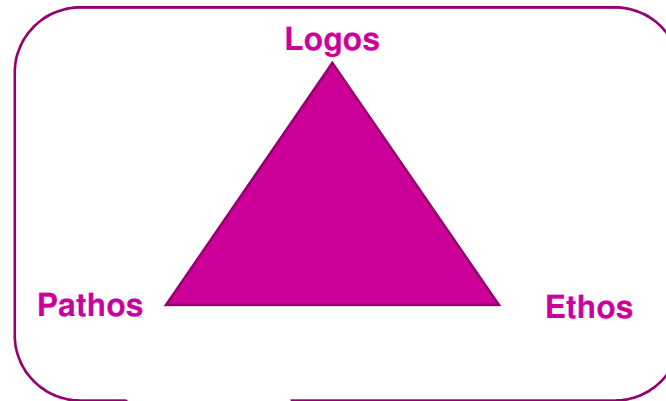




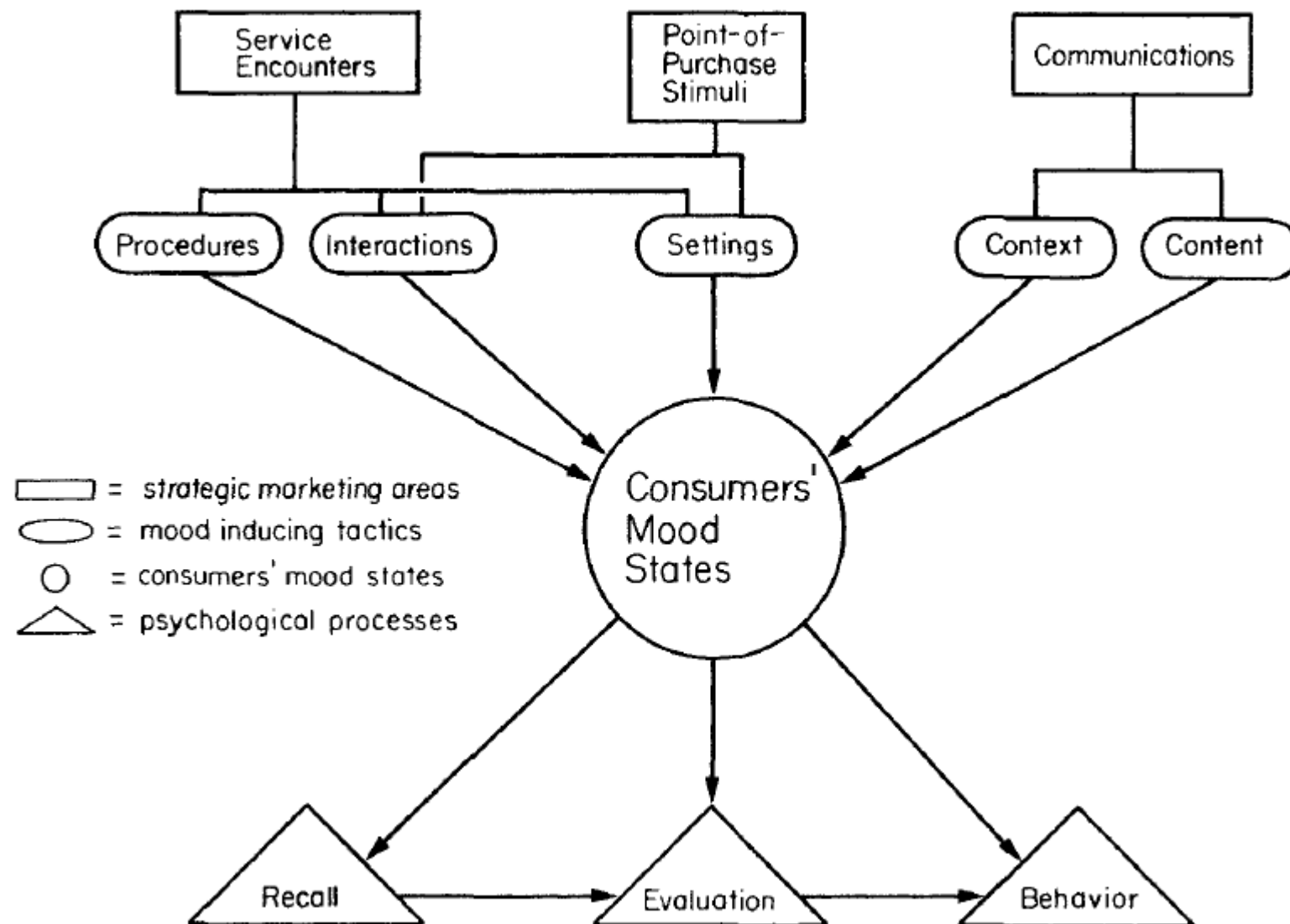
## **Using Netnography & Structural Semiotics to Analyse Anti-counterfeiting Discourses on Facebook**

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# Genesis



## Mood Theory



Gardner (1985)



# Objectives



- Understand the various strategies used by Facebookers to express their point of view & recruit members
- Grasp the core values underlying such discourses
- Assess how far such strategies could be sources of inspiration for official/business entities in the design of same topic-related campaigns
- Match Facebook ads consistent with the semiotic positioning of the page

# Research Methodology

- Overall Research Methodology: Netnography (Kozinet, 2006)
  - Data directly copied from webpages
  - Interviews





# Research Methodology

- Data Analysis:
  - Description & Quasi Stats
    - To measure the scope of the group pages
    - To understand the structure of the group pages
  - Structural Semiotics
    - Following the Greimasian generative trajectory of meaning construction
    - Step 1: Discursive level of analysis
    - Step 2: Semi-narrative level of analysis
    - Step 3: Axiological level of analysis
      - => Semiotic Square



# Quick-win

Non-official anti-counterfeiting-dedicated Facebook pages



# Research Background

- Part of a larger project
  - Step 1: Study of consumers' behaviours  
=> Ethnography
  - Step 2: Study of anti-counterfeiting campaigns  
=> Plastic structural semiotics
  - Step 3: Study of consumers' reactions to the ads  
=> Interviews & structural semiotics
- Anti-counterfeiting official discourses
  - Rely upon traditional media
  - Sometimes use the Internet
- What about non-official discourses?
  - => Facebook hosts a quite important number of groups dedicated to the fight against counterfeiting





# Literature Review: Struggling Against Counterfeiting

- 4 different perspectives:
  - Action on producers of counterfeits (Sultz & Saporito, 1996; Collins-Dodd & Zaichkowsky, 1999)
  - Action on governmental entities (Borna, 1989; Xie & Zhou, 2005)
  - Action on consumers (Chakraborty et al., 1997; Amine & Magnusson, 2007)
  - Action on retailers (Olsen & Granzin, 1992)
- 10 ways to protect IP rights (Shultz & Saporito, 1996), from 'Do Nothing' to 'Cede the industry'
- Optimal level of interaction btw governments & companies (game theory, Xie & Zhou, 2005)
- Consumers: use of negative cues, identify various target segments and that's it!

## Sample: Facebook groups

135 groups identified via keywords search.  
Sample reduced to 114 groups.  
3 languages: Italian, French & English  
15 chat interviews (2 hours semi-structured interviews)

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

# Data Description & Quasi Stats

The screenshot shows a Mozilla Firefox browser window displaying a Facebook group page. The browser's address bar shows the URL: <http://www.facebook.com/search/?ft=1&q=counterfeiting&o=69&s=160#!/group.php?gid=22099>. The Facebook page header includes the search bar and navigation links for Home, Profile, and Account. The group's cover photo shows a man sitting in front of a display of various handbags. The group name is "Your fake Louis Vuitton makes me want to throw up" with a "Join" button. The "Basic Info" section lists the group's name, category ("Common Interest - Beliefs & Causes"), and description: "Not only are fake bags ugly, but they're detrimental to the global economy." A "read more" link is provided for the description. The "Privacy Type" is set to "Open: All content is public." On the right, there is a "Create an Ad" section and a "Connect With More Friends" section with a Facebook logo and an envelope icon. At the bottom right, there is a "Chat (Offline)" button. The Windows taskbar at the bottom shows the system clock as 15:15 on 03/09/2010, along with various application icons and system status icons.

Facebook | Your fake Louis Vuitton makes me want to throw up - Mozilla Firefox

http://www.facebook.com/search/?ft=1&q=counterfeiting&o=69&s=160#!/group.php?gid=22099

facebook

Search

Home Profile Account

Your fake Louis Vuitton makes me want to throw up

Join

Wall Info Photos Discussions

Basic Info

Name: Your fake Louis Vuitton makes me want to throw up

Category: Common Interest - Beliefs & Causes

Description: Not only are fake bags ugly, but they're detrimental to the global economy.

For those of you who think you're all that when you sport your fake "designer" bag around, I have a few questions for you. Did you know that many counterfeit items (bags, watches, shoes, etc.) have been linked to various terrorist organizations all over the world? Did you know that many of the factories that make these bags employ young children, violating child labor laws? By purchasing a counterfeit item, there's a... (read more)

Privacy Type: Open: All content is public.

Information

Category: Common Interest - Beliefs & Causes

Description: Not only are fake bags ugly, but

Terminé

FR 15:15 03/09/2010

# Data Description & Quasi Stats

- Title Page

- Aesthetics:

- 65 % no brands
    - 35 % brand(s):
      - 50% Louis Vuitton
      - 10 % Chanel
      - 9 % Gucci
      - 7 % Burberry, Coach
      - Other brands: Dooney & Burke, Ed Hardy, Girbaud, Guess, Hogan, Prada



➤ *Pour ceux qui ris en voyant du Louis Vuitton qui pue la contrefaçon.*

➤ *Your fake Louis Vuitton makes me want to throw up*

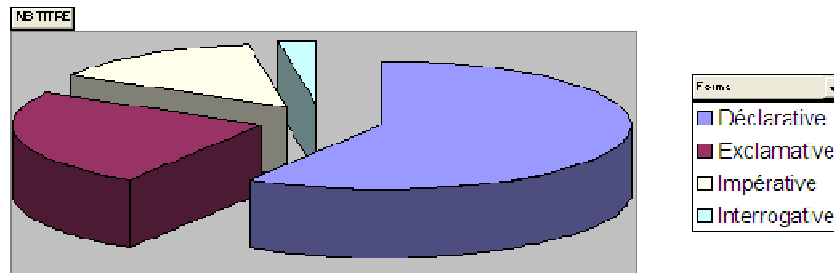
➤ *THE DEVIL WEARS FAKE CHANEL*

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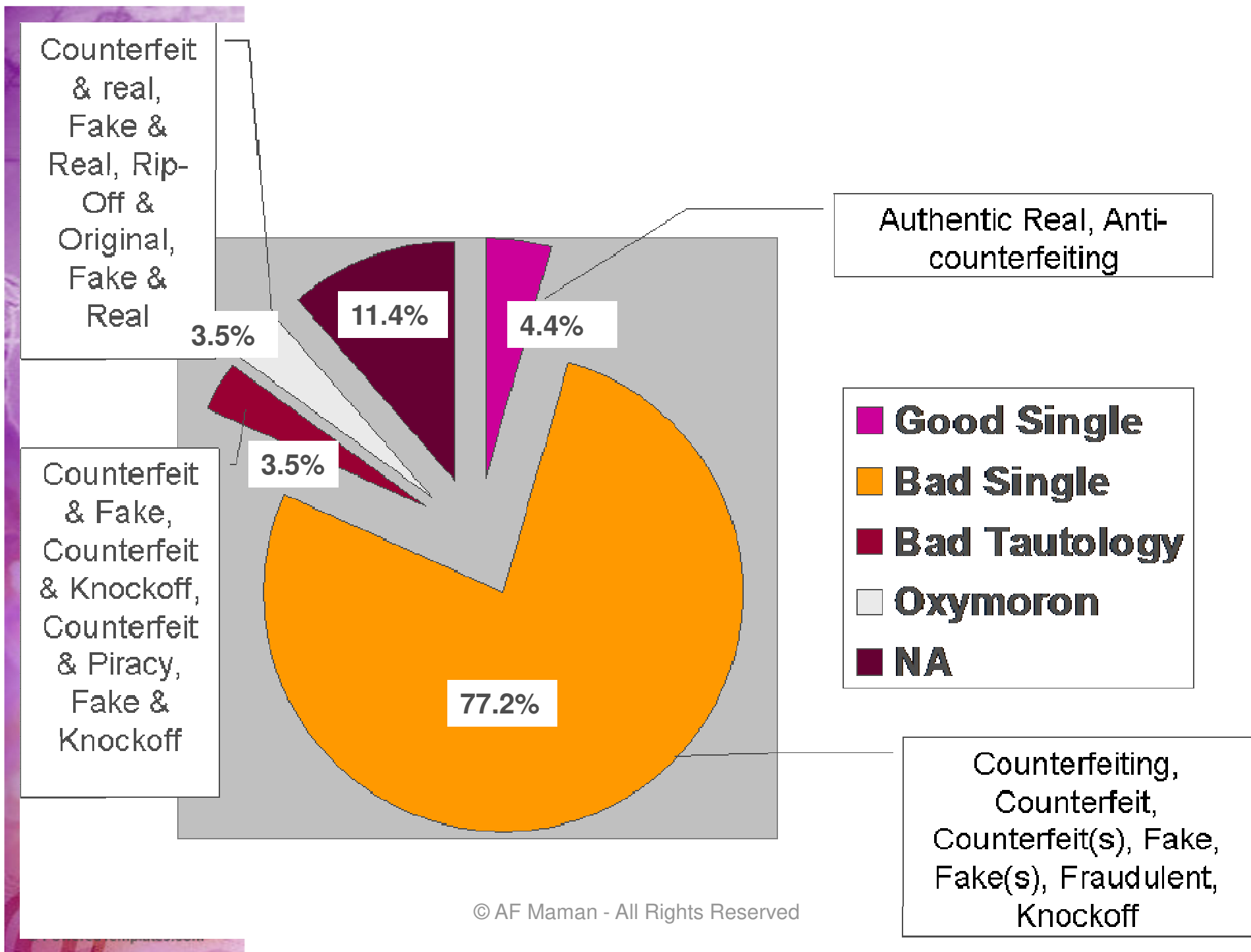


# Data Description & Quasi Stats

- Title Page
  - Rhetorics
    - Length of the title
      - Min: 2 words ex: *No Fakes*
      - Max: 17 words ex: *I rock coach, gucci, or prada or any other designer and I look FLY in it*
      - Average  $\sim 7.8 / \sigma = 3.8$
    - Grammatical mood & associated speech function
      - => Demand, Offer, Question, Statement, Acknowledgement



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# Data Description & Quasi Stats

- Profile Picture
  - **104 groups hold a photo**
    - 46 % personal
    - 44 % re-used
    - 10 % mix
    - 61 % figuring a luxury brand



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# Data Description & Quasi Stats

- Description & its creation context
  - Min: 3 words – “They are counterfeit”
  - Max: 844 words!
  - Average: 81 words
  - Creation context:

*“I am trying to get the group to be a valid group at Parsons, so basically I was trying to get people to be administrators. The best way was to create a group so when people see the flyers at school they could go online and see the group, send me messages, and at the same time, it is good to get people outside of Parsons too.”*





Business	Business - Companies	1	1%	4%
	Business - Consumer Groups	1	1%	
	Business - General	2	2%	
Common interest	Common Interest	6	5%	48%
	Common Interest	1	1%	
	Common Interest - Activities	3	3%	
	Common Interest - Beauty	7	6%	
	Common Interest - Beliefs & Causes	27	24%	
	Common Interest - Current Events	1	1%	
	Common Interest - Health & Wellness	1	1%	
	Common Interest - Hobbies & Crafts	1	1%	
	Common Interest - Politics	4	4%	
	Common Interest - Self-help	2	2%	
	Common Interest - Travel	1	1%	
	Common Interests: Beliefs & Causes	1	1%	
Entertainment	Entertainment & Arts	3	3%	13%
	Entertainment & Arts - Fashion	12	11%	
Just for fun	Just for Fun	5	4%	22%
	Just for Fun - Facebook Classics	3	3%	
	Just for Fun - Fan Clubs	1	1%	
	Just for Fun - Outlandish Statements	3	3%	
	Just for Fun - Too Much Information	1	1%	
	Just for Fun - Totally Random	9	8%	
	Just For Fun -Inside Jokes	1	1%	
	Just for Fun - Totally Pointless	2	2%	
None	None	5	4%	4%
Organizations	Organizations - Academic Organizations	1	1%	6%
	Organizations - Advocacy Organizations	4	4%	
	Organizations - General	1	1%	
	Organizations - Non-Profit Organizations	1	1%	
	Organizations	1	1%	
Students	Student Groups - General	2	2%	3%
	Student Groups - Social Groups	1	1%	
	Total	114	100%	



# Data Description & Quasi Stats

- Contact information:
    - @: 10 %
    - Admin name only: 90 %
    - Link to blog / website: 11 groups
  - Videos & Photos: 36 groups
  - Administrator: from 0 to 8
    - Joint project with friends, classmates etc
- « *Les étudiants du master Propriété Intellectuelle et Nouvelles Technologies de Grenoble lancent sous l'impulsion de l'ADEPIG la première édition du concours d'affiche contre la contrefaçon.* »



# Data Description & Quasi Stats

- Members
  - Min: 10
  - Max: 1 238
  - Average: 90  $\sigma = 150$
- Level of group activity
  - Nb of posts excluding admin
  - Only 10 groups have more than 30 posts!
  - Average: 5 posts



# Themes & Core Values

- Discursive Level of analysis: Main themes
  1. **Counterfeits & Counterfeiting**
    - Sickness
      - lexicography: insanity, cancer, skin itching, nausea, gangrene, stomach churning, drunkenness, burns & myopia
      - Suffering & death
    - China
    - Direct & Indirect consequences





# Themes & Core Values

- Discursive Level of analysis: Main themes

## 2. **Luxury brands & Fashion**

- Fashion discourse
  - Style vs. no-style
  - Counterfeiting against Fashion
- Love of the original brand
- Beauty-oriented discourse
  - Vs. gloomy world of counterfeiting (dirtytiness lexicography)



# Themes & Core Values

- Discursive Level of analysis: Main themes

## 2. **Legality / Normality**

- Abnormality
  - Counterfeit product
  - Consumers
  - Points of purchase
  - Stylistic components
- Illegality
  - Criminal lexicography



# Themes & Core Values

- Semi-narrative level of analysis: how the main themes are approached
  - Position of the Observer
    - Full involvement, simple witness, omniscient
    - Emotional involvement: expressing feelings or trying to emotionally imply the readers
      - Hatred, embarrassment, trouble, irritation amusement & dislike
    - Jakobson's three types of language functions
  - Temporal Orientation
    - Focus on past events
    - Focus on group's future
    - Focus on present



# Themes & Core Values

Semi-narrative level of analysis: how the main themes are approached

- Nature of the accused actant
  - Counterfeiters: manufacturers & sellers
  - Consumers: buyers & users
  - Phenomenon per se
  - State entities
  - Fake items
- Modeling of the discourse
  - Polemic
  - Satire
  - Report
  - Statement



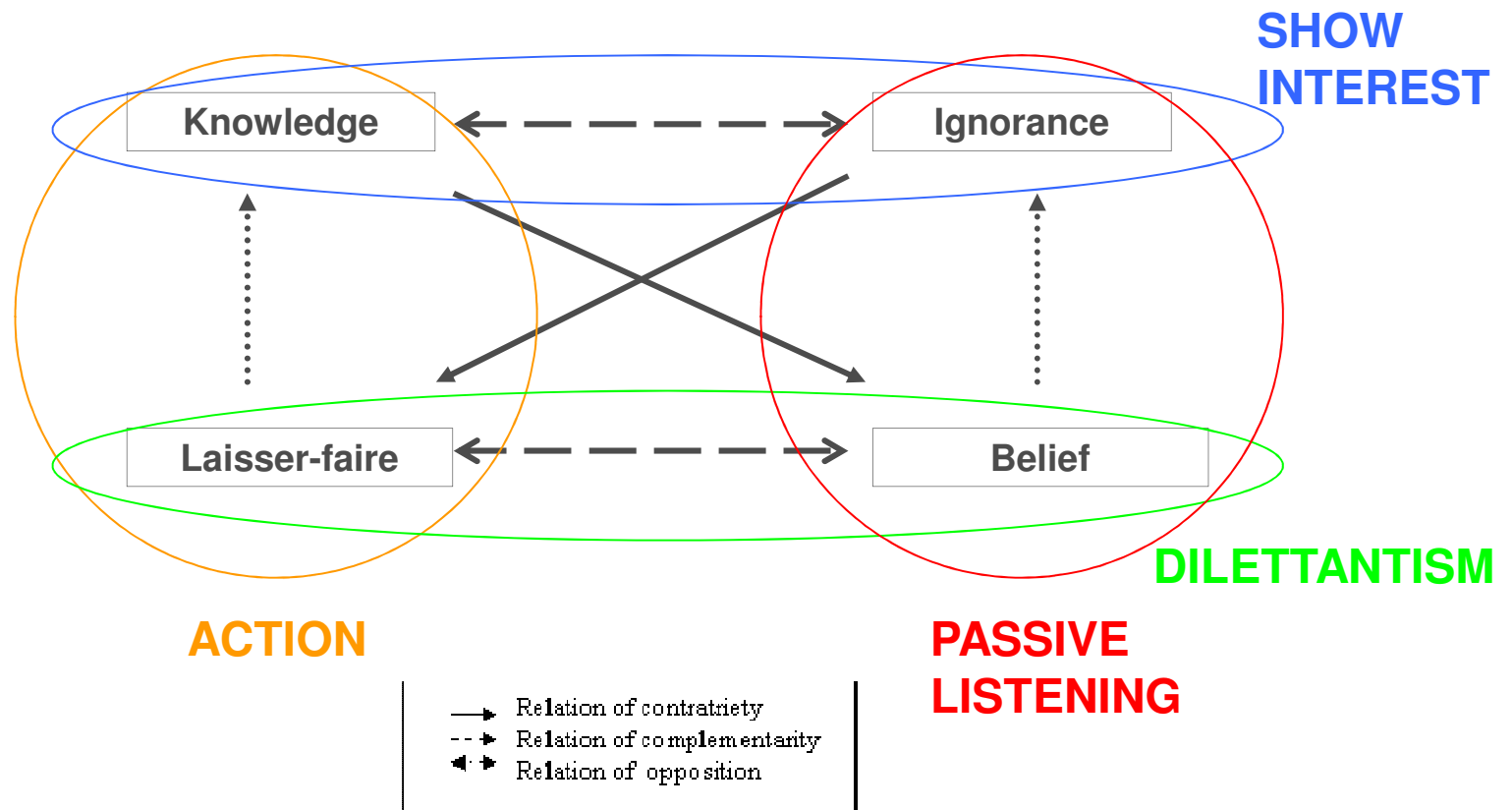


# Themes & Core Values

- Semi-narrative level of analysis: how the main themes are approached
  - Admitted objectives
    - Self-oriented
      - Express opinions & thoughts
      - Build e-knowledge
      - Share feelings
    - Other-oriented
      - Inform: communicate, advise readers, let people know, educate
      - Raise awareness
      - Condemn

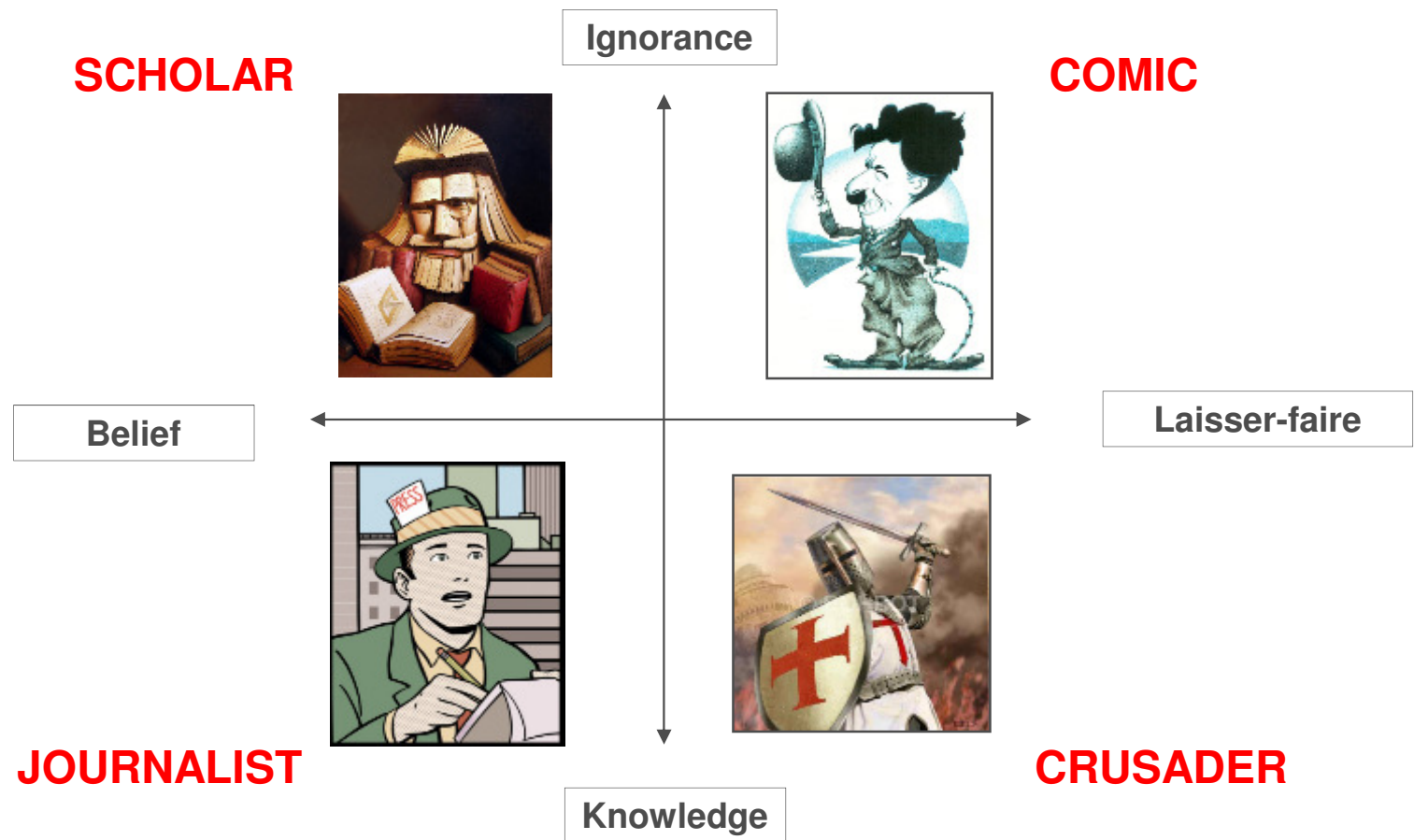
# Themes & Core Values

- Axiological Level of Analysis: values associated with 2.0 anti-counterfeiting communication strategies



# Themes & Core Values

- Axiological Level of Analysis: associated authors' roles





## Conclusion of the Quick-win

- Much richer set of values than traditional anti-counterfeiting campaigns
  - Which doesn't play at all on JM Floch's consumption values...
  - Which doesn't play on pity
  - Which doesn't speak about retaliation!
- Unexpected commitment & strong language



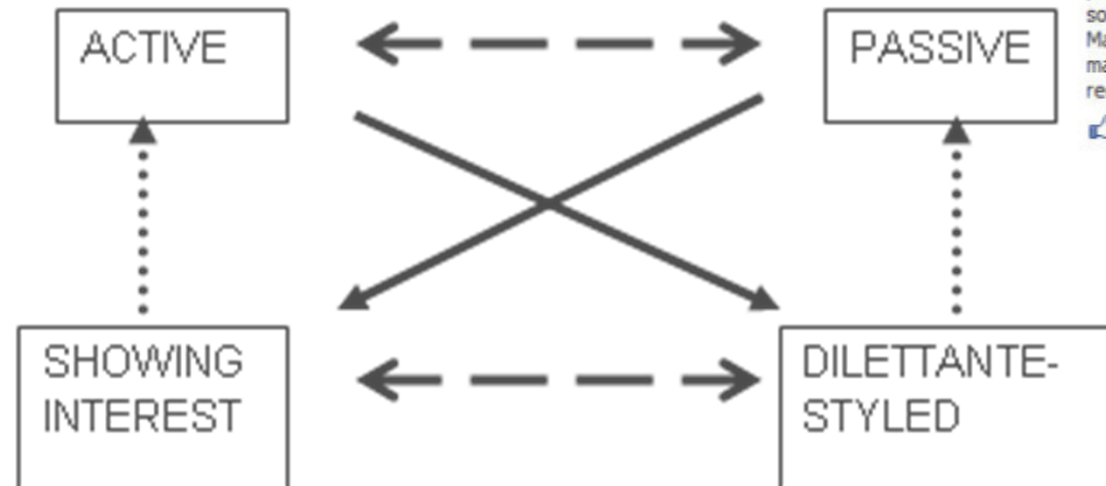
# What about ads ?

SPONSORED  [See All](#)

**Create a Facebook Store**  
shopify.com



Now it's Profitable to be Cool.



**Speed Up Exchange Server** ×



You have six or more email problems. We've got one solution. Get help with Mailbox quotas, PST maintenance, Disaster recovery and more.

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**Thank you for listening!**

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