armed Forces on social media. To repeat, the definition, reputation in the context of the Swedish Armed Forces as an institution, is as follows: image created based on public appearance and creation of trustworthy connection to the audience through social media appearance.

Looking into the number of page likes, followers\textsuperscript{10} and stars, they have received, the reputation is on a high level. There are few comments, from certain people who are dissatisfied. Otherwise, the reputation is set on quite high level. However, there is an issue, which can have a minor influence on it. The unofficial Facebook page, uses the Livgardet hashtag and they appear tagged in the photos. The unofficial Facebook page has a broader reach than expected. It is arguable, whether the unofficial Facebook page can have any influence upon the general reputation of the Swedish Armed Forces, but to some extent it can have influence over the reputation of the regiment as an institution.

This has to do with how the unofficial Facebook page is working with the strategic communication assumption. Two out of three posts which have been analysed, do not hold the basic keys of strategic communication. The visual message does not align with the description to the post. The description usually conveys one or two messages, which are very clearly stated, whereas the photo is showing a completely different message, and vice versa. This is just a small sample, which has been taken into testing, and does not give a definite answer, although it gives an idea that the unofficial Facebook page is not holding to guidelines of strategic communication, which can be a factor in determining the reputation as well. Confusion the posts can cause with the inconsistent discourse representation, can lead to misunderstandings. Nevertheless, it ought to be remembered, that the results of netnography have shown that the unofficial Facebook page is being mainly devoted to an audience that have served their duty and who are currently there.

However, looking into it from a different angle, the unofficial Facebook page is informative in a very different way, despite the lack of holding to the tight frames of strategic communication.

\textsuperscript{10} 12,951 likes and 12,760 followers (data received 3.05.2017)
communication. They show divergent activities in the army and they try to represent it in a cunning and exciting manner. The administrators try to approach the audience on a “ground” level and present military life not only as hard work, but also something that is very rewarding in divergent ways.

Additionally, the language used in one of the post is ironic. Depending on the audience, not everyone is capable of understanding irony and reacting to it as the producers of the content expect. Speaking of the audience, it is mainly people who have been a part of the battalion years back and people who are doing their duty currently. The audience is mainly male oriented with a good knowledge and attention to the details. They are active, surprisingly more active than the audience on the official Facebook page. Interestingly enough, there are young people as well, who are participating and who are asking questions regarding the duties and life in that particular battalion. This is one of the results, which have not been considered at all. Opposite to the official Facebook page, there are coming questions from younger audience, regarding joining the Armed Forces or that particular battalion. The administrators are as well quite active themselves, being helpful and informative at the same time.

To sum up all the findings and discussion of the theory, the official Facebook page, is following the assumption of strategic communication. Their posts are aligned when it comes to the discourses in both visual and written. Taking it from the observations, they have a good reputation and the audience respects them and their work.

The unofficial Facebook page on the other hand, does not follow the guidelines of strategic communication, neither visual nor linguistic. Per post, there are two different discourses conveyed. However, they are working in a different way, which gives quite good results after looking into the netnography studies. Regarding reputation, they might be influencing it with the hashtag, since then their posts are accessible to a bigger audience, though this is just a hypothesis.
7.2 Conclusion

The conclusion is going to contain answer to the stated research questions, which were presented in the beginning of the thesis. It will represent key findings of the study.

RQ1: What messages do the Swedish Armed Forces construct through the posts?

The study has shown, that the Swedish Armed Forces construct three major messages they try to convey to their audience. First of them is brotherhood. Each of the post refers to being together as a group. Despite, that in the photo there is one person standing, yet in description, there is always a reference to a group. It is strongly conveyed, even while conducting netnography, and it was noticed that among many people who have done the military service, there still is a feeling of brotherhood judging by the way they are talking to each other or other members of the audience.

The second major message, which is being convey, is cooperation. The administrators of the Facebook pages aim to show, that no one is standing alone and when trouble occurs, the other members of the battalion or pluton are always there to help. One ought to be feeling like they have support as in a family, since they need to be able to rely on each other in any type of situation.

The third message represented message is the hardship. The posts show, that there are many challenges one comes across during the training. However, they show it in such a manner, that all the obstacles to which the recruits are exposed are manageable, if one is working together as a group.
RQ2: How differently does the audience use the official and unofficial Facebook page?

The audience is using the unofficial Facebook page to come back to the memories of the time they have done in the military. After conducted netnography, it can be observed that most of the audience is former military trainees, or people who are working or worked there. The page serves a purpose to talk to each other, or when they are tagging their friends to come back with memories of the times they had there. Additionally, some of the audience is curious and asks some questions, so they are using the page as a source of some sort of knowledge.

On the other hand, the official Facebook page is used by the audience as a place to show their appreciation and pride in the Armed Forces. Some of them are people with knowledge about the military, who have served at Livgardet, but they are, comparing to the unofficial Facebook page, in minority. It serves as well the purpose of acquiring knowledge about happening or events in the military.

RQ3: How is strategic communication conducted on the official and unofficial Facebook page?

After conducting multimodal analysis with shift towards the systematic functional linguistic, the official Facebook page is strongly following the guidelines for strategic communication with formal discourses. Their posts are showing the same message, they are posting events and other types of information, such as for example different military events or job opportunities. They send a clear message and are cautious regarding the language they use.

On the other hand, in two out of three posts, the unofficial Facebook page does not follow the strategic communication guidelines. They describe one discourse and the photo attached to the post is depicting a different one. Additionally, the language they are using is much different than of the official Facebook page. It is more open and more ironic, which can possibly have negative impact on the perception of the message among the audience.

However, one important notice has been made. The unofficial Facebook page is informative in a very different way, despite the lack of holding to the tight frames of strategic communication. They show divergent activities in the army, and they try to represent it in a cunning and exciting manner.
The unofficial Facebook page is coherent in a different way. They might not be following the strategic communication guidelines strictly, but they are coherent in their actions and posts, whereas the official Facebook page, which is strictly following the strategic communication guidelines, does not appear as coherent with their actions and posts.

However, another conclusion can be drawn from the observations. The unofficial Facebook page might not at all be attempting to follow strategic communication guidelines, but attempts to create a type of community communication for people who have been involved in the battalion.

8. Proposal for further research

As this study has only focused on one official and one unofficial Facebook page, more thorough research and mapping of different Swedish Armed Forces Facebook profiles would be highly recommended, to observe whether the discourses are repetitive, or if each of the Facebook pages represent their own autonomy. Additionally, it would be in favour of defining reputation to conduct a broader audience research, with higher involvement and maybe possible interviews, if not to conduct a general survey, which would indicate the audiences approach towards the Swedish Armed Forces as an institution.

However, maybe the most important would be to conduct interviews with people who are responsible for posting the content on unofficial and official Facebook pages and research their objectives with the posts, which could lead to defining what type of strategic communication do the Swedish Armed Forces have. Analysing the posts more in depth and perhaps focusing more on the visual message, for example connotation and denotation, would give an insight of what discourses and values are mainly represented in the Swedish Armed Forces. One could possibly map out key objectives the Swedish Armed Forces have versus what is actually being represented on social media.

One could investigate Instagram as well, to have a broader understanding of the military discourses representation on different social media platforms, and how does the marketing work. To make the research more in depth, one could possibly research on how successful the social media campaigns have been and whether the social media profiles are helping with recruitment or creating more chaos. Along with that, a survey could be conducted to see how
attractive the Swedish Armed Forces are as an employer and research what factor or factors have been taken into consideration.

9. Source List


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10. Appendix A- Livgardet

14/7/2017

the observations cannot be started at the same day, since the page has not posted on the 17/7/2017. I decided to go a few days earlier, since there is a rather big time gap between two posts.

The first post from which the observation has started is an event that is being shared from Livbataljonen. It is about the crown princess Victoria turning 40. The re-post has received 226 likes and reactions and 3 comments. The post tries to engage audience by asking questions, if they are going to be there or where they will be standing. It was not successful. The audience is semi responsive and does not form discussion. Comments like “congratulations”, “good luck” or “Livgardet of course delivers”…

24/7/2017

The post comes in quite big time spawn, 10 days. It is about the new recruits coming to Livgardet. The post received 629 likes and 13 comments. However, before going into that, there are 5 photos attached to the posts that have separate amount of likes and comments. Speaking in general, the audience under the post is quite active, but it is either people in the picture or friends tagging friends, saying like: “welcome to hell” or good luck wishes. Some people share their memories and how good time they had back there. One person says, “welcome”. Clicking on the pictures separately, the 1st one representing two girls, received 31 likes and reactions, the 2nd one 19 likes and 1 comment, which is a tag of a friend, the 3rd one has 12 likes, the 4th one 12 likes and the 5th last one has 32 likes and 7 comments. The comments are mainly from the audience who has done their military training and praises the time when they were there. That it is was character building and that they have made loads of good memories there.

27/7/2017

The next post is a link with job opportunities at the Swedish Armed Forces. The post received 43 likes and 1 comment, where a friend tags another one.

2/8/2017

There is quite big inconsistency on how often the post are published. It is regarding one of the parts of Livgardet who has done the guard parades. The post again consists of few photos, but generally it has received 154 likes and reactions and 5 comments. Not much ongoing in the comment section regarding the audience reaction. Some people say it would be nice to be there, but they are busy. The 1st photo received 3 likes, the 2nd photo received 4 likes, the 3rd photo gotten 10 likes and the 4th last photo received 16 likes and reactions.

3/8/2017

It is a re-post from 12:e motoriserade skyttebataljon. Livgardet has described the post on how the recruits have tried everything from cleaning to how to handle a weapon. The post received 92 likes and 5 comments. Someone from the audience criticises on how they have framed their post, that of course the recruits have learned everything that has been named, but not tried, because it does not show the quality of the army if it is said like they are “just trying something new”. The administrators replay by saying that there is a lot new things in different areas to be taught in short time. They say that if the description above gives an impression that the recruits receive an “unserious education”, then it is wrong. However, they do not apologies for the framing. They blame the audience for the misunderstanding.
4/8/2017

The next post comes the next day. It is a promo video about the established until in Gotland. It received only 87 likes and reactions, no comments.

The same day, comes another post, unfortunately I cannot see the timing in between the posts. It is about how the recruits in the company got to see the vehicles and what does it mean to be a part of 12:e motoriserade skyttebataljon. The post again has a few photos attached to it. The general post received 185 likes and reactions and 13 comments. It is friends tagging friends and talking about which regiment is cooler or what is cooler to do. Some people asks a rhetoric questions of how would one would not want to drive one of these. Another person says that if a different model comes out, he is going to apply. It is mainly audience who has done their training or is quite interested in the military. The pictures separately do not have any comments and rather small amount of likes.

9/8/2017

The post says about the benefits of being an employee at Livgardet. It is about group training. It received 102 likes and 5 comments. Someone said: I hope youre training how to handle a gun too. The administrators respond that as an employer, they are taking care of other needs of their employees and they try to support them as much as they in different aspects, by giving them an opportunity to work out at the work place, during work time. Other people are happy about the possibility.

10/8/2017

The post comes next day and it is a repost from the Swedish Armed Forces dog unit. It gotten 35 likes and no comments.

17/8/2017

Again, the inconsistency in posting. It comes a week later and is about military police and police securing the way to and from the castle for the parade. The post received 335 likes and reactions and 7 comments, however again the post has 6 pictures attached. The audience appreciates the work that they have done. Probably it is as well a civilian, how is grateful because the guard parades and the traffic can be complicated. Another guy is just being passive aggressive, then someone shuts him down, that why does he see a problem where there is none. Other people in the audience says that it is a perfect task for military police, since it “reliefs” the civil police to big extend. None of the photos attached have comments, but most of them have some likes.

19/8/2017

It is an informative post about working as a horse rider and that in the Swedish Armed Forces there are two possibilities to do so. They are promoting their stand in Gothenburg, where one can acquire information regarding applying. The post gotten 67 likes and 3 comments. It is a friend tagging that this is a perfect job. However, the emojis shows that the person is not serious about it.

23/8/2017

Some days between the posts. This is one is showing what one of the plutons, that has been learning how to plant and mask mines. The post received 149 likes and reactions and 3 comments. Additionally, this is a repetitive behaviour, there are photos attached to the post. Looking at the general post comments, someone tries to make a joke and implies political correctness. Someone makes a joke that is known only to the people who has been in the army for a while. Another comment is just a tag. The other pictures have only some likes, no comments.
The post is showing the recruits and what type of training they have done. It was about how the group “fights” together if they are under the fire from an enemy. The post has attached more photos to it, but the general post has 261 likes and reactions and 2 comments. Someone is being sarcastic and says: I thought that the soldiers are having rainbow shoelaces for now. It regards to one of the posts that has been made by the Swedish Armed Forces official side to support the LGBT community. Another person says, why should they have it. There is no further discussion nor comments regarding it. The 2nd photo has a comment that is an emoji of a thumb up. The 3rd photo has 4 comments, they say: wow, that the duty mile is on and respect. No other comments.

This post comes few days after and represents soldiers from one and only Swedish infantry battalion. It received 140 likes and reactions and 13 comments. The post has arisen quite some controversy. The first comment is rather trying to be funny, that they look like a tasty meal for vegetarians. Someone asks if Livbataljon is a part of infantry, someone explains the difference and how it looks like in theory. Someone feels it is a bit tasteless to read that, another person says that it is a scandal, that there is only one infantry battalion. Someone else says that there are more, but they gotten mechanized. Another person explains that “we have 1 out of 13 left, but Finland still has 21.” Two of the people in the audience ask regarding another infantry battalion, 71 motorized infantry battalion by P7. The administrators explain that they are similar, but not alike.

There is another post, that came the same day. It is more of an informative happening, which is about a booth they had. There is not much reaction from the audience, 23 likes and no comments.

The post pattern is getting from my own perspective rather chaotic. It is an event they have shared from another regiment about marine’s day. Rather short notice to inform about a happening, it is 4 days before the event. It gotten 85 likes and reactions and 4 comments. One friend is asking if another wants to join and he is in. Although, this might have not happened, since people can say that they are going to an event, but never show up.

It is an informative post about jobs in the Swedish Armed Forces. The post names few and that they are specifically at Livgardet. There are no comments, only 25 likes.

The next post is a re-posted event from Livbataljonen. There is no description nor comments, only 74 likes.

It is another re-post from Livbataljonen without a description. It received 82 likes and 1 comment. The comment is support from a sergeant who used to be a part of the military.

The post comes the same day. It is again a re-post, but from the military police battalion. It is a series of pictures about them escorting heavy cars to Gothenburg. The post received 351 likes and reactions and 9 comments. One person in the audience asks if the military police can use blue lights. Someone
else asks if they have done it. There is an ongoing discussion about their rights. Then someone, who has written it quite officially (assumption can be made, someone from the battalion) set the dispute and explained how it works.

17/9/2017

The post is one of the first in a while, which has been posted by Livgardet themselves. The post is about the Aurora17 and how is joining in the military exercise. They link as well to an article for people to read how it feels to be called in for duty. The post again has some photos attached to it. The general post has 264 likes and reactions and 5 comments. There is a comment with emojis, showing a green tick box, a Swedish flag and a strong arm. It can be “translated” into showing pride in the strength of the Swedish Armed Forces. Someone said that this is good, that it should be looking like this under a war situation. Another person in the audience says that they are proud of their country. The person says that they were /would be placed through their job and that they would do their duty as much as they could.

19/9/2017

The post is about new recruits joining Livgardet. It is a link to an article which is on the Swedish Armed Forces webpage. By the description, it is about the recruitment team that is available for them in case they have struggles or problems. The post received 163 likes and reactions and 3 comments. Someone says that it is a great idea to have someone to talk to, since joining the army feels like landing on another planet. That it would feel good to have someone to turn to, since the officers were usually unmistaken gods that one could not complain to. Another person complains about name of the exercise. However, there is one point as well that information about the exercise came only in Swedish and not in English at all. There is no response from the administrators at all.

20/9/2017

The post comes the next day. The inconsistency in posting is very weird and the materials posted are not in any fashioned manner. The post is about military police securing landing of the American helicopter in Gotland during Aurora17. The post received 227 likes and reactions and 2 comments. Not really much audience engagement, just tagging a friend.

21/9/2017

The post comes the next day. It is understandable that the posts come more frequent, since it is a big happening in Sweden. They are representing different battalions they have within Livgardet and they follow them through the exercise. During the posts, there is none information posted twice about the same battalion. In this post, they are naming the grenade throwing pluton. It is a news cast from TV4play.se

The post received 284 likes and 19 comments. This is by far the most comments on a single post. There is a discussion under the post about the title TV4play has given to the reportage. They have called it “war exercise” and someone asks if it should not be called “defence exercise”. Someone jumps in, quite aggressively into the topic, whereas the other are trying to be politer. People are losing sort of their etiquette of discussion, which sort of is blurry either ways online. However, it is getting a bit out of control, but no one replies further. Someone hopes that they are training on a specific tactic that can be useful. Another person says in the audience, that it is cool to see the exercise and how competent the officers are. Someone is tagged in the post and says that there not a single “straw” that is wrong done during the exercise.

22/9/2017

Post comes then next day and as mentioned in the previous note, it is to show to the audience (who most likely is curious) on what is going on during Aurora17. The post is about an American shooting
company from Minnesota who is training with the soldiers from 12:e. They describe quite detailed the scenario of the exercise. So far, the post has received the most liked and reactions, 529 and 6 comments. However, the post is a compilation of few other photos. Looking into the audience reaction to the post, some of them are proud and happy that the Swedish Armed Forces are training to protect the country. Someone asks about what happens after the exercise and if the Swedish Armed Forces fix everything in order with the owners of the land. The audience (most likely people who have been working in the army) say that the Swedish Armed Forces do fix everything and get it right on with the owners of the land. There is another comment regarding the quality of the roads and the hope that they will be fixed in one point of time, since it is impossible to train on them in the tempo that is necessary. No comments from the administrators, a friendly atmosphere in the comments. In the photos that are attached in the posts, the number of likes are quite high and there are some comments, but nothing of big interest.

24/9/2017

It is a re-post from Livbataljonen. It gotten 196 likes and reactions and 3 comments. Someone says that the battalion is not only for keeping guard and for parades. Another person is proud to have riding soldiers in the regiment and that their presence is gold. Someone tries to make a joke about cutes in the budget. Otherwise, there is not much of a discussion ongoing.

The same day, comes another post with a link to an article about how the exercise is going. It is posted on the official webpage of Swedish Armed Forces. There is only 92 likes and reactions, no comments.

25/9/2017

The post is again a link to the Swedish Armed Forces official web side with an article about an exercise which is done in Stockholm city. They name the battalions that are taking part in the exercise and that 3 of them are coming from Livgardet. They encourage the audience to read about it. The post received 179 likes and reactions and 2 comments. Someone in the audience makes a joke about “freeing” a kebab store, because they thought of going there during the weekend. The other comment is, somehow mysterious by saying to why they cannot go past few suburbs along with some forces from NATO. It can be related to the bad neighbourhoods in Stockholm, where the rumour says, “that even police is scared to go” (it is an overheard statement from some friends). But I can be mistaken and it does not have any meaning to it.

The same day, there comes another post about the kungsängens shooting range and the number of Swedish army vehicles that are out in the field there. They describe what the exercise is about and the importance of training together. Again, the post is a compilation of many photos. Although, the post in general the post received 593 likes and reactions and 17 comments. The followers are coming to be international as well, since the US has been a part of it. They have tagged a mate from a different country, who speaks positively about Sweden. Most of the comments are tagged based. One comment is bringing up the memories.

Looking into the each of the pictures separately. Most of the pictures only have likes, although the 6th picture has 3 comments, where a person asks whether it is an American specialized operator. Then they received an answer, nothing more to it. The 27th picture there is a comment that says that it is a wonderful feeling to see a new military equipment in use. On the 34th picture, a person asks whether it is a specific type of vehicle and another person answers. The audience is rather helpful and the atmosphere is quite friendly.

27/9/2017
It is a re-post from Livbataljonen, that has trained as well under Aurora17. The post received 381 likes and reactions and 25 comments. The audience section is mainly about the “cap/hat” that they are wearing. The discussion is between the administrators and other members of the audience. A lot of people are curious about when it was introduced and when it has changed. Some people feel nostalgic and miss the feeling of being part of the army. Other comments are again about the colour of the “hat/cap” and it is a rather pleasant discussion to observe, since people are nice to each other and sharing their knowledge. Another comment from the audience says just more positive things about Livgardet and someone brings out an anecdote. However, one comment from a person sparked out a quite big discussion. The person said: that for next time don’t park the vehicle on the train tracks. The administrators took it very personally, because they said that he refers to an accident which has happened, where three of the soldiers got injured and they feel that the comment is very inappropriate and hope that there won’t be any of these sort. People support the administrators and said that they can remove the comment. However, some just lash out and say to keep it, so to remember “that a pig in a make-up is still a pig”. The comments are quite unpleasant. It is a rather a matter of how to resolve a conflict and whether someone said something that is not suitable, it is not a reason to insult anyone. Possibly, it is a matter of taste, but in my opinion it went over the border with the discussion of how bad that behaviour is. But it shows as well that people are very defensive of the armed forces and do not allow to get anyone insulted. It shows a big deal of comradery.

28/9/2017

The next post is when they have updated their cover photo. It received 321 likes and reactions and 3 comments. Someone says that they wish Sweden had one of these helicopters, someone responses by saying that there meant to be a deal with Finland, that was not finalized. Another person, says that it looks like someone had a nice time at work. There is not much ongoing audience wide.

3/10/2017

There is a quite significant break in posting. Probably, due to the fact that aAurora17 was ending and there was not much ongoing. The next post is about recruits visiting the regiment in town and the castle. The post again is a compilation of photos, the post received 136 likes and reactions, but no comments. Otherwise, the 3rd photo has a comment saying: nice horsey and the 8th photo is a friend commenting on another friend in the picture.

4/10/2017

The next post is a re-post from the Swedish Armed Forces dog unit. It is about the Germans borrowing one of the dogs from Sweden for a competition. The post received 77 likes and reactions and 1 comment. It is an emoji, a green tick box. Can be interpreted as an approval.

6/10/2017

The next post is an information about open horse stall, where one can visit the horses which are taking part in the parade. They inform mainly, there is not much to the message. The post received 57 likes and 3 comments. The comments are from someone who is in the photo that is the miniature and his friend. The other comment is tagging a friend to get interest them in the information.

12/10/2017

The post comes again with rather big time spawn. It is regarding the exercise for recruits who are done with their basic training, “aldrig ge upp” or in free translation “never give up”. In a while regarding in the history of posting, since Aurora17, the post received 457 likes and reactions and 24 comments. However, again the post is a compilation of photos. First, looking into the audience comments on the post. Some of them are tags of friends. Another person has pointed out about “poor officers” who had to put up the plan for the training and analyse it afterwards. Another person agrees on how they have done it, including the jump off the cliff and how well the training has been composed. They are just basing their meaning on the photos that are posted. One can assume that they possibly they have done the exercise themselves. Other people in the audience praise the soldiers and say how safe they feel knowing the training is going well and that none of the recruits broke out and resigned. Most of the
comments are saying well done and showing their appreciation. Someone asks if they are missing that exercise and they answer that not necessarily that moment, but the people they were surrounded with. Some of the comments are reflections and memories. Another person in the audience in a sense compares the exercise to the Ramadan and how they do it for a whole month. They say that the exercise is just a bagatelle. The comment was not meant as an insult, there were emojis and one can assume that it wasn’t really targeted to say that the soldiers are less of people. However, the audience reacted to as it was an offence towards the Armed Forces. Nevertheless, they haven’t done it aggressively, maybe a little bit unpleasant. People just ask what was the point with comment. The person who posted the comment did not respond. Possibly to avoid further conflict.

Looking into the photos separately, the first photo has 1 comment saying that it is a cool picture. The 8th picture gotten 2 comments. It is a link to a meme with someone called Stig Nilsson, who after looking up some information in google has been a part of the military and is a leader for defence department of a program called Space. I sort of do not get a joke, but apparently the second person does. Must be more of an inside joke. The 19th picture has 3 comments, someone tagged their friend and reminds them of the time they stood there and jumped off that “cliff”.

18/10/2017

The post again comes with quite some space in between. It is an information about a competition in patrolling. They inform (again) that there are two groups from Livgardet taking part of it. One of them is formed from soldiers and the second one from officers. They link to a blog post about it, where one can follow on what is going on during the competition. The post received 165 likes and reactions and 5 comments. People wish them good luck and keeping their fingers crossed for the teams from Livgardet to win. There is as well someone who gives an update on what has been going on.

20/10/2017

The next post comes quite shortly after the previous one. It is about training of new forces that are going to be send to Mali. It is about an international division that is doing the training for the Swedish Armed Forces during the weekend at Livgardet. They link to an article that explains more. The post received 235 likes and reactions and 8 comments. There are people tagging their friends who has been curious whether there is an ongoing training with helicopters. Some say that they have seen them flying over different places in Stockholm area.

23/10/2017

It feels like they are reposting the same thing from 3 days before, just adding a little bit more information and description to it. They are describing which unit has done the final training to rotate in Mali. They describe the importance of the helicopter during such missions. The post is a compilation of photos. However, the general post has 177 likes and reactions and 1 comment, which is emojis. The other photos (not all of them) have likes, but no comments.

11. Appendix B- 12:e motoriserade skyttebataljon
17/7/2017

They have posted an information regarding new recruits who are about to join the Armed Forces in a week time. They ask rhetorical questions, such as “are you one of them?”. Nevertheless, the number of likes considering the number of followers is pretty high. They have 176 likes, including reactions, but there are no comments, which is rather interesting, since most of the old posts do have at least 1-2 comments.

27/7/2017

A week after the new recruits have arrived at the regiment, they have posted a welcoming post. They describe what their mission is. This post has increased number of likes from the previous one. They received 243 likes, including reactions, love and laughter. Additionally, there are 13 comments under the post. The first comment is sort of criticising to what the recruits are wearing. The administrators of the site have responded to the commentator to look again. Another person who has commented named what they are wearing and the person who posted the comment admitted to his mistake. The other commentator states that: you are just a bit better school than elementary school? Don’t want to come and teach the kids. The response from the administrators is that “they come to us”. The person commented with the following statement: “so, what you are making the teachers poor when they are lacking students? The intrigues are sealing.” No response from the administrators. The other comments include memories from the time when people took the military service themselves with their friends. Some of them has tagged them in the post itself.

29/7/2017

The post seems to come in an even manner, every week. The number of likes seems to be on even level through the past week. The number of likes and reactions together is 222. Again, surprisingly there are no comments. The audience is not as active as it has been expected.

31/7/2017

Another post has appeared earlier than the previous pattern. They describe the importance of handling the weapon and fulfilling the duties as a soldier. The description presents what is to be found in the picture. The number of likes and reactions has decreased quite a bit to 186. Additionally, there are 7 comments. Again, one can notice that the first comment is aimed as a critic towards how the Armed Forces are conducting their training towards new recruits. The commentator is surprised that this shooting position has gone through and they are using it. There is one more person who is leaning to that opinion and talks from personal experience. The administrators of the page join in the discussion presenting their stand point and not criticising no one, but rather showing how it used to be and how things have changed. The discussion is becoming more technical for anyone who is an “outsider” to understand. The administrators are rather responsive referring to the safety regulations and rather avoiding admitting that anyone from what can be deducted are previous recruits are right.

3/8/2017

Another post has appeared quite shortly after the previous one. One can get a feeling that they are showing the life of the recruits in the first week or two of basic training. They are trying to represent all the basic things one is learning during the training. Most likely it serves the purpose to market for new recruits who will be coming further in the autumn. They are aware of the fact that people will tell others about what is happening during the basic training, maybe even tell them to follow and like the page so they have an idea of what is going on. However, this post is not that popular. The fall in likes
and reactions has been quite drastic. They have received 88 likes and reactions. Despite drop in likes and reactions, there are 4 comments and additionally it received 3 shares. The comments are only from the public, which do not really give any opinions out or any criticism. Looks more of some memories of people who has done it before.

4/8/2017
Surprisingly, another post has come the next day. It feels rather “weird”, like there is no consistency and the administrators are posting whenever they feel something funny or interesting is happening. In this post, they are showing that the recruits have “learned” how to put their clothes in order and how the first permission is coming. They have set certain expectations that friends or family can await. Expectations setting even in a funny way, can put pressure on many people and they might not feel comfortable with the fact that they are promoting only that, as the major thing that they have been taught and expanded their skills in. Nevertheless, which from my perspective is surprising, the post so far has the most likes, reactions and comments. It received 299 likes and reactions, additionally to 16 comments. It is a mixed audience, from people who has been through the basic training and re-living their memories, people who are looking forward to seeing their friends or family members doing the same at home, some people complaining about the inspections that were “back” in the days. Some are actually criticising that it is not acceptable how the locker is being put together. One cannot determine, whether people are joking or whether they are being serious, however the overall “atmosphere” looks more relaxed and fun. The administrators do participate in the conversations, but rather stay outside of it. There is no “hostile” or “defensive” comments from the administrations like in the previous posts. They are rather joining the jokes. Overall, it is a rather surprising environment to observe, since Swedes are considered as restrained and not that social. Here we can observe that they are joining in the jokes and keeping up a rather friendly atmosphere. Additionally, there is one comment in English as well, which is of sorts unexpected.

7/8/2017
The next post came few days later, with annotation about “who wakes up early has gold in mouth”. It cannot be determined whether it is still the chronical continuation of the first weeks of recruits or it is representation of the more advanced soldiers who are practicing in the infantry. The post is quite popular since it received 172 likes and reactions total and there is only one comment, which is just a hashtag. It doesn’t tell us much about the audience.

8/8/2017
Another post comes the next day, which shows that this is still representing the life of the recruits. They show the photo from the shooting range and how the recruits are learning how to handle the gun and that they are training the recruits to such a level of perfection that the “enemy will think twice” before attacking. They in the first sense say: shoot and win, as the training is a type competition. The post is quite popular, with 118 likes and reactions, with addition to 6 comments. Some of the audience have reacted to the first sentence and asked what they can win and the administrators response was: in short sight your own life, in long sight war. It was a rather official and “not playful” response to a jokish comment, but it can be understood that they are looking at such things from different perspective. The other comments relate to saying about shooting that were probably heard and said during the audiences training.

10/8/2017
Another post appeared 2 days later, with more likes and reactions. Total of 234 likes and reactions and 7 comments. The post is about learning how to plant a mine, which will help to secure the camp. They mean that it is one of the most important tasks one in the infantry should be able to do. The commentators are the people who have done the training and it is obvious on the details they have noticed that are missing and on how they describe the other types of mines or they say that it is a beautiful view........
The post appeared the next day. I am curious sometimes to why does the post come in such uneven fashion. The possible reason to it is the fact of the new recruits who have joined and the unofficial Facebook page wishes to “show off” how thrilling the life at the regiment is. They relate to certain type of freedom we have right now and to the freedom they are protecting. The post has been added on Friday, relating to Monday which is g
Far away, just like the enemy. The post is idyllic showing the best of the Swedish summer, but there is nothing more to it. The number of likes and reactions is decreased with accordance to the previous post. This time it received 114 likes and just one comment, which is a bunch of hashtag. It is wondering that it is appearing to be the same person who has been active throughout other posts. Possible conclusion is the fact that is either an employee of the Swedish armed forces or it is a person who is very interested in the infantry.

The next post came 3 days after the previous. It is again about the recruits and the fact that sometimes the instructors can catch something interesting on the pictures. They relate directly to the audience by saying: you can see here…this post has an increased number of likes and reactions. This time it is 172 and additional of 4 comments. Comments of the audience are mainly, per say “funny” or addressed to someone who has done it before. One person said, poor “grus”, other person has been tagged in there and commented it on the fact how hard that particular exercise is. Of interest is the fact, that the whole month of August is mainly about the recruits and what they have been doing, showing different types of aspects of the military. Both the “fun” and “thrilling” ones, but as well some which are bit more serious. However, the language used by the administrators of the page is rather playful and free. Although, they do not take critic too well or funny comments the way one could expect. From how the responses are being shaped, I get the feeling that the page is administrated by few different people, who have different standpoints and opinions.

Another post about the recruits. One can notice it on the green overalls they are wearing, since they are not allowed to wear their uniforms until they have fulfilled the first 3 months of their duty. A noticeable trend is the fact, that they are posting right before permission or on Thursday, when the weekend is creeping upon the recruits. This post interestingly enough, have received 246 likes and reactions and by far the most comments, which is 20. The post itself is relating to playful approach of the army. We see two recruits “chilling”. They are using it as with relation to SPA treatment one can get and saying that if one wishes to join, they can go to the nearest recruitment office. It implies that they are using a certain marketing technique. However, to look more into the audience. The first comment comes from a person who is possibly interested in joining the armed forces, but this is just an assumption. He asks about a different type of ” promotional code” if he wants to try something different than what they have stated in the post. The administrators replay with a funny comment, giving a “new promotional code”. The other comment is just hashtags again. This gets me wondering very much. It might be a way of expressing on social media as well. The person who asked the question, responds with: “apostil horses are quieter, so why expose yourself to such a noise”. I sort of don not know what does that mean in the context of the post. Sometimes it feels that the audience really posts things that are random and without a particular meaning. Another person asks jokingly about a spade and where they can receive one (?????). The administrators answer where one can receive one. The other person response in a funny way and that you must pass an aggression test. It can be easily noticed, that it is a sense of humour, which is available only to strict audience that has been in that environment earlier or are severely interested in the military. However, there is one pearl in the comments. A person asks if the administrators of the page have received a medal, because these posts make a day better. This means, that for some of the audience the administrators make a difference in daily life. Maybe they quite down the longing of the time one was in the army, or the humour is very relatable. The other members of this discussion say how proud they are for doing their conscript service and how they do not regret any moment in the army. This sort of makes me think, of

11/8/2017

14/8/2017

18/08/2017
why this post has been so heavily relatable to? There are so many other posts that could have evoked positive emotions and sentiment to the time of when part of the audience has been doing their service. Possible reason to why they have reacted to the post that way, is how the picture has been taken. It is a beautiful summer day, they have gotten a break from hard work and are enjoying a peaceful moment. This can be a possible observation. Nevertheless, from my perspective if I tried to put myself in someone else shoes, I would probably react differently to one of the previous posts, which related to hard work, but again, this is just personal approach, people differ. Might be based in the Swedish mentality of how to approach leisure time and how it is important to them.

21/8/2017
The post came 3 days later and I think it is not related to the recruits, but to the soldiers who have been going through their training for some time now. The post again is relating to a funny approach. It states: can you see what is the lunch special?”. This post has gotten less likes and reactions than the previous one. This time it was 173 and 6 comments. The comments are mainly the audience tagging other friends who are in the military or whom they have been together with. One comment is rather long and tells a funny story “from back in the time”. After observing this page for a month, I really start getting a feeling, that this page is created for marketing purposes to show how exciting the military life can be, but as well servers a purpose of being a sentimental page for those who have been in that battalion previously. There are numerous comments of people who know how things are or have been.

24/8/2017
Again, the post comes 3 days after the previous one. The post has received 262 likes and reactions and 6 comments. From my perspective, the jokes are rather hard to understand and I definitely cannot relate to them. However, when we look into the audience, the post seemed to evoke certain types of memories and emotions. When commenting on the post, they come back to the time when they have tried the weapon themselves. It feels more and more that the page is more revolving around people who have been in the military and it is directed towards them. The Facebook pages seems to serve few types of different purposes, but marketing, “memorial” and fun.

27/8/2017
The next post comes 3 days afterwards and drop in likes and reactions is pretty big. Look like as the audience have not followed the posts or dropped interest in the post, because they might have not been able to relate to it that closely. It had 97 likes and reactions and 1 comment. The audience looking by the likes and reactions, found it funny. There is one comment, which is funny and says: you have yourself to blame. What did we say about playing rammstein(…). It feels like people are playful on that web page and can leave the comments freely. It can be observed from the month’s observation, that the audience can express themselves freely without the administrators cancelling the comments. Instead of that, they are facing the critic and come into a reasonable dialogue. However, they join as well into jokes and are sometimes active, not always. Which is sort of an interesting trait.

30/8/2017
Again, we follow the pattern of posting every 3rd day. This post surprisingly gotten 297 likes and reactions and 6 comments. It relates of the job as a soldier as the best one can possibly have. Someone has sarcastically said, that after the description it sounds like any job of a car mechanic or a person working at any type of that environment. Surprisingly, the administrators have not reacted to it, which would probably the case in earlier posts. The reason is unknown. Someone commented agreeing that it is the best job possible. Another person said: “sign me up”. This can be interpreted in different ways. As someone who has not done their conscript and wants to join or as someone who has done it and relates to it. The other person who has commented can be interpreted as a “sight” of the past experiences.
4/9/2017

There has been quite a long pause in posting, so far as it has been observed on the profile. This time the post has increased number of likes and reactions then the previous one. 122 likes and reactions, but no comments or reactions from the audience. Although, I have thought that there would be some sort of involvement, since it is one of the posts one could relate to.

7/9/2017

The pattern of adding the posts has come back again. This time, the audience has been more active. The number of like and reactions is 209 and 5 comments. One of the audience relates to the soldier in the natural environment, as a sort of “species”. It is meant in a more jokish way and playful looking by the reaction of others to the comment. It can be observed that the person has been in the army. And again, there is a person who tags the same friend over again, as if they are doing the training together or have done it earlier to bring back the memories. Another comment is a link to a meme. This approach can be coming from a younger generation that knows how to use these. It is a relatable humour to the younger audience. This has been an ongoing observation, that the comments are very segmented. They do not form many times any interaction between each other and the page is purely for type of entertainment and memory page for those who done the training. There is no voice from the audience that is interested in the military life and who might be applying.

13/9/2017

Again, quite long pause in post. However, this can be understood, since the Aurora17 exercise has begun and the battalion has focused on it, instead of the social media. This post has gained 153 likes and 3 comments. This an interesting remark that ought to be made at once. The fact, that after Aurora17 began in Sweden, the posts are starting to receive more and more attention. More in likes, the audience still keeps themselves in grey zone and does not comment too much. Again, one of the audience praises the administrators for posting and saying that this post made his/her day. It is quite wondering to why? I do not know the person’s background well enough to comment on it. Only certain types of suspicions can be made around the topic. One of the suspicions I have is the fact, that the person has been a part of the military for some time and it brings just positive memories or the second option is the fact that him/she is very interested in the military a lot and can relate on a different level to the posts. The other audience is obvious that they were or are involved in the military, by the amount of the knowledge they possess, but that is an assumption as well, since I have not visited their profiles.

14/9/2017

Surprisingly, but not the first time, a post came the day after. 178 likes and reactions, 8 comments. It keeps really wondering me about what they are aiming at? Informing the audience of what is going at the regiment during Aurora17? I guess so, this is one of the biggest possibilities, since it is one of the biggest military exercises in Sweden since several years and the audience is quite curious to say the least. The picture is taken from a “table” perspective, a quick shot of how the mingle over lunch ongoing during Aurora17. The comment one person from the audience made, meant to be a bit funny and not really striking or neither it was considered as an “inside military joke”. The administrators returned with a comment that some could understand, about the fact that papers can be useful for many things, not only for eating from. The other person asks, since when did taco take over pea soup and pancakes (which is a Thursday lunch tradition at Livgardet). The administrators said, that of course that was for lunch (?) It’s very hard to decide whether they were sarcastic or just tried to be funny. That is the challenge with studying audience from social media. You cannot always know the real intention of people who are posting comments. However, you can reflect through your own filters and be more aware of the surrounding. Since personally, I partially know how to distinguish sarcasm from
real meaning, this time it is very challenging and uneventful. And quite struggling too. The other people who were commenting, point out the same thing about pancakes for lunch or dinner curious to know whether that has happened or not. They did not receive an answer.

20/9/2017

Long break in posting, guessing it is due to the Aurora17 exercise. The post is quite popular, 261 likes and reactions, no comments.

28/9/2017

By far, from all posts that have been observed, it deserved most likes and reactions and comments. It gotten 459 likes and reactions and 30 comments. Funny enough, this post is about a mistake or to be citing “a fuck up” that has happened during Aurora17 to the infantry. Citing directly, some said: this exercise is cursed lol. There were not many other mistakes that have been covered either by the media or social media, but people still point out this strongly. Another person, has clearly been in the military, since he/she tells another story about such a mistake or how one wish to call it. Other audience tries to react in a funny manner and gives tips on how the administrators should cover it up in front of their “bosses” to not get in trouble. However, this happens again, because in the context it might be meant as joke, the comment says: awesome army (crying from laughter smiley), no one has reacted in any way to the comment. Not the administrators or other people. But it can have a negative cling to it as well, that someone really thinks low of the army and does not put their faith in it at all. Generally spoken, the atmosphere is rather joyful and funny there. Although, again and again. There is no structured dialogue between anyone, random tagging and the administrators are not responsive at all. The audience is just letting their jokes go on them all the way, without any borders really. Per say, they might be making fun of them and it is just accepted, because it is “funny” in the military world.

30/9/2017

Short time between the posts, interesting, because in the previous patterns we have some days, almost or over a week break. However, they still manage to give some updates what is going on in the infantry. This time they received 206 likes and reactions and 3 comments. The comments do not really say much, surprisingly. Two people are being tagged in the post and one responds by how many times they have done an exercise in terrain.

3/10/2017

The post came with the 4 days’ break in between manner. The hashtag this time have sort of got me interested, because it states: where does the bear shit? Since it relates to the description of the post: during war or peace, home or away, civilian or soldiers. Some needs are constant and never change. Once one have, then one must…this can relate to the physiological needs of anyone. The post received 136 likes and reactions and 2 comments. I sort of feel from my own perspective, that some mysterious posts are slightly inappropriate, especially after you have tagged Livgardet in it. The interesting connection is, that if one goes to their official Facebook profile, then everyone can see the hash tagged posts. It can possibly have an influence on the reputation, but one cannot say that for sure without conducting proper audience study. Anyhow, coming to the audience and comments. Someone said, that the bear shits in the woods like a person from the infantry. Guessing from the approach of the person, he must’ve been a part of the infantry and knows their sayings and jokes. The other comment is just a meme with Bear Grylls. He is one of the celebrities who has survived hard conditions and had his survival programmes on discovery for many and who himself has been part of the military.
Surprisingly, the post comes 2 days after the other one. Additionally, this post is the second most liked of the ones that have been looked into. It received 446 likes and reactions and 28 comments and 17 shares, which is far the most. It is still from Aurora17. It says, that the autumn has come and the hunting season begun. To pack a thermos with warm coffee, prepare mines and a type of weapon called ÅSA1. It related to the training they are doing, in a funny way they are using the metaphor for hunting, hunting enemies, which can be possibly deducted from the post. Looking more into the audience, someone said that it is the best Facebook page ever. People seem to be very enthusiastic over it. It seems to bring them some joy and pleasure of sorts. The other person says, shoot as many you can with the 30 seconds left of your live. The administrators reacted in a possibly, weird (?) comment by saying, your preparation decides if your life is 30 seconds or 60 years. I do not think that the person in the audience meant it in a mean way, but they have interpreted it in that manner. Feels like the atmosphere went a bit serious. The other person commented with different types of hashtags, quite unclear there. The other comments are playing around the jokes that has been made, someone said it looks familiar. A lot of the audience tags friends in the post, some says it looks awesome. In this post, there is a mix of the audience from people who have done that, to people who are just observing the page. Although, it is in a way bit weird, how the administrators react to certain comments. Kind of a buzz kill and try to show off.

6/10/2017

The post comes next day. I really stopped understanding the pattern and what is the point of posting in such an uneven way. I can understand they try to regularly update of what is going on under Aurora17. However, it is still not real updates or not many pictures of “real” actions. Most of them involve cooperation. Possibly this is the discourse they are mainly focusing on this page or at least this is what I have noticed. There are very few posts that handle about 1 person or 1 person’s mistake. It’s mainly the “brotherhood” and the cooperation. Like in this post which received 261 likes and reactions and 13 comments. Someone said that I love your posts, you are an awesome writer with a huge sense of humour. Thank you for that. Another person supports the commentator. And the administrators thank them for the nice words by saying that there a few people who are providing for the page. The same person says that is doesn’t even look like it and that they have the same sense of humour and style in writing. The conversation goes on in a friendly and relaxed manner. Someone else wishes them a nice weekend and they do the same, remind them to fill some documents out before going off for a permit. Audience is in generally bringing up their own memories and that they are going out with their own friends from the battalion. Someone else comments on how good work they have done and that they deserve free weekend. Generally, this is the first time I noticed that the atmosphere is so relaxed and friendly under the post. It is quite interesting to observe that people are happy and show pride in their Armed Forces. I think this is the first time that it is so explicitly said and by so many people.

8/10/2017

The post comes 2 days after the previous one with 297 likes and reactions and 16 comments. It is from an exercise named “aldrig ge upp”, meaning never give up. It’s an exercise which is done by the end of 3 months of basic training by all the recruits. It involves little sleep, little food and training of what they have done under the three months. It can be anything. In the case of this post, they relate to the meme, it is going to be fun they said…Looking into what the audience have said, they bring up memories of when they have done the exercise themselves and how difficult it has been in some parts. Someone else says to his friend to drop the studies and do something reasonable with their life. Someone shares the experience of what they heard from their friends and other joins in the comments and say it possibly can be. They basically exchange their meanings and opinions. Someone else says, that at least you don’t smell like shit afterwards and another person reacts with a bunch of emoji’s. Another person says that warm thoughts help. The audience really is using this page to make jokes and be relaxed about the meanings and experiences.

9/10/2017
The post came the second day. It received quite a lot of likes and reactions, meaning 372 and 4 comments. Someone says that the moderators of this page are all smart. The administrators say that, even though we are in the infantry, which is the same thing. The person responds, of course ;) someone else says that they are doing a really good job, but they glimpsed to take away the reflexes, not sure what that mean, but maybe a small mistake from their side. Otherwise, the comments are a tag and unanswered questions. People do know what they are talking about and it seems fun for them to be on the page.

11/10/2017
The post comes 2 days after the previous one with quite high amount of likes and reactions, namely 243 and 10 comments. The post relates to the exercise which the recruits are undergoing, “aldrig ge upp”. The post shows how they are managing with wet pieces of clothing and are making a “funny” advertisement naming their fireplace like a drying tumbler. They are recreating and aiming to what Swedes are most aiming at, being eco-friendly and they even say to whom one should go if they wish to learn how to construct one. It is more of an inside joke, only few people can understand and it reflects easily in the comments. People make jokes about them eating their things, since it is a fireplace and it looks like they are grilling. Generally spoken, it is very loose and “negative energy” free zone. Even the administrators are tagging on the jokes.

13/10/2017
This time, they are holding a type of a patter when it comes to posting. 2 days again and the likes are above 200, meaning 216 likes and reactions and 2 comments. This post still is relating to the exercise the recruits have been doing. One from the audience comments on the reflexes, that they look new. Someone else makes a funny comment. Otherwise, there is not much ongoing under the post itself.

16/10/2017
The post comes 3 days after the previous one, with 192 likes and reactions and only with 1 comment. I assume, it is still from the exercise. In this post, they relate to the strong comradery in the army and if something would happen, they have each other back in the worse times. They say that one should be able to relay on the person to your right and left and that they would do everything for you to come home despite the circumstances. Someone still encourages for them to push on and asks, in a “ordering/military” way if it is how an infantry looks like these days. The administrators say, that of course that how it looks like. They talk about busses taking them to one spot, but otherwise their feet are the major “travelling manner”. Not really much that is being discussed, it meant to be as a more serious post, but it hasn’t been taken like that.

20/10/2017
Few days after, come a new post with a change of chefs in the 12:e. The post received 210 likes and reactions and 17 comments. Most of the audience from what can be deducted, know the previous chef personally and they congratulate him on his new way and thank him for the work he has done and put. One can feel a feeling of compassions and being grateful. As well as certain pride, since the person was known by many. It is interesting to observe. Only one person from the audience asks who is taking over, otherwise people are happy and joyful in the post.

22/10/2017
This post received much less likes and reactions 140 and no comment. They are talking about weekend duty as the best duty…maybe that’s the cause, because people do not agree? Or it was not that appealing to start a discussion. Difficult to say anything.

24/10/2017

The post comes two days after, with less reactions than the previous ones. With 139 likes and reactions, 2 shares, but no comments. Cannot comment about audience.

25/10/2017

After the failed two previous posts, this one comes a day after. With 170 likes and reactions and 6 comments. Someone makes a joke, who is only funny for people from the military. I cannot understand it, but the administrators seem to do so and responds with “of course!”. The post relates coffee and how it is the fuel for the infantry to function properly. Relatable for many of people who cannot start a day without a coffee cup. The audience says that they remember what they used to call it themselves and give “funny” tips on what should be read before drinking or making the coffee. There is someone tagged in the post. Generally, as it has been noticed earlier, this page is really about people who has done the military service and feel free to re-live their memories.

27/10/2017

The post comes two day after. 131 likes and two comments. Cannot do much about the audience studies. One comment is an emoji and the other one is a hashtag. But at least there is some reaction from the audience.

30/10/2017

3 days later comes a new post with 155 likes and reactions with 5 comments. Someone commented about how beautiful the vehicle is and how one can get (I suspect in emotional context) torn. Two people in a row commented on the about the line they have used in the post “even in the military…” someone says: awesome, the other person uses the slang: burn! As they have in a certain manner dug a hole under themselves and took away from their own reputation in a sense. The administrators have not reacted to that. The two other comments, are people who compare and contrast different things. Other than that, the post is rather quiet.