

Appendix 1a: summarising a short text

A key distinction between a blogger and an influencer

One of the key distinctions between a blogger and an influencer is what they're known for. If you're a blogger, you're probably known for your website. Whether your website is named after you or not, people know you for your articles and the information you provide first and your name or personality second, in most cases. An influencer is quite the opposite. Since their whole brand is typically made of sharing their passions and interests through a particular social media platform, people may identify with their personality before their 'niche' or the information they provide. [95 words]

A summary

The text highlights the difference between bloggers and influencers. Bloggers are known for their website content, prioritizing information over personality, while regarding influencers, audiences focus on their personality and social media presence, which overshadows the specific content. [37 words]

Appendix 1b: summarising a short text

Content creation

Another key difference is content creation. A blogger typically works on a self-hosted website and writes articles that can be anywhere from 500-3000+ words. They'll also need to do keyword research and on and off-page search engine optimisation (SEO) to create a fully optimized blog post. The content creation process for an influencer may look a bit different but depending on the type of content they produce it may be the same, if not more work. This can include doing a photoshoot, editing pictures and creating captions. However, at the end of the day, an influencer's content is typically considered 'short form'. It can be consumed quite quickly, and the written elements tend to be less than 200 words. Blogs or YouTube videos are typically considered 'long form content' because they take longer to consume. Again, depending on the type of content they produce, the work that goes into them may also be more substantial. (155 words)

A summary

The text contrasts content creation methods between bloggers and influencers. Bloggers focus on lengthy, SEO-optimized articles on their own websites. Influencers, on the other hand, create shorter content, often comprising photoshoots and captions on social media platforms. While the workload may vary, both require substantial effort, with bloggers focusing on long-form and influencers on short-form content. [56 words]