

English abstracts

Understanding consumer perceived value in the context of wellness technology

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Technological devices measuring both mental and bodily functions are increasingly utilized by consumers who wish to act proactively and take responsibility for their own health and well-being. In the current study, using both an electronic survey and five focus group interviews as data, we employ Holbrook's well-known (1999) typology to explore the consumer experienced value in the context of wellness technology. The results show that although the extrinsic values of efficiency and excellence dominated the discourses of wellness technology use, the social values of status and esteem were frequently referred to. Also the esthetic value of the devices emerged in varying degrees in all groups, whereas the playfulness of technology use was particularly salient for those describing themselves as regular or casual users (in contrast to active users and beginners). Despite the intrinsic experience-orientation of the wellness industry, value co-creation between consumers and manufacturers or retailers was negligible.

From humor to care - The representations of men in advertising in Finland

Henri Saxén and Visa Heinonen

In our article, we analyze the way in which the male characters are represented in commercial videos in Finland. We collected the research material in the autumn of 2015. It consists of 47 commercials. In the analysis, we applied content analysis and semiotics and classified the material by types of characters. We compare the male types of our research material to the ones presented in the earlier research literature. In our study, we approach sex from the point of view of representation. According to this view, manhood is not a permanent property of essence but culturally constructed. In this way, advertising analyses and reshapes the ideas of the manhood at the same time as it is presenting sex.

A study on the material the presenting of the man of the Finnish commercials of the 2010's is organized around five central male roles according to the interpretation made by us. The comic men are stupid and constant objects of ridicule. The busy men are all the time on the move and often need correct foods in order to manage. The vocational authorities are workers of the advertising company who show the product and often its origin as well. The caretaker is an active family man and takes care of his children or is responsible for the household

in some other way. The masculine men are youngish, sexually tempting and manly rough. In the study, we also analyzed the individual features of the advertisements and male figures. In the advertisements, some of the emphasized themes were leisure and the versatile relations to other people, e.g.

Possibilities for topic modelling in the analysis of social-media content – health discussion in the Suomi24.fi online discussion forum

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Topic modelling is a machine-learning method that enables automated analysis of large archives of text. To survey the potential of summarising large textual datasets for the needs of interpretive research, the popular LDA topic modelling method was tested with data from posts to the Finnish-language discussion forum Suomi24.fi. Topic modelling not only reveals previously identified and unidentified topics within text but also often finds phrases that are repeated in the discussion. When the research process is supplemented with close reading, it is possible also to step back from the topics and ascertain the general narrative characteristics of a health-related discussion. Wider exploitation of close reading offers potential for balancing out the quantitative focus and even rigidity associated with topic modelling. The combination offers the interpretive researcher a suitable method for summarising the data instead of pursuing the 'neutral' solutions typical of topic modelling.