BLOG CONTENT MANAGEMENT IN SHAPING PRO RECREATIONAL ATTITUDES

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Abstract. The main aim of this article was to research the impact of the content of recreational blogs on the change of attitude and behaviours of their recipients, as well as creating the basis to manage the content of blogs directed to achieve particular results.
The study was conducted with the use of quantitative and qualitative content analysis. The contents of 691 comments left by 4 main types of commentators were analysed. The evaluation of individual entries was performed using the assumptions of the modified AIDA model of consumer behaviour. The possibility of a positive causal link between the presented content and the appearance of the signs of its impact on the behaviour of individuals tracking the posts has been proven to a minor extent only. Merely 0.5% of commentators and individuals were not engaged in running declared changing their way of life to a pro recreational and sports-related one.
Conducting analyses directly on the large, narrative story-telling content with the use of a consumer behaviour model is a novelty of this paper and rarely appears in the scientific literature. The theoretical significance of the work is connected with the development of the theory of marketing management in the context of social networks content management.

Keywords: blogs, content, content management, recipients behaviour, pro-recreational attitudes, AIDA model.

JEL Classification: D09, Z19.

Introduction

Kaplan and Haenlein (2010) have defined social media (SM) as a tool to communicate online, stimulating exchange of views and information, along with web applications, enabling creation and sharing the User Generated Content (UGC). SM is a very broad concept and includes social networking sites (SNS, e.g. Facebook, Google +), content communities (Youtube), virtual worlds (e.g. Second Life); virtual games community, microblogs (e.g. Twitter) and blogs. At the same time, there are tools that enable the creation of the community of bloggers (e.g. live journal). Blogs have several common features. These are: authorial management, the structure of entries based on hyperlinks,

the entries appearing in a reverse chronological order, and the presence of the archive of entries (Sim, Hew 2010).

The content shared in social media and the resulting, emerging interactions between users are an important part of scientific research. Sim and Hew (2010) indicate two basic approaches in the research on blogs and their content, i.e., the approach related to the description of the purposes of using blogs and the approach referring to analysing the impact of the content presented on blogs on the recipients.

1. Behaviours of social media content recipients

To describe the activity of users of social media, among others, AIDAT models (see Charlesworth 2012) and Consumers' online corporate-related activities – COBRA (Muntinga *et al.* 2011) are used. The AIDAT model is a version of the model of consumer behaviour AIDA (see Strong 1925) extended by a single component. This approach refers to the creation of a hierarchical relationship between cognitive (A – from ATTENTION – the role of the media is to stimulate the consumers' attention), affective (I – INTEREST – the content of the message shows the user the potential of benefits of its consumption, and D – DESIRE – where awareness of potential benefits of information/resource consumption stimulates to take specific action) and behavioural (A – ACTION – where the user declares his/her willingness to undertake the activity; and T – TELL – where the user should be encouraged to disseminate the message) activities of users.

On the other hand, Muntinga *et al.* (2011) presents a typology of the social networks users' activity based on the level of consumption of the provided elements of the content without distinction of the affective stage, indicating:

- the lowest level of content consumption (e.g., viewing pictures and reading product/service descriptions, reviews);
- moderate level of contributions to page content (e.g., rating products/services/companies, commenting on posted pictures or photos);
- the highest level of contribution, which refers to creating and sharing user-generated content (UGC).

UGC is identified with the elements of the content of various nature. They can be standalone posts or tests combined with graphics, photographs, films. Such communication is both a carrier of specific content, having an impact on audiences. This is emphasized by Jones (2008), who, considering the impact of photographs shared in SM, states that these are content items, as they were "telling" a particular story. The mechanism of the impact of such content on the everyday lives of the audiences is in many cases underestimated. An integral part of the message contained in the content presented in the social networks is very often the externalization and transfer of emotions (Xu *et al.* 2015).

Simultaneously, UGC made available within the blogs on different subjects has a significant impact on a wide aspect of factors related also to the behaviour of recipients of the content. Tseng *et al.* (2015) demonstrated the existence of the impact of tourism blogs' content on building a positive image of the destination. Li and Du (2014), analysing

the opinion forming role of microblogs, pointed to a positive correlation between the content made available by bloggers and the shaping of the opinion of the recipients of this information. At the same time they indicate the role of social bonds in building relationships between the blogger and the recipient of the content. The authors, basing on the concept of homophily (Lazarsfeld, Merton 1954), i.e. the user-blogger relationship, based on common interests (secondary social bonds), covering all the aspects of integrating people, also outside the virtual reality, are loose and devoid of strong emotional context relationships taking place between members of groups, focused on common and limited to a certain range interests, opinions or activities (Podgórecki, Łoś 1979) and the primary social bonds basing on the emotional relationship (family, friends, etc.) point to the dominant role of the relationship in creating blogs as opinion leaders. The possibilities of the blogs in this regard could be used to strengthen the studies with the use of foresight tools – this type of work was implemented by Szpilko (2014).

Both the use and the behaviour of users of social networks are influenced by their needs. Ko *et al.* (2005) indicate the broad role of the media in achieving satisfaction from the quick meeting to the need for access to education and information. These properties are derived from the "word-of-mouth (WOM) phenomenon", a process of rapid exchange of information between the users of social networks, and regarding the products, services, and institutions (Chen *et al.* 2013). WOM is also an element largely shaping their perception (Khalifa, Mahmoud 2016). Simultaneously de Jorge Moreno (2012) shows that the implementation of social networks in blended learning has a positive effect on students learning outcomes. On the other hand, the very use of social media is also a considerable added value for the people seeking information, which simultaneously fulfils the need for innovation (Fischer, Reuber 2011). Potkány and Hajduková (2015) analyse the importance of SNS in students' job searching activities. The authors stated that women tend to use social networks to find jobs more often than men.

The innovation approach could influence the User-Driven Innovations (UDI, see Szymańska 2013) where the users are the co-creators of new SM applications. Similar approach in the context of blogs was also presented by Yang (2007).

2. Emotions and social media

Emotions are the result of interaction of an individual with the environment (Scherer 2005) and are an integral part of interpersonal interactions (Sacharin *et al.* 2012). They have many components relating to: well-being, self-esteem, willingness to certain behaviours or actions. Highhouse *et al.* (2009) suggest that using an appropriate message makes it possible to control the impressions of audiences and affect their own self-perception, perception of other individuals, groups, places, events and at the same time develop, among others, the cognitive, behavioural and emotional (affective) activity of the users of the social media. Choi and Toma (2014) suggest that emotions play an important role in the diffusion of content throughout Social Networks. In turn, Xu *et al.* (2015) highlight the important role of the emotional factor in contemporary research on the content of microblogs. The emotions presented there can be positive, negative

or neutral (Li, Xu 2014). Wang (2011) showed a partial positive relationship between the content of culinary blogs and the intent of the consumers to try new flavours. Chen *et al.* (2014) demonstrated the existence of a positive relationship between the content published on tourism blogs and the intention in choosing destinations. This relationship is conditioned by the modern way of presenting the content, its easy assimilability and overall satisfaction with the consumption of resources of the blog. Blogs are also an effective tool for the exchange of knowledge (Huh *et al.* 2007), and through this, inter alia, acquisition of new competencies, etc. The analysis of the content presented within the blogs enables, among others, to analyze the profile of a blogger, determine his/her preferences and the motivation of tourist behavior, financial status, etc. (Vas 2016). Blogs contents express the perception of destination image by blogger-tourists (Sun *et al.* 2014) and reflect transformation of tourist experience of bloggers (Bosangit *et al.* 2015; Wu, Pearce 2014).

Lo and McKercher (2015) also indicate that the elements of the content available on the social networks constitute a direct expression of the level of satisfaction with specific achievements (here: a tourist trip), and the manner in which the providers would like to be perceived by the audiences of the presented content. These statements constitute one of the main reasons to undertake research on the impact of the content included in the emotional message of the bloggers on the behaviour or declaration to undertake specific behaviour by the recipients of the content of the blogs.

Rodríguez Hidalgo *et al.* (2015) indicate that the studies on the impact of the presentation and expression of emotions in the social networks are rare.

3. Research question and hypothesis development

The BARR model – Li and Du (2011), based on Yang and Ng (2007) – reflects the indicated by Sim and Hew (2010) scientific approach relating to the indication of the leading role of certain blogs as opinion leaders. The model takes into account: a) the impact of the content presented on the blog (blog content), b) the characteristics of the author (author properties) relating to, among others, the level of experience and the expertise of the author, the number of recipients of the content presented by him/her, c) the characteristics of the recipient (reader properties), i.e. the declaration of direct, practical connection with the subject of the sought and consumed information, and d) the nature of the relationship (relationship) concerning, e.g. the common interest or any other social relationship between the author and the recipient of the content. Implementing the assumptions of the AIDA model (Strong 1925) into the BARR component approach, would constitute an interesting development of the studies on the impact of blogs on creating and declaring new attitudes and behaviours of people who follow further entries. Thereupon, the main research question was formed: is the evaluation of the impact of the content made available within the blogs on the declaration or the change of attitudes and behaviours of their recipients possible?

At the same time, no work related to the use of the AIDA model in the analysis of the impact of social media content on the motivations, attitudes, and declaration of

changes in user behaviour was identified. This opinion is also represented by Hassan *et al.* (2015).

Having in mind thusly defined research gap, a scientific problem relating to the impact of the content of recreational blogs on declaring new pro-healthy attitudes of people commenting on the entries was defined. Details are presented in Figure 1:
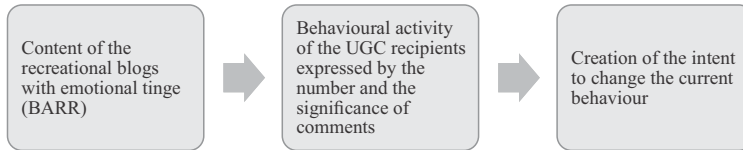
Content of the recreational blogs with emotional tinge (BARR) → Behavioural activity of the UGC recipients expressed by the number and the significance of comments → Creation of the intent to change the current behaviour

Fig. 1. Framework research model assumptions
Source: Own elaboration.

On the basis of the thusly determined research problem, a research hypothesis was formulated:

H1: The content of recreational blogs – with positive, emotional character, expressed by joy or satisfaction – can affect the formation of pro-health attitudes, which will be expressed in comments.

The scientific purpose of the article was to implement a model of consumer behaviour AIDA (Strong 1925) for the construction of the theoretical assumptions of the blogs content management. This management is to be focused on influence of sharing content on the change of attitudes and behaviours. Such elaboration was made on the example of building pro-health attitudes. Another objective was to demonstrate the usefulness of the AIDA model for the modification of the BARR model with a tool allowing to assess the impact of the content of blogs on the formation of new attitudes in the author-recipient relation.

Firstly, specific objectives included quantitative and qualitative analysis of the content of blogs relating to the content of a healthy lifestyle and physical activity. Secondly, the creation of a work profile of a typical recreational blogger and the people following and commenting blogs on recreation. Thirdly, demonstration of the comments posted under the entries, through the qualitative analysis using the AIDA model, the existence or absence of the connection between the content of the blog and the shaping of pro-health attitudes.

4. Research methodology

The research material included 30 Polish and randomly selected recreational blogs devoted to running. It was as follows (Table 1).

The choice of blogs was realized by using the Google search engine. There are three main keyword phrases, i.e. "blog running", "blog footrace" and "jogger's blog". From each of the searches the first ten results, consistent with the scope of work, were selected for the analysis. It was assumed that, due to their high position in the restricted search, they are the opinion leaders on this subject.

Table 1. List of analysed blogs

Blog's title	URL
1. Kobiety biegają (women are running)	http://kobietybiegaja.pl
2. Kobieta biega | kobieca strona biegania (Woman is running | the woman's side of running)	https://kobietabiega.wordpress.com
3. Ania biega – Biegać zaczęłam przypadkiem. Z czasem … (Ania is running – I started running by chance. With the passing of time…)	http://aniabiega.blox.pl/html
4. Run the world by Katarzyna Gorlo	http://runtheworld.pl
5. Szuranie.pl – szuranie po asfalcie i gdzie tylko da się… (shuffling on asphalt and there where it is possible…)	http://www.szuranie.pl
6. Biegamblog – kolejny blog o bieganiu (Runblog – the next blog about running)	http://www.biegamblog.pl
7. Runblog	http://runblog.pl
8. Panna Anna Biega (Miss Anna is running)	http://www.pannaannabiega.pl
9. Bieganie dookoła jeziora (Running around the lake)	http://runaroundthelake.blogspot.com
10. Blog Zakochanej W Bieganiu (The blog of a woman in love with running)	http://www.zakochanawbieganiu.pl
11. Paweł Biega – blog o bieganiu, maratonach i sprzęcie … (Paweł is running – the blog about running, marathons and equipment…)	http://www.pawelbiega.pl
12. Fitback.pl	http://www.fitback.pl
13. Biegaczamator (Amateurrunner)	http://biegaczamator.blog.pl)
14. Szachy i biegi (chess and running)	http://szachyibiegi.blogspot.com
15. Biegi na orientację | Mój mały blog o bieganiu i nie tylko (Orienteerings | My small blog about running and not only)	http://bieganie.pawelwolak.info/ category/biegi-na-orientacje
16. Blog: MACIEJ STARĘGA – skipol.pl – biegi narciarskie i … (Blog: MACIEJ STARĘGA – skipol.pl – crosscountier and…)	http://skipol.pl/blog/205/0
17. Biegacz Polski (Polish runner)	http://biegaczpolski.pl
18. Biegi | Arek biega, Blog (Runs | Arek is running, Blog)	http://arekbiegablog.pl/category/biegi
19. Biec dalej i wyżej (To run farther and highier)	http://www.biecdalej.pl
20. Run Bo!	http://run-bo.pl
21. Twojezwyciestwo (your victory)	https://twojezwyciestwo.wordpress. com
22. Biegacz z Północy (Runner from the North)	http://biegaczzpolnocy.blogspot.com
23. Heavy Runs Light (Heavy runs light)	https://heavyrunslight.wordpress.com
24. Blog – warszawskibiegacz.pl (Blog – Warsaw runner)	http://warszawskibiegacz.pl/blog
25. Blog biegacza – Run Jaro run (Runner's blog – Run Jaro run)	http://runjarorun.com/index.php/ bieganie/blog-biegacza
26. Leszek biega (bo lubi) (Leszek is running (becouse he likes it))	http://www.leszekbiega.pl

Blog's title	URL
27. LubelskiBiegacz.pl (Runner from Lublin)	http://www.lubelskibiegacz.pl
28. Apetyt na sport (Appetite for sport)	http://apetytnasport.pl
29. Poranny Biegacz (Morning runner)	http://porannybiegacz.pl
30. Biegam szpagatami (I am running with cords)	http://abakercja.blogspot.com/search/label/Bieganie

Source: Own elaboration.

In the next step, content of the subsequent entries was initially examined. Elements of the content published on blogs between March and June 2015 were taken into account. After the preliminary examination, the entries have been categorized and organized according to the following topics: a) running events, b) running equipment, c) diet, d) body care, e) motivations/plans, f) lifestyle, g) training, h) health. This allowed for the creation of a ranking of the most common issues appearing on blogs. Then, for subsequent entries, comments were counted and archived. This has provided the opportunity to build the ranking of the most popular – because of the number of comments – topics of the posted content. Furthermore, using the quantitative and qualitative content analysis, and the netnographic method (Jemielniak 2013) the profile of both the person managing a blog and the person following and commenting its content was analysed (in the analysis only comments of other bloggers were included and the comments of the author of the entries were omitted). At the same time, in order to determine the impact of entries on the will to undertake recreational activities by people who previously were not running, individual comments were classified using the AIDA model of consumer behaviour. Hassan *et al.* (2015) indicate broad possibilities of using this model in researching motivation, attitudes and behaviours of the social media users. At the same time, a modified version of this model is often used in analysing the activities of social media users (Charlesworth 2012).

Summary of the classification criteria is presented in Table 2:

Table 2. Criteria for classifying the comments in the analysed blogs based on Strong (1925)

Component of the AIDA model	The criteria applied for classification
A – *attention* Cognitive stage	expressing an opinion on individual entries; thanks for sharing photos/videos/textual content; a reference to own recreational activities, etc.
I – *interest* Affective stage	discussion on the equipment, clothing, interests, motivation; inquiries regarding the equipment used, the results obtained, etc.
D – *desire* Affective stage	expression of jealousy in relation to recreationally active people; expression of the desire to engage in particular leisure activities, etc.
A – *action* Behavioural stage	users declare to change their behaviours and to pursuit the activity, etc.

Source: Own elaboration.

5. Results

Blogs included in the work were managed by both women (9; 30%) and men (21; 70%). Under the research work, in the 30 analysed blogs 691 entries on various subjects, which were arranged and prioritised on the basis of seven main topics, were found. Simultaneously, the popularity of each category of entries due to the number of comments (3622) left by people following the blog was examined. Ranking of categories of posts, including the number of comments corresponding to them, is presented in Table 3.

Table 3. Ranking of topics of entries, including the number of comments corresponding to them, on the joggers' blogs

	No. of posts	[%]	No. of comments	[%]
Running events	201	29.09	1 356	37.44
Training	177	25.62	878	24.24
Lifestyle	166	24.02	598	16.51
Running equipment	60	8.68	278	7.68
Motivations	52	7.53	390	10.77
Diet	28	4.05	98	2.71
Health	7	1.01	24	0.66
Body care	1	0.14	0	0.00
Total	691	100%	3 622	100%

Source: Own elaboration.

The entries directly connected to the main topic of the blog and regarding the running events and training were the most frequently represented and the most often commented on. They accounted for 54.71% of all entries and 61.68% of all the comments. In turn, the content about general health and body care was the least popular and it referred to approx. 1% of the entries and the comments related to them. Lifestyle and motivation are two topic categories which were in the middle of the ranking. Overlapping of the two profiles should be noted. The only exception is the category motivations and the jogger equipment. This second category of entries was slightly more often commented on. Another fact worth noting is the similar number of comments in thematic categories on training and lifestyle. Although, they differ quite significantly in terms of the number of entries (from the lifestyle category there were 180 entries less – 7.73%), the number of comments is smaller only by about 1.6%. A similar relationship can be observed between the categories running events and lifestyle. For this comparison the main category of entries occurs more frequently by over 23%, while the number of comments is only 5% higher.

At the same time, a statement on the profile of people who follow blogs and leave comments was created. Details are presented in Figure 2:
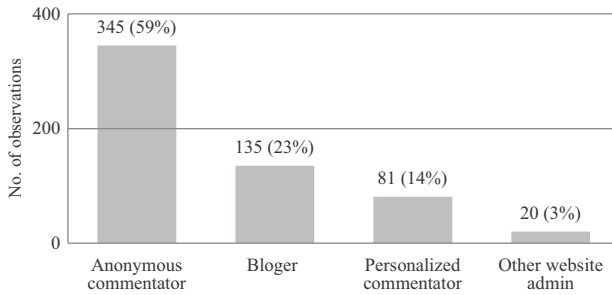
Fig. 2. Entities commenting the entries in the analysed recreational blogs
Source: Own elaboration.

In the vast majority of cases (59%), comments were left by anonymous people. This indeterminacy is also one of the properties of test methods based on netnography (Jemielniak 2013). Their content was associated with a reference to the described in the blog or own sports achievements, equipment reviews, lifestyle as well as motivation. The second biggest commentating group were other bloggers (23%). In this case, the subject of the comments mainly concerned the exchange of experiences, mutual motivation, setting new goals, etc. Another group of commentators (15%) were personalized commentators, i.e. people who do not hide their identity and do not have their own blogs on recreation and sports. Analysis of the content of comments left by them leads to a conclusion that some of them are runners, while others only follow the blog looking for information about running or motivation for running. The smallest group of commentators (3%) included the people associated with other, mainly commercial websites. These were mainly sports, health-related or other stores, not being blogs. Comments of the users associated with this category related mainly to advertising a product or service, corresponding to the character of the commented entry.

At the same time, the commentators have been profiled according to the criterion of practicing running. The majority of commentators (360; 59%), leaving entries reading: "*see you on the route, I am/was running there too, I also tested these shoes, before running I...*", "*my personal best is ...*", have been classified as running people, representing 62% of all commentators. Another group included people (189; 32.5%), whose comments – e.g. "*Bravo Anne!*", "*Keep it up*!", "*Congratulations on the result*!" – did not allow to indicate whether they were runners or people not associated with this form of recreation. By far the least numerous group of commentators were people who did not run (26; 4.5%). Exemplary comments, observed in the case of those users following runners' blogs were: "*... I personally do not run, but I support my husband in this, your blog is mega-motivation, I think I'll start running...*".

In order to demonstrate the presence or the absence of the relationship between the content published by bloggers-runners and the shaping of pro-health attitudes in the readers and commentators of the blog entries on running, individual comments were analysed with the use of the AIDA model assumptions. The results were shown in Figure 3:
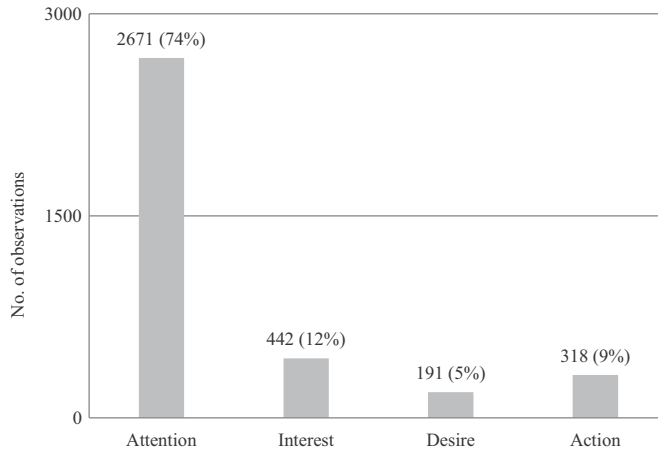
Fig. 3. Classification of comments, taking into account the criteria of the AIDA model
Source: Own elaboration.

Based on these results it should be noted that most of the comments (74%) added by the readers were classified as drawing attention (Category A – Attention). This category of comments included mainly the opinions expressing concerns about getting started in running, the internal barriers preventing the involvement in recreational activities. There were also entries not related to the topic of the blog. 12% of the entries under the analysed posts have been classified as an expression of interest (Category I – interest). In this case the opinions of commentators were related mainly to the issue of the necessary equipment, running techniques, preparation for running events. Not without significance was also the issue of regeneration of a runner's body after strenuous exercise. The desire to run, to participate in running events, to change the methodology of training was declared by 4.5% of commentators (Category D – desire). However, these were mainly the entries from runners. The immediate desire to run among the people so far not engaged in running was expressed only by 19 commentators, i.e. 0.5% of the total. Their comments mainly expressed a desire to achieve a positive mental and physical state (including the improvement of one's figure) described by bloggers-runners. The analysis of the commentators' profiles from this group indicated that they were mostly people not engaged in running, but looking for information about running (15), which testifies to the occurrence of homophily, based on secondary social bonds (i.e. common interests). The individuals not engaged in running and associated with the blogger through primary and secondary social bonds (i.e. based on an emotional connection with the blogger, such as family or friends) were classified to the least numerous group of only 4 people.

The decision to actively participate in running events, training, and preparations for the related running events was indicated by 9% of the commentators (Category A – action). For this category of comments left by declared runners, the entries regarding direct expression of the desire to run, train, participate in future events related to running, or improve existing achievements were the most common.

Based on the results presented above it can be concluded that the blogs related to running are followed mostly by runners who do not reveal their identity on the network. The references of their authors to events related to running are the most common topic of entries appearing on blogs of this type. This topic also arouses the biggest involvement in people following the blogs, resulting in the largest number of comments. However, a similar number of references were gathered by much less represented categories of "training" and "lifestyle". A closer attention should also be payed to the fact that the majority of people tracking and commenting on blog entries are also runners.

The obtained results of the analyses of comments, with the use of the AIDA model, indicate that 0.5% of people follow the blogs and are not runners. They only have a desire to change their existing lifestyles, but they are not active runners at the moment. The consumption of the presented experiences related to running is so intriguing (usually referring to positive personal experiences of bloggers) that it constitutes a significant stimulus for this small group of commentators that affects the willingness to change the attitude to a pro recreational one. With this in mind, in order to create new and desirable attitudes, the following model of content management was proposed (Fig. 4). This model places special emphasis on the element of personal experience, as a key element stimulating people following blogs to interact and declare a change of attitude. At the same time the model takes into account the increased emphasis on the increase in the level of interaction between the blogger and the recipients related to it through primary and secondary social bonds. This could result in an increase in the number of people following the blog, and thus in an increased range and level of impact on the users of social networks.
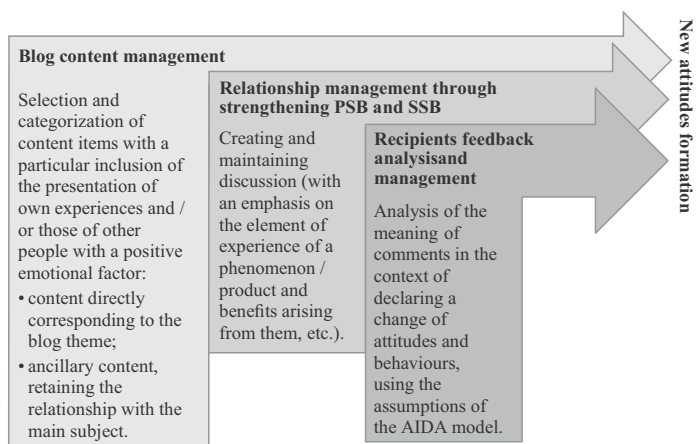

Fig. 4. Proposed model of blog content management:
PSB – primary social bonds; SSB – secondary social bonds
Source: Own elaboration.

6. Discussion

Researching the content of blogs enables to analyse particular touristic and recreational behaviours, motivations, etc. On the basis of blog content analysis, Vas (2016) proves that blogs are a perfect material to research the motivations of behaviours, the profiling of specific groups of bloggers depending on their civil status, social activity, etc. This research is strictly quantitative. In the case of the undertaken works, the research focused more on the possibilities of the quality assessment that refers to the possibility of applying the model of consumer behaviours AIDA and BARR approach in the assessment of the influence of particular contents on the attitudes and pro-healthy behaviours.

In the analyzed case, the people who declare themselves as runners were the main recipients of the shared content. Only 4.5% of all commentators were qualified as non-runners. In the case of 32.5% of commentators it was impossible to identify whether they are runners or not, because it was impossible to deduce this from the content of the comments left, as well as from the user's profile.

Larger number of people running suggests the occurrence of the phenomenon of homophily (Lazarsfeld, Merton 1954), i.e. searching for, consuming and commenting on content concerning specific issues by those interested in a specific range of subjects.

The homophily phenomenon can be used in the process of modeling interactions with people following the blog content. The results indicate in fact that the presented content is a source of practical information that can solve a problem or motivate a runner to undertake further challenges. If the contents of an entry do not satisfy the level of interest of the followers of the blog, they ask questions in the form of comments. On the other hand, the people commenting also express appreciation, congratulate, share their own thoughts, plans. This in turn helps to increase the role of the author's blog (as an influential factor) in maintaining mutual relations (based on common interests) and directing a debate. The analysis of the popularity trends of particular topics due to the number of direct interactions with customers could at the same time influence the selection and categorization of the pieces of content published on a blog.

Activities related to content management should be directed primarily at the selection of content relating to the presentation of content characterized by an overall positive emotional note and describing personal experiences of a blogger (experience of a runner in the techniques of training, running itself, and the experience of a runner as a consumer and user of sporting equipment, his successes, but also failures and ways to deal with them). These are the main components effectively stimulating interaction and self-expression among people tracking the blog content.

It is important to indicate the significant role of a peer group in adopting patterns made available in the media.

Researching the influence of the content promoting smoking tobacco, Gunther *et al.* (2006) proved that making them available in some way creates the need of behaviours connected with smoking. The main inspiration to act this way is the influence of peers in this case. At the same time, the authors suggest that "media content can affect indi-

viduals' attitudes and behaviours via their perceptions of its influence on others". Yoo *et al.* (2016) achieved similar results by analysing the influence of content concerning smoking tobacco shared in social media. In this case, peer group also has an influence on the behaviours of the recipients of the transmission in the social media. Behaviours of this type are defined by an IPI model (Influence of Presumed Influence) where a special pressure is put on predicting by an individual the way of having of a peer group, equally consuming a particular content made available. In the situation when a recipient assumes that certain attitudes and behaviours present in the transmission constitute a norm in a social (peer) group there is more probability that they will be implemented by him/her (Gunther *et al.* 2006). Certain analogies can be noticed in the described case of a potential influence of the contents made available on recreational blogs on creating the attitudes of the recipients. A virtual community replaces a peer group coexisting in the real world in a particular place and time. Mutual interest, i.e. recreational runs were the main reason of establishing it. Whereas, positive emotions present in the entries were the elements inspiring the interaction. These emotions, which refer to a good psychophysical condition or a characteristic of own achievements and spread throughout the community could constitute the reason to presumed influence of the described IPI model. In this case, creating the impression of commonness of particular behaviours and activities connected with them which result in good psychophysical health condition and the improvement of personal achievements, would be a significant factor.

A similar situation, concerning mainly the level of satisfaction from staying in the hotel, was described by Smoleński (2011). Some of the hotel guests were so positively inspired by the presence of flower arrangements throughout the hotel, that it constituted a declared inspiration to change the decor in their place of residence for them. The phenomenon of homophily already mentioned before and the inaccessibility of virtual groups generated by it constitute a barrier in spreading this type of impression. Homophily, through the presence of people seeking information about running and declaring their desire to practice this form of recreation, is also reflected in the group of the not-running community. At the same time, this phenomenon is closely correlated with the presence of secondary social bonds in the group related to having shared values, attitudes, declaring common interests. It should be noted that this is a key element in building the target audience of the content of the blogs.

The theory of memes (Dawkins 1976) can constitute an interesting ground for research on the influence of the contents made available in social media on the attitudes and behaviours of the users. The term "meme" was proposed by Dawkins (1976) as an analogy to gene being the media of cultural information. Memes create behaviours, attitudes, activities of individuals and social groups. As a result, each group or community, including virtual ones, is a kind of memetic pool which functions basing on a particular terminology and declares particular attitudes, desires and behaviours. The frequency of the presence of memes is regulated with a process of cultural or natural selection (Aunger 2000). Therefore, certain memes are present more often than others. This also explains the differences in the frequency of the presence of certain attitudes, behaviours, lifestyles and the formation of separate groups (memetic pools). Each of them is in some way isolated from the others (due to inner circulation of a bit different

sets of memes). This phenomenon is perfectly reflected by the process of homophily. At the same time, memes can be transferred among users by copying and imitation, owing to varied information channels, including social networks (see Dawkins 1982; Blackmoore 2000; Shifman 2013). This process in turn refers to the possibility of acquiring new patterns of behaviours and their dissemination.

Conclusions

In the light of the gathered research results it is difficult to unquestionably prove the influence of the blogs content on the change of attitudes and behaviours of their recipients. It is conditioned by the nature of netnographic methodology, among other things. Undoubtedly, some influence is possible to be noticed which can be the reason to conduct further research. Despite the slight impact of the content on the formation of pro leisure attitudes and further behaviours, the research problem that requires more analysis is the determination whether this level of commitment to the declaration of new attitudes and behaviours is merely temporary, or whether it is a declaration turning into permanent activity. In this sense, it would also be interesting to check if and how this type of dependence concerns the blogs related to another subject, such as tourism. Subsequently, it would also be important to check whether an increase in the number of recipients, by mobilizing the users associated with a blogger through primary social bonds, would affect the level of the declared willingness to change attitudes.

At the same time, the inability to determine the status of nearly one-third of commentators is a factor significantly influencing the ability to draw firm conclusions from the results of the tests. It is a basic problem which restricts the possibility of a broader inference.

In the light of the results of the research, there is also a high probability that the dominant topics on blogs related to running (in this case: the coverage of the running events) do not generate, from the perspective of the number of comments, the greatest activity of people following the blogs. This may result from the lack in the transmission of this type of a portion of practical information, substantial from the perspective of the recipient that would constitute a contribution to solving the problems of the readers of blogs. Therefore, it would be important to verify the relationship between the level of placement of the personal experiences of the authors in the shared entries, and the level of interaction from the audience.

Using practical assumptions of the AIDA model of consumer behaviour in the inquiry concerning the potential impact of blog content on blog readers' attitudes and behaviours constitutes the current and essential research problem. Conducting analyses directly on a large, narrative story-telling content is a novelty of this paper and rarely appears in the scientific literature. It also implicates new possibilities to conduct scientific research, such as including the theory of memes, i.e. cultural information media. Conducting works on the evolution of virtual communities will become then possible, particularly on: a) the way and pace of the overflow of information among groups (i.e. the dynamic of the changes of memetic pools); b) building the interactions among the groups' members; c) the internal and external factors forming a group (mainly the

sources of the contents desired by a group); d) building the indicators of the efficiency of the influence of particular memes on a group, etc.

An important application factor of the presented results is also the development of scientific research on issues relating to building blog audience engagement in the context of their affective, cognitive and behavioural activities.

The obtained results of the study constitute a contribution to the analysis associated with forecasting the direction of the development of virtual communities of bloggers, the levels of impact of blogs on the community and individuals associated with them through primary and secondary social bonds. They also contribute to the research based on the theory of memes. Simultaneously, the issues of blogers' experiences exchange and the analysis of the attitude shaping the phenomenon could also be used in creating innovative solutions in the field of tourist and recreation products and services.

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