

Abstract

The main research question of this thesis deals with identity of foodbloggers, constructed through the content posted on their foodblogs. This work shows through research of eight foodblogs what forms of identity these foodblogs take. The foodbloggers are treated as members of the foodie community in this thesis, because their blogs reflect its values, such as emphasis on the element of sharing, food quality, authenticity and story of the food and its serving. Foodbloggers identity, reflected on their blogs, has been studied mainly in terms of self-presentation, narrative strategies and approaches to sharing their privacy with the blogs readers. These three aspects are constantly negotiated in every interaction between bloggers and readers of their blogs. This negotiation determines the final form of foodblogs. Narrative strategies of these analyzed foodblogs for example take the form of family atmosphere and cooking for the family, self-realization through cooking and blogging, making friendships, minimalist style without a personal narrative, a friend with sharing conjoint interests or invitation to the blogger's personal life. Furthermore, the identity was examined through the questions whether and how the blog authors think about themselves as (food)bloggers.