

WOMEN AND IMAGES OF OUTDOOR ACTIVITY:
OUTDOOR BRANDS AND THE PORTRAYAL OF GENDER

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ABOUT THE AUTHOR

Jenna Williams grew up in Minnesota and spent many childhood weekends in the north woods. This time in the forest shaped her love of the outdoors and continues to shape many of her life choices, including career, spouse, and decision to relocate to Colorado. Jenna earned her Bachelor of Science in Environment and Natural Resources from the University of Minnesota in 2008. After working as a communicator in the natural resource field, she went back to school to earn her Masters of Arts in Strategic Communication. The topic for this capstone project was a natural choice. As an outdoor enthusiast herself, Jenna would love to see more women in the outdoors. She hopes this project can provide helpful insight for brands who want to engage and welcome women to the outdoor community.

INTRODUCTION

While many people consider themselves to be outdoorsy, the definition of that label is changing and people comprising our large urban populations are finding new ways to enjoy the outdoors. The traditional story told by many outdoor brands is that of adventure and extreme challenge in the wilderness. This story may resonate with the traditional, core audiences, but what about new, changing audiences? Will the same story resonate with the next generation of outdoor participants or will outdoor brands find a new story to engage a changing audience?

The Outdoor Industry Association (2014) conducted a segmentation study of outdoor consumers in the United States. Of adults ages 18-65, an impressive 60% of them are outdoor consumers (defined by the Outdoor Industry Association as someone who spends at least an hour outside per week, participated in some outdoor activity during the past year, and made a purchase for outdoor activities). Half of these outdoor consumers are aged 25-44, half are women, and thirty-four percent live in urban areas. Approximately 78% of those surveyed by the Outdoor Industry Association self-reported as being somewhat outdoorsy. Additional insights were found about motivations and barriers with the top rated motivations being sunshine and fresh air, spending time with family, and having fun. Only 11-12% of outdoor consumers indicated significant barriers to their participation in outdoor activities (the most significant two barriers were limited free time and cost).

Amongst outdoor participants, women have been historically underrepresented in images and advertisements (McNiel, Harris, & Fondren, 2012; Heinecken, 2013), but there seems to be a shifting conversation in the general culture about women. Proctor & Gamble saw success with their #Likeagirl campaign. Nike has been running campaigns with a female empowerment slant in the past few years and offers women specific Facebook, Twitter, and Instagram accounts. The outdoor brand Arc'teryx is currently running a #defineFEMININE campaign which is featured front and center on their general website. The portrayal of active women is changing and is a conversation of interest to many.

Outdoor brands are looking to engage beyond their traditional, core audience and diversify the story they tell. At the same time, women appear to be rewarding messages of female empowerment and strength. This is a perfect opportunity for outdoor brands to engage more women and develop new relationships with this half of outdoor consumers. This paper will focus on increasing the understanding of female outdoor consumers and how outdoor brands can better engage with them.

Specifically, this paper will look at images of outdoor activity, how outdoor brands portray women, how women respond to these images, and how outdoor brands can improve their representation of women in images to increase success with female consumers. This paper proposes that women are currently portrayed by outdoor brands in a way that is significantly different than how men are portrayed by outdoor brands, and a content analysis is used to assess current representation. A survey is used to assess how women respond to images of outdoor activity with the hypothesis that experience level is a significant factor in how women respond to these images. Finally, one-on-one interviews will add depth and personality to these findings to better understand how women currently relate to the outdoor community and outdoor brands and what they want to see from these brands.

LITERATURE REVIEW

In the following section, the literature will be reviewed to explore the ways in which women relate to outdoor brands. People are complex individuals living within a complex social system, and while this review covers many important topics, there is much yet to be learned. This literature review will start with the broad level theories of social identification and then narrow down to the specific goal of exploring visual representations of women in outdoor recreation.

SOCIAL IDENTITY AND BRAND IDENTIFICATION

As social psychology developed, new theories started to emerge to address group interactions and processes. One such theory, social identity theory, was developed to address the unique processes

and interactions of groups from the point of view that groups are more than the sum of their individuals and that groups have unique collective psychology, dynamics, and intergroup behaviors of their own (Hogg & Williams, 2000). In the years since its development, social identity theory has become a significant theory in social psychology and provides much of the framework for this paper.

Social identity theory focuses on the process of categorizing people and then seeing yourself or others in “terms of their representativeness of contrasting social groups and categories” (Dovidio, Hewstone, Glick, & Esses, 2010, p. 179). This is all based on perception, interpretation, and comparisons. When making comparisons, people will emphasize differences that occur between groups but not within the group, making the group appear more homogeneous than it may actually be while also accentuating the favorable traits of the group (Hogg & Williams, 2000). In addition, people will develop an image of the prototypical attributes of a group and its group members, and these attributes are usually based off of an ideal instead of real attributes (Dovidio et al., 2010).

People make an effort to express and show which groups they belong to as well as which groups they do not belong to (Pan, Lu, & Gupta, 2014; Matschekle & Sassenberg, 2012). This process of identification includes emotional involvement with the group, the belief that they fit it with the group, and a desire to contribute to the group (Matschekle & Sassenberg, 2012). When identifying with others or with groups, people actively try to associate with those who they see as similar to themselves (Proksch, Orth, & Bethge, 2013), and they actively try to avoid those seen as dissimilar (White & Dahl, 2007; Pan et al., 2014).

This social identity is an important part of self-concept and can have significant effects on people as consumers. Stockburger-Sauer, Ratneshwar, and Sankar (2012) explored how consumers use brands to enhance their own identity. As individuals who are trying to express our social identity, people use brands to communicate that identity as well as group membership (or desired group membership). In addition to identifying with groups and using brands to communicate that identity,

consumers also experience consumer-brand identification (CBI). The concept of CBI says that a consumer who perceives a high level of congruency between a brand's identity and their own identity will feel a sense of belonging with that brand. This identification will in turn increase both brand loyalty and brand advocacy.

So on one side, consumers may use brands to reinforce and express their identification with various groups, but in some circumstances it is the identification with the brand that helps solidify a group. As found by Carlson, Suter, and Brown, even in brand communities with no social connections between members (psychological communities), "it was identification with the brand itself that led to increased PSBC" (psychological sense of brand community) (Carlson, Suter, & Brown, 2008, p. 290). In other words, individuals who strongly identified with a brand also developed a sense of community with other individuals who used or consumed that brand, even though there were no direct social interactions.

This is a reminder that identification with groups or brands is based on perceptions and has many facets. Brands today are looking to build long-term relationships with their consumers, and at the same time, consumers are looking for social belonging and to use brands as a way to declare who they are and what social groups they belong (or do not belong) to. This creates many opportunities as both brands and consumers look to create meaning and identity together.

IN-GROUPS AND BELONGING

Baumeister and Leary explored the past literature on psychology and group behavior and confirmed that "the need to belong is a powerful, fundamental, and extremely pervasive motivation" (Baumeister & Leary, 1995, p. 497). Social identity theory is also based on this basic drive for identification and belonging which partially serves the purpose of self-enhancement and self-esteem (Dovidio et al., 2010). When a person identifies as belonging to a group, that group is then known as an in-group, and all other groups to which the person does not identify with are out-groups. These simple

categorizations of in-groups and out-groups cause biases and discrimination (which can range from minor to significant) in intergroup behavior. The “perceived similarity within the in-group promotes greater liking, trust, and solidarity with in-group members” (Dovidio et al., 2010, p. 182).

The same psychological processes also apply to brands. White and Dahl (2007) found that consumers identify more with brands that have in-group connections than brands that have out-group connections, and this effect is especially significant and affects behavior more when the brand is symbolically related to the consumer’s self-identity and publicly consumed or used. Their research showed that dissociative groups (groups individuals strongly identify against) cause significant negative reactions when compared to in-groups or other out-groups. Consumers actively try to avoid being associated with dissociative groups, but they respond in a more neutral manner to out-groups that have little connotation or significance to their self-identity.

Interestingly, people work to feel included in groups while also working to be unique within the group at the same time (Dovidio et al., 2010; Chan, Berger, & Van Boven, 2012; Pan et al., 2014). When choosing a brand, the brand may serve both desires at the same time (Chan et al., 2012). For example, an individual may choose a specific brand to show in-group belonging but then choose a product design or a color that helps them stand out as unique within the in-group. Consumers make these choices based on factors such as their own desire to be unique (Chan et al., 2012) or based on their self-esteem and feelings of inclusion (Dommer, Swaminathan, & Ahluwalia, 2013).

If an individual does not fit the prototypical image of a core in-group member, that person is less likely to be liked and trusted by the group and may be excluded (Dovidio et al., 2010). For outdoor recreation and outdoor brands, gender becomes an issue when women may not be seen as prototypical members of the outdoor community (Salome, 2010) and when their inclusion in the community or brand images may threaten the current core group (masculine) and their identity (Avery, 2012). This will be discussed in more detail in a later section.

For now, the framework of social psychology as outlined above demonstrates the basic categorization process that forms groups, the process of identification with these groups, and the intergroup biases that occur between in-groups and out-groups. The ways in which individuals navigate their belonging and associations to these groups are complex and often situation specific, and consumers express their complex identities through use of brands based on their assimilation and differentiation needs at the time.

NEWCOMERS AND AUTHENTICITY

Newcomers who identify with a group and want to belong in that group face unique challenges. An individual may be interested and actively trying to assimilate to fit in with an in-group, but membership within an in-group is a communally negotiated and interactive process (Matschekle & Sassenberg, 2012; Avery, 2012). Newcomers will use both approach strategies (behaviors to increase their chances of gaining membership) and avoidance strategies (behaviors to avoid compromising membership) when attempting to gain membership (Matschekle & Sassenberg, 2012). It was found that internal motivation is a significant factor in social identification for newcomers. Regardless of being accepted into or rejected by a group, newcomers still showed strong social identification with that group if their internal motivation to belong was high (Matschekle & Sassenberg, 2012).

Gender has been shown to play some role in group belonging and inclusion needs, but results are not yet conclusive. In their study, Pan, Lu, and Gupta (2014) found that social identification and sense of belongingness were strong predictors of whether or not female newcomers planned to engage with online communities while male newcomers were more strongly affected by their perception of uniqueness. Feelings of belonging and uniqueness were important for both genders, but feelings of belonging were a primary factor for women compared to men. One suggested rationale is that women are more network oriented.

Newcomers often engage in an information collection stage where they learn about product alternatives and brands before they gain experience in the category and eventually become brand loyal (Heilman, Bowman, & Wright, 2000). Since female newcomers are more likely to engage with an online community if they feel a sense of belonging, outdoor brands looking to engage this segment should work to increase identification and make the community accessible to these women. This could help these women engage as newcomers and to eventually become brand loyal.

There may be additional factors that affect newcomers to outdoor brands because of the type of activities they often portray. There are two categories of outdoor activity found in this selection of literature: outdoor recreation and lifestyle sports. The Outdoor Industry Association lists the following as traditional outdoor activities: running/trail running, biking/mountain biking, rafting, wildlife viewing, fishing, skiing (alpine and cross-country), snowboarding, rock climbing, boating, kayaking, canoeing, stand-up paddle-boarding, surfing, hiking, camping, backpacking (overnight), water skiing/wakeboarding, swimming (outside), or participating in a running race (Outdoor Industry Association, 2014). A subcategory, lifestyle sports, can be defined as “activities in which risk, sensation, freedom, adventure are important” (Salome, 2010, p. 69). These lifestyle sports often have a unique culture and values that separate them from the mainstream, and sports in this category include snowboarding, surfing, skydiving, and rock climbing (Salome, 2010).

When it comes to outdoor recreation, many of the communities surrounding these sports or activities participate in a discussion about authenticity. Authenticity, just like group membership, is not a solid concept but is instead created, navigated, and re-created over time. There is no single definition or measure of authenticity, so it is sometimes discussed as perceived authenticity or a sense of authenticity. For example, Salome (2010, p. 73) references the notion that lifestyle sports “participants consider themselves authentic against the inauthentic characterizations of ‘wannabees, posers, and non-participants’ (Donnelly, 2006).” Using that concept, lifestyle sports participants are defined by the

activity itself, the lifestyle associated with the sport, and who the participants compare themselves against.

Within outdoor activities and lifestyle sports, novices and newcomers are unable to claim authentic membership in the groups because of limited experience and participation, and they have to prove themselves over time (Beverland, Farrelly, & Quester, 2010). Again, the process of gaining membership is an interactive and communally negotiated process, and the core members of a group hold some authority over that process (Salome, 2010). “There are still tensions between core members of the sports culture and the new consumers” (Salome, 2010, p. 81).

Through interviews, Beverland, Farrelly, and Quester (2010) found that newcomers often look to use brands that are representative of the group and reflect the lifestyle of the sport to identify themselves as a member of that group. Once they are more experienced members, their focus often shifts to high performance brands that will help them excel and connect to the experience of the sport instead of a focus on showing membership. This is summarized by the tension between “being” and “doing” or by authentic and inauthentic. “Consumers seeking to build a self-referential identity (self-authentication) are attracted by the focal activities of the community (‘being’). Consumers seeking a social identity are attracted to the iconic imagery widely associated with the community (‘doing’)” (Beverland et al., 2010, p. 712). In other words, newcomers look to brands to symbolize their belonging and showcase their membership (“doing”) while experienced members of the community look to benefit their performance through top brands (“being”).

GENDER AND BRAND OWNERSHIP

Individuals can hold many identities within their overall self-identity, and gender is one of the key identities used to define sense of self as well as to categorize and understand others. This affects consumer behavior where individuals most often select brands and products that express and reflect their gender identity (Avery, 2012). In many androcentric cultures, including our own, “masculinity is

more highly valued and is seen as normal, while femininity is deviant from and less than masculinity” (Avery, 2012, p. 323). Again, this is reflected in consumer behavior where there is a stigma against men using feminine brands but it is acceptable for women to use masculine brands (Avery, 2012).

In relation to outdoor recreation, these activities and brands are often associated with individualism and escape, and there is also a focus on “rugged individualism” which has a historic association with masculinity (Hirschman, 2003; McNiel et al., 2012). If feminine is a dissociative group in relation to masculine and if historically masculine outdoor brands attempt to include women, there is a potential conflict for male users. Based on social identity theory, the group members will work to sustain a positive image of the in-group in the face of new, dissociative members (Dovidio et al., 2010).

One research study conducted by Avery (2012), tested how male users of a highly gendered brand, Porsche, would react to the perception of gender contamination. With the introduction of a Porsche SUV targeted at women, many existing male owners showed concern over the feminized brand extension. “Despite the claims that we are living in a postmodern era of gender experimentation, the men in this study continue to value and protect the masculine identity meanings of their brands. When sufficient numbers of women appropriate a brand that is being used as a male identity marker, it disrupts the men's identity performances. ... However, this research finds that the men who have invested themselves in a brand will fight for its meaning, territorially protecting their masculine identity markers from becoming associated with women” (Avery, 2012, pg 333).

For outdoor brands seen as masculine, gender-bending could create a problem for core, male users that may feel their identity is being threatened. They could abandon the brand or try to protect the masculine identity of the brand. However, trusted leaders have an increased ability to be innovative and non-conformist (Dovidio et al., 2010), so outdoor brands who are leaders in the category may have more latitude to gender-bend and help redefine perceptions of gender within the outdoor industry. If

outdoor brands want to increase market share, the risk associated with gender-bending may be worth it to attract new female consumers.

WOMEN IN SPORTS AND OUTDOOR RECREATION

Within the theory of self-efficacy, there are three areas of constraints that an individual may experience: intrapersonal, interpersonal, and structural (White, 2008). This section will touch on these constraint areas and how they affect women in sports and outdoor recreation.

STRUCTURAL

Sports and outdoor recreation often demand high investment of time and money to participate. There is equipment to buy, skills to learn, and certain physical ability required. These structural constraints will not be addressed in this paper due to their impact on a broader set of participants as well as the different nature of structural constraints compared to other constraints. The economic, physical, and time constraints are important, though, and should be considered by outdoor brands and future research.

INTERPERSONAL

Although women dramatically increased their rates of participation in sports after Title IX, women still participate in physical leisure activities and outdoor recreation less than men (McNiel et al., 2012; Beville, Meyer, Usdan, Turner, Jackson, & Lian, 2014). Media representation of women in sports does not match that of men, and female athletes are still often discussed as “women who play sport rather than as athletes first and foremost” (Mean & Kassing, 2008, p. 127). The dialogue surrounding female athletes often reinforces the idea that women who are athletic are unique and not representative of average women (McNiel et al., 2012; Mean & Kassing, 2008).

In their interviews with professional female athletes, Mean and Kassing (2008) found that all of the athletes independently discussed how they manage their identity specifically as a female athlete.

This indicates the continuing importance of gender as a factor in women's athletic identities, even for high level athletes. Also noticeable in the interviews was how these athletes separated themselves from other women. These athletes recognize the traditional (masculine) definition of what it means to be an athlete and work to fit into that category by partially reinforcing the exclusion of other women. This in turn reinforces the stereotype that women are nonathletic and that female athletes are exceptions to the norm.

The tension between core members and new members as well as the tension between "authentic" participants and "wannabees" are shared constraints to belonging for individuals of all backgrounds, abilities, genders, and races (Beverland et al., 2010; Salome, 2010). Within the sport and outdoor recreation community, women attempting to claim membership face unique challenges. It has been suggested that female athletes who want to belong within sports must perform masculinity to some degree (Salome, 2010; Mean & Kassing, 2008). Performing gender refers to behaviors that an individual uses to reference conventional notions of male and female, and "gender activities emerge from and bolster claims to membership in a sex category" (West & Zimmerman, 1987, p. 127). Since feminine traits are not traditionally associated with sports, female athletes must reference masculinity to claim membership in the sports community. This is an additional constraint that, as shown in the interviews with professional female athletes, is salient and impactful. This limits gender expression by female athletes and furthers the problem of limited role models in outdoor recreation for women to draw from and be inspired by (McNiel et al., 2012).

INTRAPERSONAL

In their study of college students' participation in leisure time physical activity, Beville, Meyer, Usdan, Turner, Jackson and Lian (2014) used the integrated behavioral model (adapted from Montano & Kasprzyk, 2008) to study the factors that influenced both men's and women's participation rates. For both genders, intention to participate was the strongest factor followed by self-efficacy (one's belief in

their ability to perform a given behavior). For women specifically, their intention to participate was most strongly related to their self-efficacy, perceived behavioral control (the expected ease or difficulty performing a behavior based on past experience and future expectations), and their attitude toward the behavior. These are all areas that outdoor brands may consider when looking to engage female consumers.

WOMEN AND OUTDOOR BRANDS

Outdoor recreation and the advertisements depicting it traditionally tell a masculine narrative of rugged individualism, exploration, and challenging oneself against nature (Hirschman, 2003; McNiel et al., 2012). In contrast, advertisements related to outdoor recreation featuring women are generally more pleasant, less active, and more focused on playful activities instead of strenuous challenges (McNiel et al., 2012; Hogg & Williams, 2000). The motto that drives the work of the Geena Davis Institute on Gender in Media is “If she can see it, she can be it.” Currently there is limited visual representation of women outdoors with few role models of active women challenging themselves through outdoor recreation. If young women can’t see themselves reflected in these activities, will they be as likely to participate?

One ironic example of the difference in representation of women is the Title Nine Company and its catalog. Title Nine is a mail order company that was one of the first to exclusively target women for sports apparel. As evidenced by its name, part of the Title Nine agenda is to advocate for more women in sports. The catalog is also known for featuring nonprofessional models participating in various forms of recreation in outdoor, nature-based areas (Heinecken, 2013).

Even though Title Nine (T9) is a female-specific catalog encouraging women to explore the outdoors, Heinecken (2013), through an in-depth content analysis of the catalogues, identifies the many ways that T9 is less progressive than it first appears. To start, the models are still mostly white, youthful, and thin, reinforcing the mainstream normative beauty standards. Most importantly for this paper, the

outdoor recreation portrayed in T9 may be active, but it is not often rigorous nor challenging. The catalog focuses on play by “routinely showing women swinging on swings, playing with plastic buckets and hula hoops, jumping rope, building sand castles, riding skate boards and scooters,” (Heinecken, 2013, p. 36) or engaged in similar child-like play. Indeed, the copy of the catalog also diminishes the importance of athletic drive and accomplishment and focuses more on the mental and emotional health benefits of sport while also reinforcing the importance of physical appearance (Heinecken, 2013).

The visual representation of women affects the self-image of female viewers in many ways. In her study, Daniels (2012) found that after viewing images of idealized women (even if these women were portrayed being active), the women and girls who viewed these images would self-objectify. In contrast, women and girls shown pictures of female athletes performing a sport were more likely to consider and discuss their own physical abilities. “Sexualized and idealized images of female athletes seem to prompt a focus on one’s own physical appearance, whereas performance images elicit a focus on one’s own athleticism” (Daniels, 2012, p. 80). The images of athletes performing their sport were also more likely to generate responses about the athlete as a role model, appreciation for sport, feeling inspired, and feeling motivated to be active. (Daniels, 2012).

In addition to effects on self-image, observing other people participating in an activity helps us imagine ourselves doing the activity. Observing other people either succeeding or failing at their efforts helps individuals gain confidence or self-efficacy through vicarious experience (White, 2008). Importantly, the “influence of vicarious experience on a subject’s self-efficacy is greatest when the subject perceives similarity to the model” (White, 2008, p. 347).

Again, if she can see it, she can be it or imagine herself to be it. Outdoor brands that want to engage women need to recognize the importance of how women are portrayed in images. The images they choose to use can either reinforce a focus on physical appearance or can help motivate and inspire

girls and women to be more active in outdoor recreation. If they want to engage and increase share with this audience, images are an essential piece of the puzzle.

CONTENT ANALYSIS

METHODS

To begin to understand more about how women are currently portrayed in images from outdoor brands, the first step of this research was to conduct a content analysis of social media images. The goal of this content analysis was to look at images shared by outdoor brands to assess how often women were included, how often women were shown being active, and the level of intensity of the activities or situations women were shown participating in. Based on the literature review, it is expected that women will be shown less frequently, being less active, and at lower intensity than their male counterparts.

H1: Outdoor brands will feature women less often than men in their images on Instagram.

H2: Outdoor brands will feature women less often in active images compared to men.

H3: When shown being active, women in images from outdoor brands will be portrayed in less extreme activity compared to men.

Instagram was the chosen social media channel for this study because of the almost exclusive use of images. Videos can also be shared on Instagram, but there were only a handful of videos found in recent posts from outdoor brands on their Instagram channels. Instagram's demographics skew young (53% of users were aged 18-29 as of 2014) and slightly female (29% of online females use Instagram compared to 22% of online males). In 2014, 26% of all internet users were on Instagram, but 53% of those aged 18-29 use Instagram. Of those aged 30-49, 25% are on Instagram. Overall Instagram use and use by all ages saw a significant increase from 2013 to 2014 (Duggan, Ellison, Lampe, Lenhart, & Madden, 2015)

Ten brands were chosen to be included in this content analysis: Marmot, Patagonia, Black Diamond, Mountain Hardwear, Arc'teryx, REI, The North Face, Prana, Title Nine, and Athleta. Brands were chosen because they all offer clothing and can be found across the United States. Some brands do offer technical gear in addition to their clothing. Of the ten brands, three have a focus on female consumers. Prana is female focused while Title Nine and Athleta offer clothing for women only. These three athletic clothing brands do show content relating to a wider range of activities but most often include outdoor recreation. Brands like Nike or Lululemon were not included in this study because their marketing materials focus on yoga, running, or gym-based exercise even though their clothing can be and is used for outdoor recreation. From here on, the seven male and female focused brands (Marmot, Patagonia, Black Diamond, Mountain Hardwear, Arc'teryx, REI, and The North Face) will be referred to as the outdoor brands while the three female focused brands (Prana, Title Nine, and Athleta) will be referred to as the female focused brands.

For each brand's Instagram account, the last 30 posts were analyzed starting on dates ranging from April 14, 2015 to April 17, 2015. For each post, the following was recorded: the number of likes (at the time), the focus of the image shown (active, passive, landscape, gear or product, quote or other text, and other) (multiple categories could be selected), whether the person(s) shown are male or female, if it is an individual or a group, if they are inside, outside, or in a remote area, what activity they are participating in, the level of difficulty of the activity or situation shown (easy, moderate, or extreme), and up to three key words or phrases included in the post.

When coding the focus of the image, the most important two categories are active and passive. Active was coded when the individual of focus was moving in some way while passive was coded when individuals were stationary (sitting, standing, posing, etc.). The most subjective category was the level of difficulty. This was coded for both active and passive images since some passive images showed individuals at extreme locations. For example, some images featured individuals standing on the peak of

a mountain in a remote area with skis strapped to their back. They are not currently active but the situation is beyond normal for the average outdoor consumer.

In active images, easy was coded when the image portrayed activity that most individuals could participate in. Moderate was coded when the image portrayed activity that most individuals could participate in with some level of fitness or ability. Extreme was coded when the activity portrayed would require a committed effort to achieve the required fitness, skills, and/or ability level for most individuals.



Examples of an easy image (left, from Mountain Hardwear's Instagram), a moderate image (middle, from Marmot's Instagram), and an extreme image (right, from Patagonia's Instagram)

RESULTS

People were featured in 75.7% of all Instagram posts analyzed. Of the posts from the outdoor brands (Marmot, Patagonia, Black Diamond, Mountain Hardwear, Arc'teryx, REI, and The North Face) that included people, 68.9% included men while 40.4% included women (including images where men and women were shown in groups). This supports H1. In the Instagram feeds of the female focused brands (Prana, Athleta, and T9), 16.7% included men while 90.9% included women.

Looking at active images versus passive images, it was expected that women would be shown in more passive images than men by outdoor brands. This was not the case, though. The ratio of active and passive images was comparable for both genders within the Instagram accounts of the sampled outdoor brands (Figure 1). Therefore, H2 is not supported. Even though women were shown less often,

they were shown active at roughly the same rate as men. These ratios are based on images featuring only men or only women. If an image included both men and women it was analyzed as a unique category.

When looking at images from all brands based on gender and based on images showing individuals being active, there is a significant difference in how men and women are portrayed. For women who are shown

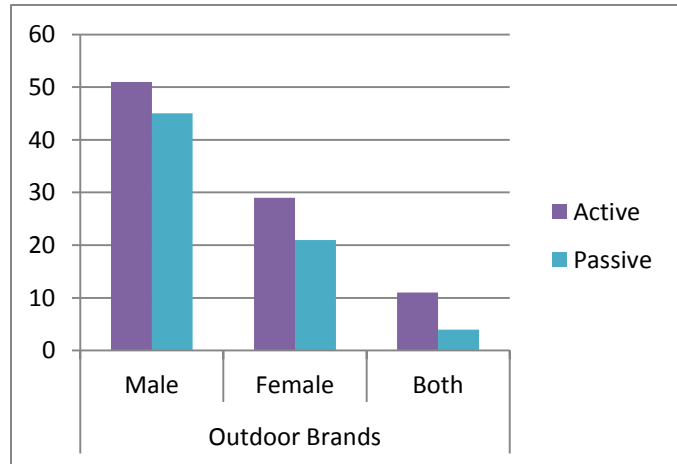


Figure 1: Number of active versus passive images

being active, 43% are shown engaged in easy activity, 45% are shown engaged in moderate activity, and 12% are shown engaged in extreme activity (Figure 2). The inverse is true for men. For men who are shown being active, 19% are shown engaged in easy activity, 33% are shown engaged in moderate activity, and 48% are shown engaged in extreme activity. This skew remains true when looking at only images from the outdoor brands but is only slightly less drastic (31% easy, 45% moderate, and 24% extreme for women and 18% easy, 33% moderate, and 49% extreme for men). These findings support H3.

Additionally, the outdoor brands varied significantly from the female focused brands in the level of intensity shown in images on their Instagram accounts. When people were shown on the accounts of the outdoor brands, 42.5% of images portrayed easy activity or situations, 32.5% were moderate, and 25% were extreme. This compares to the female specific brands that portrayed easy activity or situations 62% of the time, moderate 33% of the time, and extreme only 5% of the time. There were three brands that stood out because none of their sampled images portrayed extreme activity or situations: REI, Athleta, and T9. Athleta and T9 were the only female exclusive brands sampled. REI, on the other hand, may be targeting the broadest audience, and this could be the reason for their choice to

exclude extreme images.

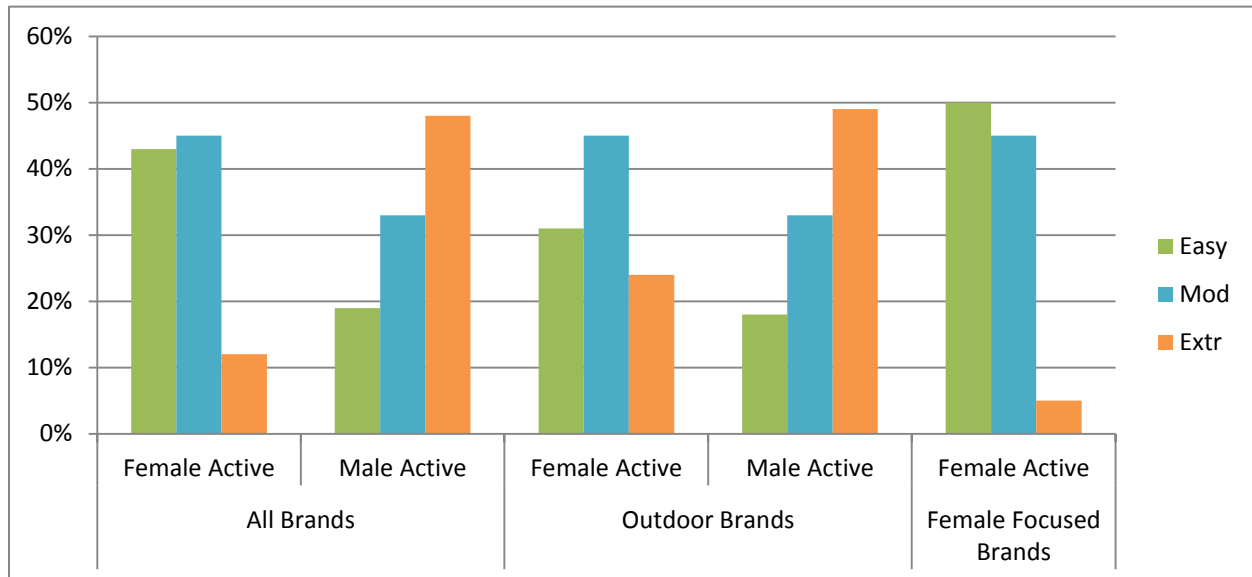


Figure 2: Percentage of women and men shown in active images in each intensity category

Each brand has its own intensity profile as shown through their Instagram feeds. Some, like REI or T9, do not show any extreme images while others, like Arc'teryx, feature a significant amount of extreme images (50% of their images featuring people were extreme). Anecdotally, each brand's Instagram account had its own unique personality. REI featured many landscape images, Patagonia focused on lifestyle images, Black Diamond featured their sponsored athletes often, Prana featured a large number of yoga images with spiritually focused text, and T9 focused on women recreating outside with a focus on fun.

Of all the brands included in this analysis, Arc'teryx stands out as unique in multiple ways. The brand's Instagram feed had the highest number (12) and percentage (48%) of images categorized as extreme. These extreme images were also evenly distributed among the men and women shown, with women about as likely to be shown in extreme activities as men in their feed.

Arc'teryx also recently launched a #defineFEMININE campaign featuring female athletes and employees being active outdoors. This campaign was prominent on their social media channels as well as the first content seen when visiting their main website. Many other female empowerment

campaigns feature gender as a central topic, but this campaign does not. While “feminine” is part of the name (and hashtag) for the campaign, gender is virtually undiscussed in the videos and materials. This presents women in the outdoors as normal and not exceptions.

Arc’teryx stands out as unique in its intensity profile, but it is also a uniquely equitable brand when it comes to representation of women and men in outdoor recreation. Of course, the sales data would be the proof to decide if this equity has impacted their sales with women or with men. It would also be interesting to take a look at their past content to see if this is a new trend or their historical strategy.

LIMITATIONS

There are limitations to this content analysis. A more complete content analysis might include more brands, more posts, or additional content from websites, other social media platforms, paid advertisements, catalogs, etc. Additionally, the coding of intensity level was subjective and interpretation of intensity level varies person to person. Coding was done solely by the individual researcher, so personal bias is always a potential factor.

DISCUSSION

This content analysis of images shared on outdoor brands’ Instagram accounts provides a basic understanding of what imagery is currently being used by these brands. Though each brand is unique, the overall picture of gender portrayal by outdoor brands will provide a foundation for additional research and a baseline for recommendations made at the end of this research project. The female specific brands also provide a comparison to further analyze how outdoor brands are unique in their portrayal of women.

To begin with, women were included in images on the Instagram accounts of the outdoor brands less than men (40% to 68%). These findings supports H1. Only one brand, REI, showed women and men in the same number of images. This reinforces the outdoor industry as a male dominated

industry and outdoor recreation as masculine. Fewer representations of women also limit the ability of other women to identify with these brands and be inspired to participate in outdoor activity. Since this analysis used Instagram accounts, fewer women in images might also limit the likelihood of women identifying with these brands and therefore their likelihood of engaging with the brand's online community.

Regarding active images, there was no significant variation in the number of images where men and women were shown being active or passive across Instagram accounts of the outdoor brands. Therefore, H2 was not supported. Women may be shown less often, but they are at least shown to be active at the same rate as men.

However, when women were shown to be active, they were much less likely to be portrayed in extreme activity or situations. The female specific brands rarely, if ever, showed extreme images. The outdoor brands shared images that were generally higher in intensity level, but women were still much less likely to be portrayed participating in extreme activity or situations compared to men. These findings support H3.

The difference in portrayal of active men and women by outdoor brands will likely affect the ways in which women identify with these brands and are encouraged to participate in these activities. Previous studies showed that women shown performing a sport inspired other women and girls and increased their motivation to be active; this was only true, though when the woman shown was not sexualized or beauty was not idealized (Daniels, 2012). Images are a powerful part of the story and can greatly impact our perceptions of the world around us as well as our perceptions of ourselves.

The results of this content analysis show that men and women are portrayed differently in the images of outdoor brands on Instagram. It is likely that this trend extends beyond Instagram and beyond social media. Outdoor brands also showed higher intensity images overall while the female specific brands mostly shared images that fell into the easy and moderate categories. In the next

portion of this project, the research will look to describe how intensity level may affect how women respond to images of active women. Does the intensity level affect whether or not women are motivated and inspired by these images, and does it depend on how experienced the woman viewing the image is? The answers to these questions could be used to increase participation in outdoor activities as well as increase the level of brand engagement between women and outdoor brands through the use of appropriate imagery and representation.

SURVEY

METHODS

In the second portion of this research project, a survey was used to investigate how women respond to female representation in images from outdoor brands. Based on the literature review, self-efficacy and perceived behavioral controls are strong indicators of whether or not women will intend to participate in leisure time physical activity (Belville et al., 2014). Expanding this concept, this study proposes that women with more experience in outdoor recreation will respond more favorably to images portraying extreme activity compared to women who are less experienced in outdoor recreation.

H4: The more experienced women are, the more likely they are to select extreme images over easy or moderate images.

H5: Female beginners will respond more favorably to a low intensity image compared to experienced women while experienced women will respond more favorably to a high intensity image compared to the beginners.

The literature notes the tension between beginners or entrants to sports and outdoor recreation activities. Time and experience level is often required to claim membership in groups (Beverland et al., 2010), so this project proposes that women who are more experienced in outdoor recreation will feel a higher sense of belonging. This sense of belonging may also relate to online

behaviors. The literature highlights the online information seeking behavior of newcomers to a category (Heilman et al., 2000) but also that women will have higher intention to engage with online communities with higher social identification and sense of belongingness (Pan et al., 2014). This project predicts that newcomers will have a higher desire for information from outdoor brands but that women with more experience will relate more to posts from outdoor brands.

H6: Women with higher experience levels in outdoor recreation will report higher sense of belonging with the outdoor community.

H7: Women with higher experience levels in outdoor recreation will relate more to posts from outdoor brands.

H8: Women with lower experience levels in outdoor recreation will report more desire for information to improve their skills from outdoor brands on social media.

PARTICIPANTS

A total of 528 participants took the online survey using Qualtrics. Of those 528 responses, 443 responses were usable. This takes into account the removal of male participants (N=9) who started the survey and participants who did not complete at least two-thirds of the survey. The survey used screener questions to remove participants who were under 18 or male.

The majority of participants were invited to take the survey on social media. The researcher, Jenna, posted a request for participants on her own Facebook profile and on the Facebook pages of four groups (Outdoor Women's Alliance, Climb On Sister, Crux Crush, and Women's Adventure Magazine Book Club). Many individuals (over 30) also shared the post. This helped spread the reach of the survey beyond the individual researcher's personal network. Additionally, the University of Minnesota's School of Journalism and Mass Communication student research subject pool was used and 60 students from this pool participated in the survey.

Of the participants of this survey, 21% (N=109) were aged 18-24, 43% (N=218) were 25-34, 21% (N=108) were 35-44, 7% (N=36) were 45-54, 6% (N=30) were 55-64, and 2% (N=8) were over 65. The participants were from 32 states of the United States as well as from Canada, Europe, and a few participants from New Zealand, Australia, China, Russia, or other countries. One participant noted their residence is a van and one identified themselves as a nomad.

While this is a large sample, the participants of this survey are likely not representative of the general population. They were self-selected using a snowball method on social media through personal connections or through groups that are generally interested in outdoor recreation. This may be the audience of interest for outdoor brands, though.

MATERIALS

The survey was administered using Qualtrics, an online survey system. Up to 30 questions were asked of participants. A Likert scale was used for many of the questions using a scale of 1-5 from strongly agree, agree, neutral, disagree, and strongly disagree. The questions of the survey fell into four categories (beyond screening and basic demographic questions): 1) interest, rate of participation, and experience level with outdoor recreation activities, 2) image response assessments, 3) outdoor recreation community and belonging assessments, and 4) social media behavior and opinion assessments.

The focus of the survey was to compare women's reactions to images portraying women participating in easy, moderate, or extreme outdoor recreation activities. Women were asked to rate their experience level for a range of outdoor activities (chosen from the Outdoor Industry Association's list of traditional outdoor activities and selected because the activity is available across the country). This was then used to compare the responses to images based on the participant's self-reported experience level. Additional items were asked to assess self-efficacy in outdoor recreation, sense of

belonging with the outdoor community, and participant's social media activity relating to outdoor brands.

Three questions asked participants to choose from a set of three images the one they would be most likely to "like" if it were shared by an outdoor brand on social media. These questions each included three images that portrayed women hiking at easy, moderate, and extreme levels (one of each). Participants were also asked to describe why they chose the image.



Q7 Imagine that the following images are shared by an outdoor brand on social media. Which of the following images would you be most likely to "like"?

Another three questions asked participants to respond to three images (again, one depicting a woman hiking at an easy, moderate, and extreme level). For each image, they were asked whether the image made them want to participate, if they could relate to the person shown, and if the image was inviting, exciting, attainable, inspiring, appealing, relatable, or intense. Each of these questions used a 1-5 Likert scale from strongly agree to strongly disagree.

The images used in the survey were pulled from social media accounts of outdoor brands or outdoor athletes. A simple pre-test was used to determine if the images correctly portrayed easy, moderate, and extreme activity. Five individuals were sent a set of potential images and were asked to rate each as easy, moderate, or extreme. The images intended to be used for the easy category were

agreed upon 100% in the pre-test. The extreme images were also highly agreed upon, ranging from 80% agreement (4 of the 5 individuals agreeing) to 100% agreement. The moderate images saw the least amount of agreement. Only one image intended as moderate had 100% agreement (image B in question seven and the image referenced for questions 19-21). The other images intended as moderate ranged from 60% (three out of five) to 80% agreement. The images in questions 7, 9, and 11 and the image referenced in questions 19-21 were used from the pre-test images. Other images from the pre-test did not reach an equally high level of agreement, so two new images (an easy and an extreme image) were found to be referenced for questions 13-15 and 16-18. These two new images were not pre-tested before being included.

Question 22 in the survey included nine measures to assess self-efficacy relating to outdoor recreation. These measures were directly pulled from or adapted from Mittelstaedt and Jones' (2009) and their work to develop a self-efficacy scale specifically using outdoor recreation as the test behavior. Their research found that having fun, having a good time, and enjoying oneself while participating in outdoor recreation activities were more closely related to self-efficacy for women than feelings of being skilled and/or competent. Accordingly, this survey included three measures of enjoyment in addition to measures of competency and confidence.

RESULTS

The first assessment of women's response to images of outdoor recreation included three questions that each asked respondents to select one of three images based on which image they were "most likely to 'like'" if the image were shared by an outdoor brand on social media. The set of images included three images that each depicted a woman hiking outdoors that was easy, moderate, or extreme.

For all three sets of image selection questions, chi-square tests showed that image selection varied significantly based on experience level (Set one $p < .001$, set two $p < .001$, set three $p < .001$). (To

simplify the analysis, the self-reported experience level of hiking was used since the images all depicted women hiking, and hiking had the highest number of active participants. Experience level refers to self-reported hiking experience level from here on.) Beginners selected the image depicting easy activity

53% of the time, intermediates 41%, experts 23%, and advanced experts 15% (Figure 3). Beginners only selected the extreme image 20% of the time, intermediates 28%, experts 40%, and advanced experts 50%. These findings support H4.

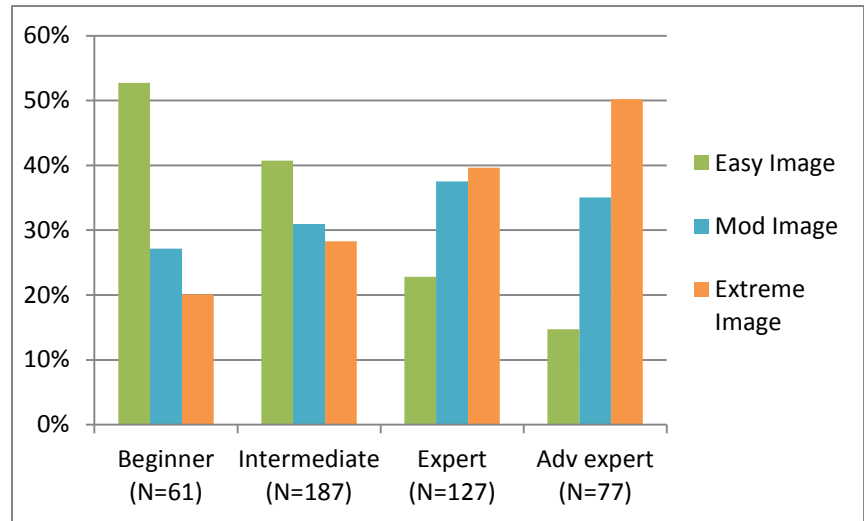


Figure 3: Percentage of women in each experience category selecting the easy, moderate, and extreme images

In an additional assessment of women’s responses to images, survey participants were asked questions in response to three images depicting easy, moderate, and extreme outdoor recreation. In questions 15, 18, and 21, participants responded to six adjectives in relating to each of the images. These six adjectives were combined into one measure and a t-test was used to compare if a respondent’s experience level affected their favorable response to the images. Self-reported beginners were compared to experts for the following t-tests. Other categories were not included in the t-test analysis unless stated, but all experience categories were included in the chi-square tests.

The first t-test showed that for the easy image, both beginner and experts rated the image favorably (beginner mean = 3.91, expert mean = 3.95) and there was no significant difference between these results ($t(182)=-.379, p>.05$). (Note: means were calculated from 1 being strongly disagree to 5 being strongly agree.) When responding to the moderate image, experts rated the image significantly higher (mean = 3.85) than beginners (mean = 2.94), and this difference was significant ($t(179)=-6.814,$

$p < .01$). When responding to the extreme image, experts again rated the image higher (mean = 4.21) than beginners (mean = 3.65), and this difference was significant ($t(179) = -5.9$, $p < .01$). These findings partially support H5. Additional mean statistics for are available in Appendix 3.

Participants were also asked if the easy, moderate, and extreme images made them want to participate in the activity shown (question 13, 16, and 19). Again, there was no significant difference between the responses to the easy image (beginner mean = 3.90, expert mean = 3.98) ($t(182) = -.653$, $p > .001$), but there was a significant difference in responses from beginners and experts to the moderate image (beginner mean = 3.53, expert mean = 4.23) ($t(177) = -5.511$, $p < .001$) and the extreme image (beginner mean = 2.52, expert mean = 3.74) ($t(180) = -6.265$, $p < .001$). These findings also partially support to H5.

An additional question asked participants if they could relate to the person shown in the easy, moderate, and extreme images (question 14, 17, and 20). There was a significant difference between beginners and experts for all image levels (Easy image: beginner mean = 3.52, expert mean = 4.20, $t(181) = -5.588$, $p < .001$) (Moderate image: beginner mean = 3.38, expert mean = 4.37, $t(179) = -8.412$, $p < .001$) (Extreme image: beginner mean = 2.33, expert mean = 3.61, $t(180) = -7.565$, $p < .001$). Experts reported a higher ability to relate to the person shown in all images compared to beginners, including the easy image. The image with the highest mean response was the moderate image (overall mean = 4.12).

Overall female beginners' responses to images of outdoor activity was slightly mixed. When asked to select from a set of three images, beginners most often selected the easy image. Based on the hypothesis, it would be expected that beginners would choose the moderate image less often and the extreme image the least often. This was true for two of the three sets of images, but in one set of images beginners picked the easy image at the highest rate ($N=38$), followed by the extreme image ($N=17$), followed by the moderate image ($N=7$). Additionally, in the combined measure of six adjectives,

beginners rated the easy image most favorably (mean = 3.91), but the extreme image was rated more favorably (mean = 3.65) compared to the moderate image (mean = 2.94). This could be due to the particulars of each image and what each individual is drawn to visually. This could also be due to the subjective nature of each intensity level, and the difficulty in identifying images that are widely agreed upon as moderate in the pre-test.

Two questions were used to assess participants' sense of belonging by providing statements and a Likert scale from strongly agree to strongly disagree. One statement read, "I feel like I fit in with other people who are active outdoors" while the other statement read, "I feel like I fit in with outdoor enthusiasts." One t-test was performed comparing beginners and experts responses to whether or not they "fit in with outdoor enthusiasts." Beginners disagreed with the statement on average (mean = 2.85) while experts agreed with the statement on average (mean = 3.86), and this difference was found to be significant ($t(178)=-7.402, p<.001$). A chi-square test was also performed to compare all experience levels and the results were also found to be significant ($p<.001$). A chi-square test was performed to compare all experience levels and responses to whether or not they "fit in with people who are active outdoors," and again the findings were significant ($p<.001$). These findings support H6.

When it came to social media, some of the differences between women of varying experience levels fell away. Over half of the survey respondents follow an outdoor brand on social media ($N=252$). T-tests showed no significant differences between how beginners and experts related to social media posts from outdoor brands ($t(96)=-1.660, p>.05$) or their desire to gain information to improve their skills ($t(96)=-.682, p>.1$). These findings oppose H7 and H8. Overall, the population surveyed in this study reported feeling that they relate to posts from outdoor brands (mean = 3.82), and that they like to see people similar to themselves (mean = 3.97). When it comes to female representation from outdoor brands, the respondents were neutral on whether outdoor brands feature lots of female athletes (mean

= 3.10), but it is very clear that it is important to the population of women surveyed to see active women portrayed by outdoor brands (mean = 4.4).

The survey did include a small assessment of gender, but survey participants did not strongly assign gender to either outdoor recreation or outdoor brands. When asked if either of these categories were seen as masculine or feminine, participants mostly disagreed. Only outdoor brands were seen on average as being masculine (overall mean = 3.3).

LIMITATIONS

Even though there is a large sample size in this survey, the snowball method was used to distribute the survey. Many of the participants know the researcher or were part of similar interest groups as the researcher. The participants who saw the survey from Facebook interests groups also introduce potential bias because they self-selected as followers of women specific outdoor recreation interest groups. This sample selection is partially reflected in the low number of survey participants who never hike or go camping (N=17, N=33) or are not interested in these activities (N=8, N=8). For outdoor brands interested in communicating with women who are somewhat interested or active in outdoor recreation, this bias may be acceptable if not preferred.

Another limitation in this study is the images used. While a pre-test was conducted and images were chosen to be very similar in tone, some images may be more visually appealing than others or be more appealing to participants for individual reasons. These other factors may have impacted some of the image selections. Also, two of the images used were not included in the pre-test.

When starting the data analysis for the study, it was recommended that only participants' experience level for hiking be used as the independent variable. This was the option chosen because it seemed to lose the least amount of information while still remaining true to the participants' original selection. It was contemplated to take the average experience level of all activities or to take the highest ranked experience level, but these alternatives seemed lacking. In addition, hiking is one of the

more accessible activities included in the question and had the lowest number of respondents who had never participated (N=12). Finally, the images used in the survey only portray hiking and not any of the other activities.

DISCUSSION

The survey of women, outdoor recreation, and social media provides useful insights for brand and social media managers alike. Images are an important and powerful component used to attract attention and engage users in online content. This research shows that experience level does indeed affect how women respond to images of outdoor recreation in relation to the image's intensity level.

The results show that women who are more experienced in outdoor recreation (consider themselves to be experts or advanced experts) are more likely to "like" extreme images over moderate or easy images (H4 supported). More experienced women also respond more favorably to these extreme images and report higher levels of connection to the female participants shown and higher inspiration to participate in the activity shown (H5 partially supported). The results for female beginners are less conclusive. Female beginners did show a preference for easy images, but the difference was not significant compared to women with more experience.

In regards to social media, these results show that all experience levels generally relate to posts from outdoor brands on social media and also have similarly strong desires for information to help improve their skills (H7 and H8 unsupported). The women surveyed here overwhelmingly agreed that it is important for them to see active women portrayed by outdoor brands (89%), but the content analysis within this project shows that outdoor brands show fewer active women compared to men.

For outdoor brands looking to engage with women new to the category, the status quo is both accessible yet inaccessible. On one hand, outdoor brands feature women in mostly easy or moderate situations or activity. On the other hand, the overall perception shown in the survey results is that outdoor brands often show extreme activity (N=247, mean = 3.99), which is not what female beginners

connect with most. These female beginners do not yet feel like they belong in the outdoor community, so content and communications that are accessible and welcoming should be considered.

The status quo falls flat again for outdoor brands looking to engage women who are currently consumers in the category and more experienced. These experienced women respond more readily and favorably to active women in extreme situations. They already feel a sense of belonging with the outdoor community (an important prerequisite to engaging with an online community) and also want to gain information to improve. Brands who want to engage this experienced female audience can push their content further than the current outdoor brand portfolio by showing more women in more extreme images.

INTERVIEWS

In the final portion of research, one-on-one interviews were conducted to add depth and personal insight to the study and its findings. This provides a more nuanced perspective to the research questions of this paper. The interviews also help understand how women currently relate to the outdoor community and outdoor brands as well as what they want to see from these brands.

METHODS

Five interviews were conducted. All participants were women who ranged in age from 27-35. Four of these interviews were conducted in-person while one interview was conducted via online video chat. Three of the participants are personal friends of the researcher while two interview participants were strangers recruited through personal connections. All participants were chosen because they are somewhat active in outdoor recreation, and they represent a range of participation rate and ability levels.

Interview questions were developed in advance, but each interview included unique topics and additional questions. Some questions arose in the first two interviews that were later incorporated into the following interviews. The general topics covered in the interview were participation in outdoor

recreation, what it means to be outdoorsy, belongingness with outdoor enthusiasts, gender of outdoor recreation and brands, and social media content from outdoor brands. A full list of interview questions is available in appendix 4.

After the audio for each interview was transcribed, the overall responses to certain important questions were grouped and assessed. In addition, the text was reviewed for additional themes or responses that related to the research topic.

RESULTS

All interviewees gave a very similar description of what it means to be outdoorsy, and said that it is basically someone who enjoys being outside and doing things outside. Most of the women (four of the five) said they consider themselves outdoorsy, and the fifth said that other people often describe her as outdoorsy. There was a distinction in some interviews that showed a certain level of participation, commitment, or enjoyment is the defining characteristic between someone who is and isn't considered outdoorsy. The overall feeling was that anyone could be outdoorsy but that, even if you occasionally participate in an outdoor activity, there was a certain attitude behind being considered outdoorsy. As one interviewee said, "They might do it occasionally, but it's not their passion."

The women said that they feel similar to other outdoor enthusiasts because of shared activities, experiences, and enjoyment of the outdoors. With this in mind, the women gave interesting answers when asked how they are different from other outdoor enthusiasts. Four of the five strongly commented on not feeling as intense as other outdoor enthusiasts. "I feel super intimidated by most of them," said one. Another qualified, "I feel like I'm not a die-hard about anything. ... I think of outdoor enthusiasts as experts, and I don't see myself as one." Another interviewee said, "I'm not one of those crazy people who has to hike to the top of the [mountain] just to consider myself having a good day hiking."

The immediateness and similarity of these answers points to a commonly shared experience. The only interviewee who did not comment on feeling different due to intensity level was the one interviewee who described herself as an expert in many areas of outdoor recreation and had the most years of experience as well. Interestingly, though, this expert level woman segued from discussing differences between herself and other outdoor enthusiasts to her different experience recreating with men compared to women. "I tend to exercise with a lot of men," she said. "I feel like what we have to do to push ourselves is pretty different." This again suggests that gender is an important aspect in outdoor experiences and in relating to others outdoors.

Each interview included a question that asked the participants to imagine a woman who is about to try mountain biking with her friends for the first time and then asked to describe what this woman would be thinking about before the ride. All participants responded mostly with concerns and worries with only two participants mentioning anything about fun or excitement without being prompted. Even those two participants mentioned six or nine concerns before mentioning potential fun or enjoyment. When prompted, the women did say that this woman is probably looking for fun, challenge, and camaraderie from the experience, but this was not the first response.

The women generally agreed that outdoor recreation is gender neutral (two participants said outdoor recreation is more masculine before restating their answer as both masculine and feminine) while responses to the gendered nature of outdoor brands varied. Two women said outdoor brands are both masculine and feminine, one woman said masculine, and two women said they are polarized ("either super masculine or over the top feminine").

As one woman said about the gendered nature of outdoor brands, "The brands that I'm actually attracted to are still the traditional brands that have always been around that don't necessarily really market to women. The newer, more women's specific brands are so girly and frilly. ... That's not my

thing. That's not my experience of women outside. I feel like there's no middle ground with that where it brings the realism of women outside into a women's specific outdoor brand.”

All of the women interviewed follow at least one or two outdoor brands on social media. When asked why they follow these brands, they responded either for the “beautiful pictures of people adventuring outside” or for the inspiration. Three of them also mentioned that they follow these brands for product information or deals and sales.

Four of the five women commented on wanting to see more inspiring stories that were realistic and relatable for a wider, less extreme audience. As one woman commented, she wanted to see stories of “real people, not always athletes and those the best at things” that could encourage women of moderate experience or ability to push to the next level “instead of somewhere you know you’re never quite going to get.” Even the self-described expert said these images and stories about “super adventure” don’t “particularly relate or even inspire me because it’s not someone one tier above me, it’s someone ten tiers above me.”

From the teacher interviewed, “The standard thing in education [is] you can only be what you see, so to see more, to hear more of those stories. ... I think that it’s really important brands are giving multiple stories that can fit multiple lifestyles of women.”

LIMITATIONS

One limitation for this portion of the study is the sample size and sample selection. Five interviews were conducted, but additional interviews could have provided more insight into the amount of consensus and strength of opinions shared by outdoor women. All participants had some connection to the researcher and this introduces potential bias since we often associate with people similar to ourselves. In addition, five interviews were conducted with women of various ability levels ranging from intermediate to expert. This diversity of participants brings in multiple perspectives but does not allow a sense of consensus to be developed based on experience level.

DISCUSSION

The interviews show an interesting mix of responses in relation to feelings of belonging. The women mostly agree that being outdoorsy means enjoying and being active outside. They also agreed that not everyone who fits this minimal qualification would be considered (or self-identify) as outdoorsy and that factors such as rate of participation and interest in nature help determine who is outdoorsy. They themselves mostly consider themselves to be outdoorsy and all felt similar in some ways to other outdoor enthusiasts.

When asked to identify differences between themselves and other outdoor enthusiasts, though, the common response was that they did not feel intense enough. The one interviewee who did share this response is likely intense enough to avoid these feelings. This confirms the importance of this study's focus on image intensity as well as women's experience levels. Some of the women specifically mentioned feelings of intimidation related to the intensity level (real or perceived) of other outdoor enthusiasts. These feelings may limit their activity choice, participation level, sense of belonging, as well as brand choices in the outdoor recreation category.

One surprising finding in these interviews was the focus on concerns and worries when asked about a hypothetical first time participating in an activity. This may or may not be gender related, but it does highlight that newcomers to an activity, regardless of their ability level in other activities, may focus on their concerns and worries. The motivation behind trying a new activity is to seek out fun and challenge, but worries and concerns will be prominent in a newcomer's mind. This could be a barrier to individuals who cannot see past those concerns.

As described in the literature review, though, observing (and potentially hearing about) experiences from others can help individuals gain confidence, and this effect is greatest when they see themselves as similar to the person (White, 2008). Some of the interviewees articulated the idea that stories of moderate participants, stories of athletes' learning processes, or stories of people overcoming

obstacles could be inspirational. These stories could provide vicarious experience to encourage newcomers or even participants of moderate ability to try new things and challenge themselves to reach new levels.

Overall, these interviews reinforce the need for more representation of women from outdoor brands. From mentioning the polarized masculine and feminine brands, the lack of inspirational stories for women in the middle, and feelings of not being intense enough, these women reiterate that stories and images are important to inspire and encourage participation and community membership. One woman even echoed the moto “if she can see it, she can be it.”

The five women interviewed all have experience outdoors, feel outdoorsy, but don’t necessarily feel intense enough to fully belong in the outdoor community. They don’t fit into the leisurely female category or the hardcore enthusiast category, and it is likely that they are not alone. Additionally, a wider range of stories could inspire a wider range of audiences to grow the market even more. This presents an opportunity for outdoor brands, female specific or not, to provide more “realism” when painting the picture of women outdoors and create a more varied and inclusive story of the outdoors.

SUMMARY

The results of this study show important differences in how outdoor brands portray women, how experience level affects women’s reaction to images, issues of belonging, and some of the stories missing from the current representation of women in the outdoors.

Currently, outdoor brands show women less often than men in their images, and women are shown in fewer portrayals of extreme situations or activity. Female specific brands favor showing easy or moderate images and rarely show extreme images while outdoor brands are likely to show easy, moderate, and extreme images. Each outdoor brand showed a unique personality when it came to intensity level, though. Some outdoor brands, like REI, rarely if ever show extreme images while some outdoor brands, like Arc’teryx, rarely show easy images.

For women viewing content from these brands, their self-perceived level of experience will affect how they react to images of varying intensity levels. Women who are self-reported beginners are most likely to prefer images portraying easy situations or activity and are unlikely to prefer extreme images. As their experience level increases, though, women's preferences change and more experienced women prefer extreme images most often. In addition to an increased preference for higher intensity images, women who are experienced outdoors are more inspired to participate by, relate better to, and have an overall more favorable response to higher intensity images.

Newcomers often face barriers to belonging, and this effect is felt by female beginners to outdoor recreation. Women who are beginners generally do not feel like they fit in or belong within the outdoor community. This changes through time and experience, and experienced women do feel a sense of belonging. However, the women interviewed highlighted a distinct feeling of not being "extreme" or "die-hard" enough to fit in with many outdoor enthusiasts, even though they generally consider themselves to be outdoorsy and similar to outdoors enthusiasts in other ways.

Since many women now engage in content from outdoor brands on social media, this study looked at how women engage with outdoor brands and what they want to see from these brands. The women interviewed follow these brands for the beautiful imagery and inspiration as well as for product information and updates on sales. They articulated a desire to see more variety of stories, including stories more moderate in nature. Instead of extreme athletes, these more moderate stories would be more accessible and therefore more relatable and inspirational. Women want inspiration from outdoor brands, but that inspiration should be "one tier above" their current ability instead at a level that only the elite few will ever reach.

RECOMMENDATIONS

Based on the literature review and the findings from a content analysis, survey, and one-on-one interviews, the following four recommendations have been developed. Women are currently underrepresented and represented differently than their male counterparts by the outdoor industry. The goal of these recommendations is to help outdoor brands communicate to women to increase women's ability to identify with the outdoor community and feel a sense of belonging. This sense of belonging is important in overall brand identification (which increases brand loyalty and brand advocacy) (Stockburger-Sauer et al., 2012) and is also an important indicator of whether someone will engage with online communities (Pan et al., 2014).

Our society is not gender neutral and neither are brands. Gender plays an important role in how women identify as athletes (Avery, 2012), and there are currently limited expressions of feminine athletic identities and female role models in outdoor recreation (Avery, 2012; McNiel et al., 2012). Brands looking to grow or diversify with new consumers should assess how accessible their brand's story and imagery is to women and how their representation of female participants is impacting the larger story of women in the outdoors.

1. Assess your brand's intensity profile

Outdoor brands should assess the intensity level they are currently portraying and whether or not that intensity profile matches their brand management strategy. Does the intensity profile match their overall brand personality? Does it match their target audience? Does the intensity profile align with the core messages?

People often develop an ideal image (real or perceived) of a group and the attributes of its members (Dovidio et al., 2010), and currently the image women have of outdoor brands is that they are generally masculine and often show extreme activity (as shown in the survey results). This prototypical extreme male acts as a barrier to identification and belonging for women who are beginners or active

women who don't see themselves as intense enough to fit in. This points to an opportunity somewhere in the middle, related to both intensity level and gender.

2. Don't tone down your women

Overall, outdoor brands portrayed women in less extreme situations and activity compared to men. If a brand chooses a moderate to extreme intensity profile based on their brand management strategies, this moderate to extreme tone should hold true whether portraying men or women. It should not change based on gender in order to maintain consistency throughout the brand's messaging.

Women who are active in outdoor recreation and see themselves as experienced respond better to moderate and extreme images compared to easy images. If you are targeting an experienced audience, do it consistently. These experienced women want to see content about women they can relate to and be inspired by to achieve the next level. As one interviewee said, she is looking to see "the realism of women outside" in portrayals by outdoor brands.

A consistent approach may also protect outdoor brands against gender-bending. If a brand with a high intensity profile includes women at the same intensity, this may be less likely to be seen as feminizing the brand. Consistency in a brand's intensity profile avoids creating a separate, toned-down message and will instead build on existing brand strategy.

3. One-tier-up inspiration

Women are following outdoor brands on social media to see beautiful images, be inspired, and gain information to help them improve, among other reasons. When considering their brand's intensity profile, brands should also consider what inspiration looks like to their core audience. If their core audience is just beginning to explore outdoor recreation, provide them with realistic inspiration at the moderate level. If their skill, experience, or participation level is moderate, provide them with aspirational images "one tier up" in the moderate to extreme range.

4. Beware tokenism

Women want to see active women portrayed by outdoor brands, but not all portrayals are created equal. Images featuring women that focus on activity and performance motivate other women to be active and focus on their own ability to perform while images featuring idealized women, even if active, increase the viewer's focus on the model's appearance and their own physical appearance (Daniels, 2012). The portrayal of women by brands matters and can either reinforce standards of beauty or inspire women to be active participants in outdoor recreation. This paper obviously recommends the latter.

One woman interviewed most strongly identified with the traditional, masculine outdoor brands, but was disappointed by female representation. "I feel like it's always kind of token women in there," she said. Another interviewee commented that she felt women were sometimes well represented, sometimes nearly completely absent, but sometimes shown sexualized, and how women were represented did affect which brands she followed on social media.

Interestingly there was a lack of satisfaction from some of the women interviewed with the female specific brands. These brands were seen as "over the top" feminine and were still not the ideal brands that these women identify with. They are looking for representation that brings more realism somewhere between easy and extreme and somewhere between hyper-masculine and hyper-feminine.

Women are paying attention to how brands portray women, so brands wanting to engage this audience should pay attention, too.

APPLICATION

The Outdoor Industry Association (OIA) (2014) outlines the segmentation of the outdoor consumer in the United States into seven segments; Achiever, Outdoor Native, Urban Athlete, Aspirational Core, Athleisure, Sideline, and the Complacent. The three segments with the biggest spend according to OIA are the Urban Athlete (33%), Achiever (17%), and the Outdoor Native (16%).

The broad recommendations of this project can be applied to each segment based on individual brand strategy.

For example, the recommendations could be applied to the Achiever segment. The Achiever represents the traditional outdoor consumer who participates in multiple activities, is often driven by a motivation to perform and compete, and wants the best products (OIA, 2014). The Achiever is younger and mostly male. When applying the recommendations of this study to this audience, the first task would be to assess the brand's intensity profile. This core consumer is experienced and would therefore respond best to moderate and high intensity images. They already feel a sense of belonging, so a content strategy could capitalize on that belonging to further engage them. While this segment skews male, the women represented by brands targeting the Achiever should not tone down women in their images or stories and should be aware of tokenism. When represented, women should not feel like a separate category but instead be invited to participate at the same intensity level.

A similar application of the recommendations would be seen for the Urban Athlete. The Urban Athlete is active outdoors because of the activities they participate in more than for a love of the outdoors (OIA, 2014). "They were raised on team sports, and, as a result, getting outside is much more about competition, socialization, and intensity than it is about connecting with nature" (OIA, 2014, p. 9). Again, higher intensity images would suit this segment, but women should be represented at the same level and not as tokens. Importantly, the Urban Athlete represents 33% of the outdoor spend and a significant opportunity for the industry (OIA, 2014). Nike offers a great example of targeting this audience while following the recommendations of this paper.

The Athleisureist is the one segment described by OIA (2014) as skewing female. This segment makes up 20% of the outdoor consumer population and represents 12% of the outdoor spend. The Athleisureist isn't extremely active outdoors but loves the outdoors all the same. They are motivated by enjoyment and escape and are content at their current level of engagement. When applying the

recommendations of this paper to the Athleisureist, a brand should assess their intensity profile. Easy and moderate images are most relatable for this segment. Since this segment is not aspiring to higher intensity levels, content should focus on inspiration to increase participation instead of to increase achievement.

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APPENDIX 1
CONTENT ANALYSIS: COMPLETE CODING RESULTS

BRAND: **Arc'teryx**
of Followers: **99.2k**

Post Starts	Focus of Image		Setting		Activity	Level of Activity		Key Words						
	Active Image	Passive Image	Landscapes	Gear/Product		Quote/Slogan/Other Text	Yes	No	Easy	Mod	Ext	1	2	3
1	1													
2	1													
3	1													
4	1													
5	1													
6	1													
7	1													
8	1													
9	1													
10	1													
11	1													
12	1													
13	1													
14	1													
15	1													
16	1													
17	1													
18	1													
19	1													
20	1													
21	1													
22	1													
23	1													
24	1													
25	1													
26	1													
27	1													
28	1													
29	1													
30	1													

Overall Notes:

Lots of big mountains, mountaineering and skiing. Lots of action (and lots of extreme action) shown on this feed. They just started a #defineE MIMINE campaign - great features on women without screaming "girl power"
Note on the #defineE MIMINE - great videos told from another persons point of view (relationship focus) that talk about the person/athlete - very little if any discussion of gender in the video

46% of people featured were women

BRAND: Black Diamond
of Followers: 45.7k

Post Stats	Focus of Image			Group?	Setting		Activity	Level of Activity			Key Words								
	Active Image	Passive Image	Landscaper		Gear/Product	Quote/Slogan/Other Text		M	F	Yes	No	Inside	Outside	Remote Area	Easy	Mod	Ext	1	2
1	1																group up	consult	raiding down
2	1	1															freebase journalist	climber	writing
3	1	1															climbing	connect	environment
4	1																meet	ambassador	Gunks
5	1	1															ambassador	climbing	
6	1	1															ambassador	training	
7	1	1															ambassador	fun	inspiring
8	1	1															factory tour		
9	1	1															crew	athletic	skills
10	1	1															ambassador	shoot	stories
11	1	1															athlete	nextday	short, hard
12	1	1															mountains	rap	unclimbed
13	1	1															comparison	growth	climbers
14	1	1															routes	bears the mark	mountains
15	1	1															alpine	bivy	chop
16	1	1															tent	peace	skyline
17	1	1															build	climbing	tools
18	1	1															happiness	freedom	courage
19	1	1															vintage	snowshoes	Pakistan
20	1	1															climbing	proud	parent
21	1	1															summit	peak	acclimatization
22	1	1															time	mountains	life
23	1	1															mountain guide	father	unclimbed
24	1	1															crag	climbers	know
25	1	1															redpoint	crack	project
26	1	1															send	project	crack
27	1	1															athlete	weather	patience
28	1	1															chm-deep	powder	hot spring
29	1	1															athlete	hard routes	gaining strength
30	1	1															athlete	places	experience

13 10
43%

Overall Notes:
 80 loves black and white, they follow their athletes, there is a focus on mountaineering and new sends.
 43% of people featured were women

BRAND: Marmot
of Followers: 24.3k

Post Stats	Focus of Image			Quote/ Slogany/ Other Text	Gender		Group?		Setting		Activity	Level of Activity			Key Words						
	Active Image	Passive Image	Landscape		Gear/ Product	Other	M	F	Yes	No		Inside	Outside	Remote Area	Easy	Med	Ext	1	2	3	
1	1167	1				1	1	1			1	1				Athlete					
2	834	1	1			1	1	1		1	standing outdoors	1			rain						
3	1174	1	1			1	1	1		1	backpacking	1			backpacking						
4	1277	1		1		1	1	1		1	standing with climbing gear	1			backpacking						
5	749	1				1	1	1		1	laundry, camping	1			laundry						
6	744	1				1	1	1		1	headstand	1			Athlete			south pole			
7	925	1				1	1	1		1	hiking	1			rain						
8	807	1	1			1	1	1		1	standing, skis on back	1			Athlete		trek	mountain			
9	1061	1	1			1	1	1		1	camping	1			camping		snow	athlete			
10	1075	1	1			1	1	1		1	standing	1			Athlete		peace	tranquility			
11	511	1	1			1	1	1		1	Running (urban)	1			training		adventure	products			
12	829	1				1	1	1		1	skiing	1			honor		passed away	celebrate			
13	835	1		1		1	1	1		1	hiking	1			adventures						
14	891	1			1	1	1	1		1	building (first Marmot HQ)	1			celebrate		41st anniversary				
15	1150	1				1	1	1		1	skiing	1			anniversary		founded	our story			
16	1044	1				1	1	1		1	looking (overlook)	1			climbing		trekking				
17	897	1				1	1	1		1	skiing	1			spring		turns	athlete			
18	530	1				1	1	1		1	in tent, loading out	1			sleep		camping	gear			
19	714	1				1	1	1		1	mountain biking	1			Athlete		jump	bike			
20	954	1				1	1	1		1	gear pile	1			lead guide		heli-skiing				
21	990	1				1	1	1		1	hiking (video includes camping, climbing)	1			spring anthem		lap	high country			
22	668	1			1	1	1	1		1	helicopter shot (logo)	1			guide						
23	618	1				1	1	1		1	standing in rain	1			waterproof						
24	305	1				1	1	1		1	group shot, Inverver sign	1			fun raising goal						
25	806	1				1	1	1		1	selfie	1			pas sos		socks	glacier			
26	947	1				1	1	1		1	camping (kiting in tent)	1			new		spring/summer				
27	549	1				1	1	1		1	Running (urban)	1			training		adventure	technologies			
28	740	1				1	1	1		1	skiing	1			POW		adventure				
29	1046	1				1	1	1		1	ice climbing	1			ice climbing		athletic				
30	3/17/2015	1137	1			1	1	1		1	hiking	1			green		outdoor	St. Patrick's Day			
										19	14		32	12	2						
										42%											

Overall Notes:
 The images are rather dull. Lots of people standing around with a little bit of scenery but a lot of close ups of people looking off to show them in the gear. Looks like models were used.

BRAND: Mountain Hardware
of Followers: 12.8k

Post Status	Focus of Image		Quote/ Slogan/ Other Text	Gender		Group?		Setting		Activity	Level of Activity		Key Words					
	# of Likes	Active Image		Passive Image	M	F	Yes	No	Inside		Outside	Remote Area	Easy	Mod	Ext	1	2	3
1	15-Apr	74	1			1	1					1		1	death traverse	photo		
2		2081	1			1	1			climbing		1		1	tent	stars		beards
3		2315	1			1	1			gliding in tent		1		1	End up	moments		sunrises
4		4433	1			1	1			swires (rock and mountain top)		1		1	front	lake		immaculate
5		1605							1	jumping into lake								
6		3410	1			1	1			temp picture					unmarked road			forest
7		3814	1			1	1			carrying a rock		1		1	summer	building trails		run
8		3605	1			1	1			standing on top of mountain					guiding	exp. lens		
9		4046	1			1	1			standing in a cave					exploiting	rock		bouldering
10		2397	1			1	1			standing		1			skiing	Alaska		mountains
11		4283	1			1	1			jump		1			warmup			
12		3897	1			1	1			standing (way posed by tent)		1			gear	lightweight		
13		4880				1	1			sleeping bag + sunset		1						
14		4850	1			1	1			hiking		1			sunset	solitude		
15		3006				1	1					1			closet	scrabble/		
16		4473	1			1	1			standing (mid hike)		1			adventure photographer	Yosemite		expectations
17		5768	1			1	1			gliding, top of mountain		1			teaching	pack		
18		6735	1			1	1			standing on top of mountain (ready to sit down)		1			machu picchu			
19		4248	1			1	1			climbing		1			feeding animal	dropping in		Alaska
20		5681	1			1	1			standing, hiking		1			party on way	trail		
21		6092				1	1			tent under stars					pack	glowing		radical
22		5409	1			1	1			Yosemite wall shot					summer	search and rescue		prepped
23		4917	1			1	1			standing, top of mountain					tent	hoped		peak
24		3404	1			1	1			balcony, with cat		1			adventure	meow		climbing
25		2828	1			1	1			climbing (knowpaper clipping)		1			in Italy	digital world		paper
26		3654	1			1	1			"is hiking waterfall" shot		1			headlines	photo		peak
27		7117	1			1	1			summit view from tent		1			throw	best		story
28		4432	1			1	1			tents on the landscape		1			sleeping bag	mountains		camp
29		4672	1			1	1			mountain scene		1			scrabble/in	custom design		functional
30	2/10/2015	5796	1			1	1			climbing (being lowered on rope)		1			freedom	challenges		whistle-power-couple
						15	9								beautiful			

Overall Notes:
 Fun, inviting vibes. Lots of inspiring shots but humor is definitely included. Gear is mentioned fairly often. Big focus on big, beautiful landscapes and stunning shots - with people in them (if not a view)

38% of people featured were women

BRAND: The North Face
of Followers: 683k

Post Stats	Focus of Image			Group?	Setting		Activity	Level of Activity			Key Words											
	# of Likes	Active Image	Passive Image		Landscapes	Gear/Product		Quartz/Slogans/Other Text	M	F	Yes	No	Inside	Outside	Remote Area	Easy	Mod	Ext	1	2	3	
1	16-Apr	26.4k	1											1			mountains	falling	cold, wet, dark			
2		27.5	1					standing on mountain						1			Climber taking a whopper		trying hard			climber
3		32.4						profile photo						1			getting out of car		stared ready			
4		20.1	1					skier						1			camp and landscape shot		No Name Peak			
5		24.6	1					training						1			Multi image - training, trail run		ramp up			back in racing shape
6		30.8						standing on mountain						1			inside car, feet up, driving		ultra marathon			mountain athlete
7		12.6	1					inside tent at night						1			laying, looking at climbing routes		log			direction
8		17.1	1					break from training pose						1			Multi image - training, climbing		explores			
9		26.1						standing at river						1			hiking "The Wave"		cool			
10		23.3						walking in glacial cave						1			but under starts		warm			rest
11		24.5						hiking red rocks						1			Multi image - training, climbing		kickback			
12		23.8						skating pool						1			standing on mountain		immerse your self			festival
13		13.2						watching northern lights						1			gear at Himalaya base camp		deep			
14		17.7	1					coling rope on top						1			jump shot on beach		coil			repeat
15		32k						gear at Himalaya base camp						1			skateboarding in city		ski conditions			
16		35.9	1					skateboarding in city						1			standing beneath stars		break			do it right
17		30.1	1					standing beneath stars						1			ac-doing in Alaska		embarthing			skier
18		31.3						hiking on peak/skjo						1			ridge "hike"		classic			
19		28.9	1					laying down, top of climb						1			Sunday vibes		climber			
20		20.3	1											1								
21		27	1											1								
22		33.1	1											1								
23		21.7	1											1								
24		22.5	1											1								
25		20.7	1											1								
26		14.5	1											1								
27		35.1	1											1								
28		24.6	1											1								
29		34.4	1											1								
30	3/15/2015	30.2	1											1								

20 7 26%

Overall Notes:
 Lots of people chilling in cool places. Some action, but not too much. The stunning locations are the focus.
 26% of people featured were women

BRAND: Patagonia
of Followers: 808k

Post Dates	# of Likes	Focus of Image			Gender		Setting			Activity	Level of Activity			Key Words									
		Active Image	Passive Image	Landscapes	Gear/Product	Quotes/Slogan/Other Text	M	F	Yes		No	Inside	Outside	Remote Area	What are they doing?	Easy	Mod	Ext	1	2	3		
1	18,841	1					1		1					1				climbing	WornWear				
2	29,211		1				1		1									blitz	blitz	showing			fly
3	17,841	1					1		1									fly fishing		showing			fly
4	25,641	1					1		1									Tommy Caldwell					
5	30,641	1					1		1									surfers	responsibility				protect
6	27,741	1	1				1		1									*"yay" pose	big wave hero				environmental
7	42,241	1					1		1									standing by WornWear van near Golden Gate bridge					follow
8	33,841	1					1		1									surfing					prepare
9	35,941	1					1		1									carrying rope					prepare
10	21,641	1					1		1									padding out (surfing)					prepare
11	36,041	1					1		1									standing with surfboard					prepare
12	16,941	1					1		1									WornWear van					prepare
13	32,441	1					1		1									running down sand dune					prepare
14	15,141	1					1		1									surfing					prepare
15	18,141	1					1		1									climbing/rock climbing					prepare
16	25,141	1					1		1									climbing/rock climbing					prepare
17	33,241	1					1		1									*baseball*					prepare
18	32,141	1					1		1									parachuting (in a kayak?)					prepare
19	24,341	1					1		1									break (post climbing)					prepare
20	24,941	1					1		1									posing with a cow					prepare
21	33,841	1					1		1									snorkeling					prepare
22	16,941	1					1		1									*"dress" hallway up El Cap					prepare
23	29,941	1					1		1									snowboarding					prepare
24	19,241	1					1		1									trail running					prepare
25	21,141	1					1		1									W6 on recycled polyester, surfing					prepare
26	23,141	1					1		1									weight lift in village					prepare
27	20,841	1					1		1									sitting on porch playing music					prepare
28	31,441	1					1		1									scenery of Patagonia National Park					prepare
29	11,441	1					1		1									surfing					prepare
30	28,941	1					1		1									trail running					prepare

Overall Notes:
 Some action shots but a lot of lifestyle photos showing people having (authentic) fun in between outdoor sessions, plus environmental initiatives (WornWear van)
 20% of people featured were women

BRAND: Prana **58.7**

Post #	Date of post	# of Likes	Focus of Image			Gender		Group?		Setting		Activity What are they doing?	Level of Activity			Key Words			
			Active Image	Passive Image	Landscapes	Gear/Product	Quote/Slogan/Other Text	M	F	Yes	No		Inside	Outside	Remote Area	Easy	Mod	Ext	1
1	14-Apr	1107	1									sitting, drinking coffee	1			slow morning	good book	something warm	
2		1823	1				1	1		1		dance (?)	1			wild	natural	powerful	
3		1434		1			1	1		1		walking through town	1			adventures	calling	looking	
4		1197	1				1	1		1		swinging (?)	1			free	compassion	nature	
5		2280	1				1	1			1	SUPing	1			fling	techcolor		
6		1469	1				1	1		1		model posing in dress	1			simplicity			
7		1332	1				1	1		1		cleaning boulder	1			bouldering	prep	flashback	
8		2489			1											water	shorts	recycled	
9		661		1			1	1		1		short shot (gating in swim shorts)	1			redwoods			
10		1798	1				1	1		1		yoga on a stump	1			beauty	functionality	sustainability	
11		1046	1		1		1	1		1		Multiple images: one is surfing, the others are posing	1						
12		2550			1					1						silence	strength		
13		1462	1				1	1		1		yoga	1			ocean	home		
14		1918	1				1	1		1		surfing	1			back	priceless	dress	
15		1688		1			1	1		1		posing, product shot	1			ambassadors	exotic locale	adventures	
16		652														ambassador	sending		
17		2658	1				1	1		1		climbing	1			sacred space	find yourself		
18		3001		1			1	1		1		floating	1			swim tights	coverage	beautiful	
19		1651	1				1	1		1		jumping into ocean	1			deep water soloing	soal		
20		3233	1				1	1		1		free falling / deep water solo	1			wonder			
21		4329			1							3 water sports				worth			
22		1387	1				1	1		1		yoga	1			reward	amorous	gift	
23		2193	1				1	1		1		walking on beach (with surf boards)	1			setting sun	solitude		
24		2993		1			1	1		1		standing on beach	1			feminine	flattering	functional	
25		1232			1		1	1		1		crouched with surf board	1			ambassador	short work	crack	
26		2387	1				1	1		1		climbing				dreaming	dangerous		
27		2407					1	1		1		posing in dress/top	1			athletic		cure	
28		1713		1			1	1		1		climbing				winthous		sun	
29		2444	1				1	1		1		photographers shooting her in yoga pose	1						
30	3/31/2015	1175	1				9	19		1									

Overall Notes:
Lots of posing in products. Lots of yoga. Lots of focus on the spirituality of these activities and locations - or just in general.
68% of people featured were women

BRAND: REI
of Followers: 312k

1	Post Stats	Focus of Image			Gender	Group?	Setting	Remote Area	Activity	Level of Activity			Key Words		
		Active Image	Passive Landscape Image	Quote/Slogan/Product Test						Easy	Mod	Ext		1	2
1	16-Apr	7208	1	1	1	1	1	1	hiking in Bryce Canyon	1	1	1	disk	high sierra trail	national park
2	13.1k	14.7k	1	1	1	1	1	1	sitting on overlook	1	1	1	four epic trails	national parks	
3	11.5k	12.1k	1	1	1	1	1	1	oregon coast w/ road	1	1	1	glimpse	New Mexico	
4	15.2	11.3	1	1	1	1	1	1	waterfall	1	1	1	backpacking		
5	15.2	17	1	1	1	1	1	1	standing, sunset	1	1	1	challenging	morning	outside
6	14.2k	7953	1	1	1	1	1	1	Canyonlands	1	1	1			
7	14.2	11.2	1	1	1	1	1	1	Yellowstone	1	1	1			
8	11.5	11.5	1	1	1	1	1	1	bottom of grand canyon	1	1	1	7.3 miles	trail	canyon
9	21.1	9825	1	1	1	1	1	1	laying on floor with gear	1	1	1	rain or shine	happy	got out
10	16.1	11.8	1	1	1	1	1	1	hiking in woods	1	1	1	woods	weekend	
11	13.6	13.6	1	1	1	1	1	1	jumping on urban bridge	1	1	1	spring	New York	
12	14.2	13.6	1	1	1	1	1	1	dog in tent	1	1	1	waking up	outside	morning moment
13	16.1	11.8	1	1	1	1	1	1	cactus bloom	1	1	1	adventure dog		
14	13.6	11.8	1	1	1	1	1	1	dog in front of waterfall	1	1	1			
15	14.2	13.6	1	1	1	1	1	1	Hawaii coast view	1	1	1	sunrise	Tahoe	
16	14.2	13.6	1	1	1	1	1	1	sunset from tent	1	1	1	amazes	views	pedal
17	13.6	13.6	1	1	1	1	1	1	lake photo	1	1	1	sunrise	run	
18	13.6	13.6	1	1	1	1	1	1	running	1	1	1			
19	13.6	13.6	1	1	1	1	1	1	Okahona river	1	1	1			
20	13.6	13.6	1	1	1	1	1	1	Walking on frozen lake	1	1	1	good	weekend	
21	13.6	13.6	1	1	1	1	1	1	sitting, looking at tons	1	1	1	mesmerizing	stopped	
22	13.6	13.6	1	1	1	1	1	1	Hawaii beach	1	1	1			
23	13.6	13.6	1	1	1	1	1	1	Morning coffee in hammock	1	1	1	morning view		
24	13.6	13.6	1	1	1	1	1	1	standing by tent	1	1	1	camp	mountains	
25	13.6	13.6	1	1	1	1	1	1	stove and cocoa prep	1	1	1	mountains	lovely	
26	13.6	13.6	1	1	1	1	1	1	"An outdoor life"	1	1	1	outdoor life	well live	national parks
27	13.6	13.6	1	1	1	1	1	1	hiking/walking on beach	1	1	1	best party	adventures	sierra
28	13.6	13.6	1	1	1	1	1	1	Big Sur flowers	1	1	1			
29	8799	17.9	1	1	1	1	1	1		1	1	1			
30	4/3/2015	17.9	1	1	1	1	1	1		1	1	1			

8 8
50%

Overall Notes:
 Lots of landscape shots. Very few people. (17 out of 30 had no people in the photo) No extreme action at all. Lots of running shots.
 50% of people featured were women

APPENDIX 2

SURVEY: COMPLETE QUESTIONNAIRE

Q1 What is your gender?

- Male (1)
- Female (2)
- Other (3)

If Male Is Selected, Then Skip To End of Survey

Q2 What is your age?

- Under 18 (1)
- 18-24 (2)
- 25-34 (3)
- 35-44 (4)
- 45-54 (5)
- 55-64 (6)
- 65+ (7)

If Under 18 Is Selected, Then Skip To End of Survey

Q3 What is your current city of residence?

Q3.1 What is your annual household income?

- Less than \$20,000 (1)
- \$20,000-\$49,999 (2)
- \$50,000-\$69,999 (3)
- \$70,000-\$100,000 (4)
- \$100,000+ (5)

Q3.2 Do you currently have a child or children under 18?

- Yes (1)
- No (2)

Q4 Please rate your interest or participation level for each of the following outdoor recreation activities.

	Not interested in this activity (1)	Interested but never tried (2)	Have tried but not an active participant (3)	I participate in this activity (4)	I am an avid participant in this activity (5)
Hiking (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Camping (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mountain biking (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor rock climbing (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paddling (kayak, canoe, etc.) (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5 How often do you participate in the following outdoor recreation activities? (during the season, if activity is seasonal)

	Never (1)	Rarely (2)	Occasionally (3)	Frequently (4)	Very frequently (5)
Hiking (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Camping (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mountain biking (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor rock climbing (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paddling (kayak, canoe, etc.) (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6 Please rate your experience level with each of the following outdoor recreation activities.

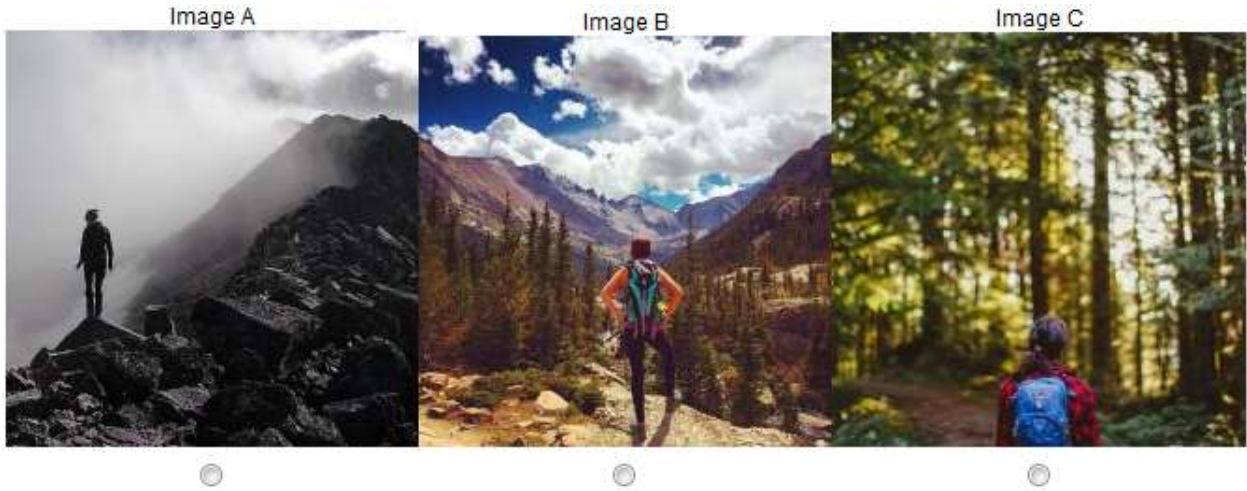
	Never done the activity (1)	Beginner (2)	Intermediate (3)	Expert (4)	Advanced expert (5)
Hiking (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Camping (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mountain biking (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor rock climbing (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paddling (kayak, canoe, etc.) (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q7 Imagine that the following images are shared by an outdoor brand on social media. Which of the following images would you be most likely to “like”?



Q8 Please describe why you selected that image.

Q9 Imagine that the following images are shared by an outdoor brand on social media. Which of the following images would you be most likely to “like”?



Q10 Please describe why you selected that image.

Q11 Imagine that the following images are shared by an outdoor brand on social media. Which of the following images would you be most likely to “like”?



Q12 Please describe why you selected that image.

Image1 For the following questions, please answer in reference to the image shown here.



Q13 This image makes me want to participate in the activity shown (agree to disagree).

- Strongly agree (1)
- Agree (2)
- Neutral (3)
- Disagree (4)
- Strongly Disagree (5)

Q14 I can relate to the person shown in this image.

- Strongly agree (1)
- Agree (2)
- Neutral (3)
- Disagree (4)
- Strongly Disagree (5)

Q15 In my opinion, the image shown is...

	Strongly Agree (1)	Agree (2)	Neutral (3)	Disagree (4)	Strongly Disagree (5)
Inviting (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exciting (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attainable (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inspiring (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Appealing (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relatable (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Intense (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Image2 For the following questions, please answer in reference to the image shown here.



Q16 This image makes me want to participate in the activity shown (agree to disagree).

- Strongly agree (1)
- Agree (2)
- Neutral (3)
- Disagree (4)
- Strongly Disagree (5)

Q17 I can relate to the person shown in this image.

- Strongly agree (1)
- Agree (2)
- Neutral (3)
- Disagree (4)
- Strongly Disagree (5)

Q18 In my opinion, the image shown here is...

	Strongly Agree (1)	Agree (2)	Neutral (3)	Disagree (4)	Strongly Disagree (5)
Inviting (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exciting (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attainable (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inspiring (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Appealing (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relatable (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Intense (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Image3 For the following questions, please answer in reference to the image shown here.



Q19 This image makes me want to participate in the activity shown (agree to disagree).

- Strongly agree (1)
- Agree (2)
- Neutral (3)
- Disagree (4)
- Strongly Disagree (5)

Q20 I can relate to the person shown in this image.

- Strongly agree (1)
- Agree (2)
- Neutral (3)
- Disagree (4)
- Strongly Disagree (5)

Q21 In my opinion, the image shown here is...

	Strongly Agree (1)	Agree (2)	Neutral (3)	Disagree (4)	Strongly Disagree (5)
Inviting (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exciting (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attainable (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inspiring (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Appealing (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relatable (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Intense (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q22 When I participate in outdoor recreation activities...

	Strongly Agree (1)	Agree (2)	Neither Agree nor Disagree (3)	Disagree (4)	Strongly Disagree (5)
I have a good time (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I get excited (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have fun (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel a sense of accomplishment (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel a sense of challenge (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to challenge myself (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel competent (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel confident (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel adequate (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q23 Please rate the extent to which you agree or disagree with the following statements

	Strongly Agree (1)	Agree (2)	Neither Agree nor Disagree (3)	Disagree (4)	Strongly Disagree (5)
Being active is an important part of my lifestyle (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being outdoors is an important part of my lifestyle (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My friends and family see me as an "outdoorsy" person (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel like I fit in with other people who are active outdoors (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q24 Please rate the extent to which you agree or disagree with the following statements

	Strongly Agree (1)	Agree (2)	Neither Agree nor Disagree (3)	Disagree (4)	Strongly Disagree (5)
Outdoor enthusiasts and I value the same things (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fitting in with outdoor enthusiasts is important to me (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor enthusiasts welcome everyone who wants to try outdoor activities (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel like I fit in with outdoor enthusiasts (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q25 Please rate the extent to which you agree or disagree with the following statements

	Strongly Agree (1)	Agree (2)	Neither Agree nor Disagree (3)	Disagree (4)	Strongly Disagree (5)
Outdoor recreation is masculine (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor recreation is feminine (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor brands are masculine (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor brands are feminine (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q26 Do you feel as though you fit in with users of outdoor brands? Please describe why or why not.

Q27 Do you currently follow any outdoor brands on social media?

- Yes (1)
- No (2)

If No Is Selected, Then Skip To If you are a University of Minnesota ...

Q28 Which outdoor brands do you follow on social media?

Q29 Why did you choose to follow those outdoor brands?

Q30 Considering posts from outdoor brands that you follow on social media, please rate the extent to which you agree or disagree with the following statements:

	Strongly agree (1)	Agree (2)	Neither Agree nor Disagree (3)	Disagree (4)	Strongly Disagree (5)
I can relate to most posts from outdoor brands (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to see people similar to myself (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to gain information to improve my skills (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor brands feature lots of female athletes (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor brands often show activities that are extreme (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important for me to see active women (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

APPENDIX 3
ADDITIONAL SURVEY RESULTS

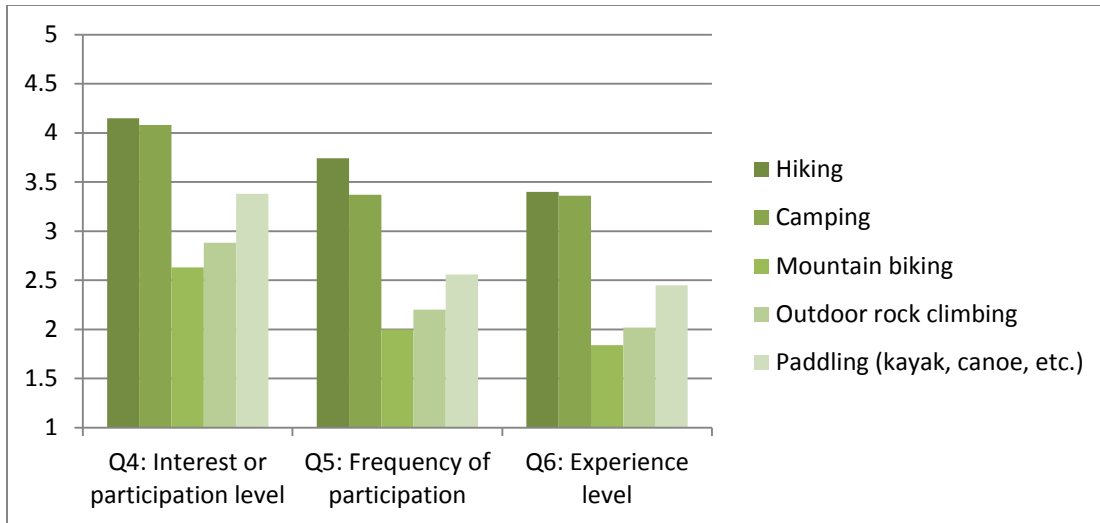


Figure 4: Mean scores from all participants

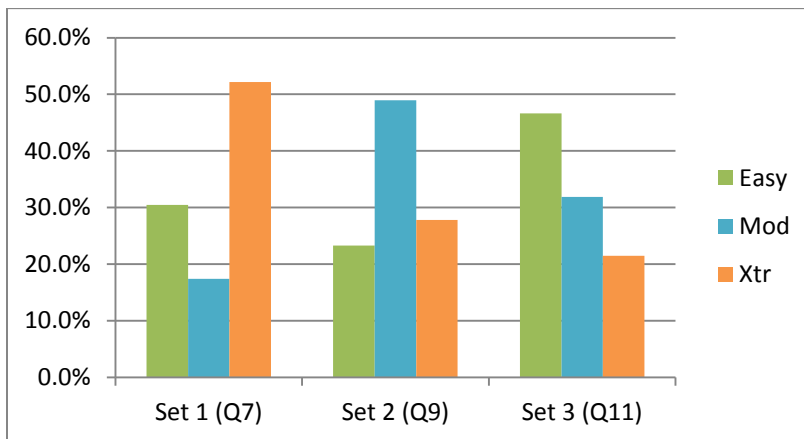


Figure 5: Image selection by percentage of all participants

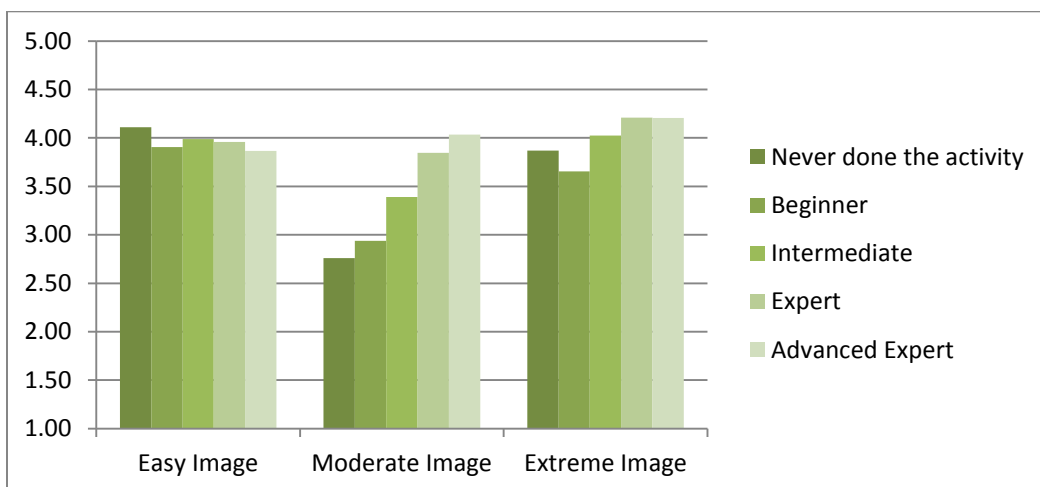


Figure 6: Favorableness (six adjectives grouped into one measure) in response to individual by experience level (questions 15, 18, and 21)

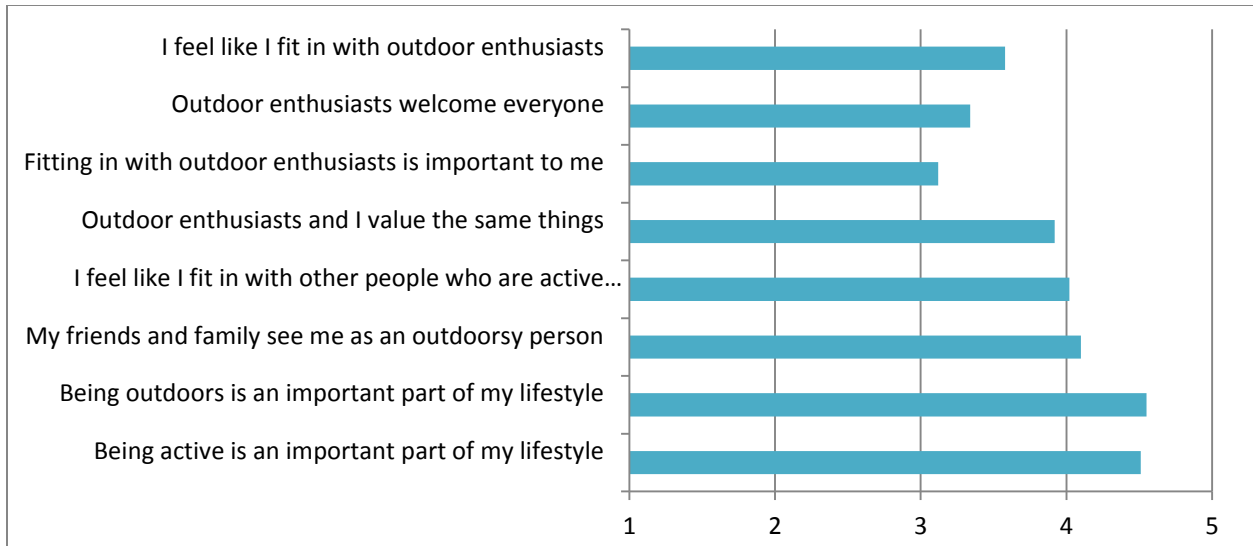


Figure 7: Overall mean responses (5 = strongly agree, 1 = strongly disagree) (Q23 and Q24)

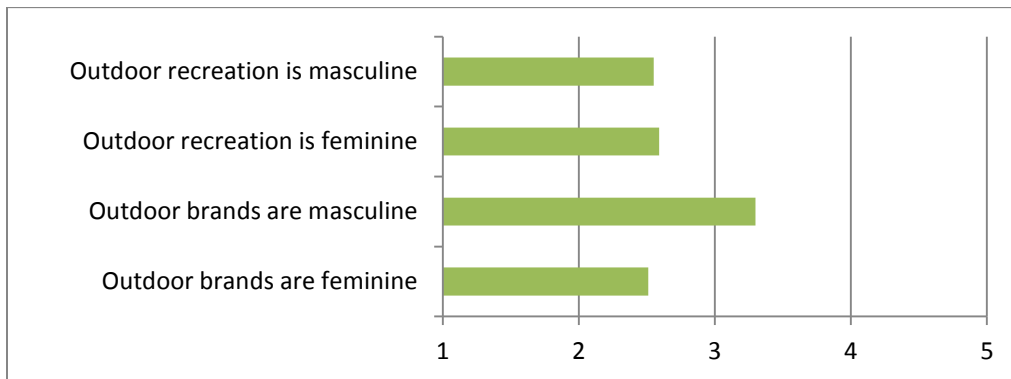


Figure 8: Overall mean responses (5 = strongly agree, 1 = strongly disagree) (Q25)

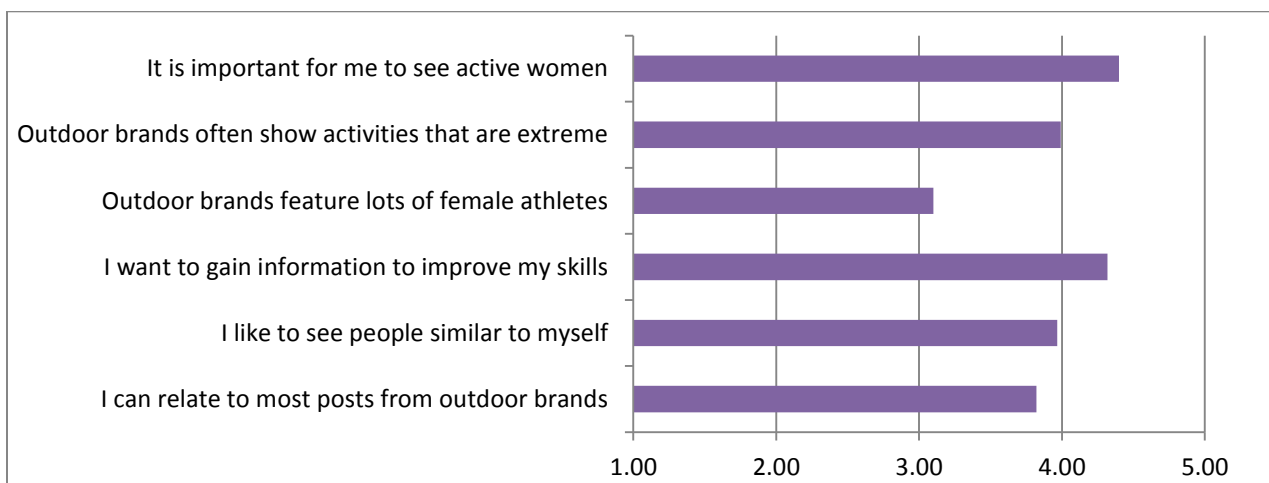


Figure 9: Overall mean responses (5 = strongly agree, 1 = strongly disagree) (Q30)

APPENDIX 4
ONE-ON-ONE INTERVIEW QUESTIONS

1. What type of outdoor recreation activities do you participate in?
2. How often do you say you participate in those activities?
3. How would you rate your experience level for each of those activities?
4. Are there any outdoor recreation activities that you do not participate in but you are interested in trying?
5. What does it mean to you to be outdoorsy?
6. Would you consider yourself to be outdoorsy? What are some of the reasons you do/do not consider yourself to be outdoorsy?
7. Do you think anyone can be outdoorsy? Can you tell me more about that?
8. What are some of the ways that you feel similar to other outdoor enthusiasts?
9. What are some of the ways that you feel different to other outdoor enthusiasts?
10. Imagine that Jessica is about to try mountain biking for the first time with her friends. She has never been mountain biking before but wants to go with her friends. What might Jessica be thinking about before they go for the ride? What might some of her concerns be? What might some of her hopes be?
11. Would you describe outdoor recreation as being masculine or feminine? What are some of the reasons you would describe outdoor recreation as masculine/feminine?
12. How about outdoor brands? Would you describe outdoor brands as being masculine or feminine? What are some of the reasons you would describe outdoor brands as masculine/feminine?
13. Do you follow any outdoor brands on social media?
14. What are some of the reasons you follow that brand / those brands?
15. Can you describe the typical stories, posts, images, or videos from these brands?
16. What do you want to see the most of from the outdoor brands you follow?
17. Can you describe how women are represented by these brands?
18. What could outdoor brands do to better communicate to and engage more women?
19. Any other final thoughts or comments you would like to share?

APPENDIX 5
FULL INTERVIEW TRANSCRIPTS (FIVE)

Interview 1

Alias: Anna

Anna Mills Johnston was one of the first women to summit Mount Whitney, the highest peak in the contiguous United States, in 1878.

- Researcher: All right, yeah. I guess we'll just start out with the basics. What type of outdoor recreation activities do you participate in?
- Anna: I do running, climbing. Not climbing too much, but I just started climbing, and mostly hiking and camping I would say are my two big ones, and then I guess canoeing. Especially [inaudible 00:00:36]. Yeah. That's about it.
- Researcher: How would you rate your experience level in each of those activities?
- Anna: Hiking and camping and canoeing ... Do you have a ranking? I would say expert. I would definitely be able to take somebody out and show them the ropes. Climbing, super beginner, and then running, I'd say intermediate.
- Researcher: Sure.
- Anna: I think that's all I said.
- Researcher: Are there any outdoor recreational activities that you do not participate in but you are interested in trying?
- Anna: I would like to get more into climbing. I do, do it now, but I would like to further myself. Then ... I don't know. I really want to get into snowshoeing. That would be something I'd be really interested in, and skiing. The whole outdoor winter activities interest me a lot actually. Then, I don't know. Probably the other one I'm interested in is kayaking, but more like sea kayaking the really intense kayaking I guess you could say, so that would probably be the next level that I'd want to do.
- Researcher: Cool.
- Anna: Yeah.
- Researcher: In your own words, what does it mean to be outdoorsy?
- Anna: To me it means loving to do something outdoors no matter what it is. A person who actually enjoys spending their time with sun beating down on them doing something physical. I don't really know how to expand on that. That's it in a sum.
- Researcher: Yeah, that's fair. Do you consider yourself to be outdoorsy?
- Anna: Yes.
- Researcher: Do you think anyone can be outdoorsy?
- Anna: Yes, I do.
- Researcher: Cool. Can you tell me any more about that.
- Anna: Oh, I totally believe that everybody could find a passion in something outdoorsy if they wanted to. There's so many different things. Even if you like gardening. I know that's not a physical activity, outdoorsy, but it's outdoorsy. You're doing something to help the planet, you're doing something in a hobby, you're doing something you might love. I think that there's something outdoorsy for everybody, no matter what age, no matter who you are.

Researcher: Yeah. Okay, think about yourself.

Anna: Yep.

Researcher: Think about other people who are outdoor enthusiasts.

Anna: Okay.

Researcher: What are all the ways that you feel similar to other outdoor enthusiasts?

Anna: I guess, I feel similar ... Well, I do a lot of these activities with my husband and I feel like you tend to meet couples. I feel similar because I feel as a woman my age group is pretty predominate when you see other women out. I also feel similar in the activities that I've chosen to like with hiking and climbing and stuff. That's a pretty popular thing to do. I don't know, when you are outdoorsy, you have similar personalities. Even when you meet people you tend have something to talk about right away. I don't know. It's fun atmosphere no matter what you're doing.

Researcher: On the flip side what are the ways that you feel different from other outdoor recreationists?

Anna: I feel super intimidated by most of them. I feel I know how to do it really well, but I feel like I don't do it too the extent that some people do. An example would be when we were hiking Mount Whitney, it was like I was having such a tough time, and these people were passing us, so there's definitely that feeling of not being the best. I feel like I do it at a lower level, but I still enjoy it. It doesn't matter. It's intimidating though. It is intimidating.

Researcher: Where do you think that feeling comes from?

Anna: Well, probably from my husband being able to do everything way better than me, and then seeing ... I don't know, because when you're not in as good of shape as the next person it makes you feel ... I think it's just ... Yeah. I don't know. Not being able to perform up to standards, and being with my husband for this long, never being able to meet his standards has always made me feel like I'm not adequate.

Researcher: Yeah. Hmm. I'm with you. We're going to try a little ... This is an imagination one.

Anna: Okay.

Researcher: Going to throw it all in there. All right. Imagine that Jessica is about to try mountain biking for the first time.

Anna: Oh, okay.

Researcher: She's going to go with her friends. She's never been mountain biking, but really wants to go with them and try it out. What do you think Jessica might be thinking about before they go riding?

Anna: Probably terrified, because I know I was terrified the first time I ever went mountain biking. I would think she would be thinking about what she needs to bring. I mean, I would hope she'd be thinking about that. I would honestly be thinking ... If it was me, and what I was thinking was what are these trails like? Is there going to be huge drop offs? Am I going to be able to keep up with them? Is there going to be huge hills that I can't get up, and then how fast are you going to go down? Is there going to be places to brake? Are people going to be able to pass you? Maybe Jessica's different, but as for me, what I would think she'd be thinking is just being excited to try something new,

because it's always exiting, but to be nervous because all these other people know how to do it, and she doesn't. Hopefully, she has good friends to stay with her, and show her the ropes, and then ... I don't know, becomes fun.

Researcher: So you think she might have some concerns.

Anna: Yes.

Researcher: What do you think her hopes are?

Anna: I think her hopes are to go out and have a new activity. Fall in love with something because you hear mountain biking's super fun all the time. Have an activity; a physical activity. That obviously is always awesome. Also I think she'd be really excited to have something to do with her friends. I mean if they're already doing it that's a huge thing to be able to be like everybody else, but when it comes to activities like that, that's cool to be like everybody else. Yeah.

Researcher: She has concerns, hopes. What do you think would help her have fun?

Anna: Not caring what other people think. Not just doing it how she wants to do it, doing it safely, and going as slow as she wants if she wants to. Going as fast as she wants if she wants to, and not caring what her friends think, and just going out and having fun. That's the number 1 think you can do.

Researcher: Would you describe outdoor recreation as being masculine, or feminine?

Anna: I ... Outdoor recreation when you say the word it so makes me think masculinity. The word itself, or the words itself, or I should say phrase, makes me think masculine, but when I actually think of a specific activity, I think of both feminine, and masculine. I don't think of one, or the other. Outdoors you hear it and you think of a man with an ax cutting down trees, but when you think of the actual activity, like if you were to say hiking, or camping, or climbing to me, I would think of both genders equally.

Researcher: Yeah. Cool. How about outdoor brands? Would you describe outdoor brands as being masculine or feminine?

Anna: I still see them as both. I guess I shop at REI, I shop at prAna and stuff like that, and I get a really good feel for both me and my husband when things arise. I don't know. I feel like a couple years ago it wouldn't be that way, but I feel like now they do a really good job of having male stuff and women stuff to contour your body, to contour it, or whatever. I don't know. I feel like it's both.

Researcher: Yeah, and it definitely has changed.

Anna: Yeah.

Researcher: All right. Do you follow any outdoor brands on social media?

Anna: I follow prAna, Athleta, and REI.

Researcher: Do you get catalogs [inaudible 00:09:53]?

Anna: Yes.

Researcher: What do you think? Can you describe what you would think of as the typical story, or post from those brands?

Anna: prAna is definitely about their ambassadors. I get most of the time yoga ambassador stories, surfing ... Well, right now probably because it's summer, but surfing stories.

Anyway, stories about ambassadors, and how they are the best of the best in these different activities, and how they go into the communities and help get kids, or other people into it, and super inspiring. I love it. I love reading it. Of course they're wearing their stuff, so then it's like, "Oh, I have to have that too." I actually really like the prAna catalog a lot, and then as for others, I would say it's promoting the product. prAna sticks out because they actually dive into a little bit about their company.

Researcher: Yeah. When you're following these brand, do you want to learn more about the activities and how to improve? Do you want information about how to improve your own ability and skills?

Anna: Yes.

Researcher: Cool. What kind of things would you like to learn about?

Anna: You know, when you read ... Well, I'm just going to [inaudible 00:11:12] to prAna. When you read about the ambassadors doing what they do, it's like how do you get to that level? That's so ... It's so amazing. It's so inspiring, and you get to watch them do these amazing things, especially rock climbers. Oh, my gosh. They're unbelievable. So it'd be cool to hear more about how they got to that level, rather than them already being at that level helping. I think that's amazing to read about. Don't get me wrong, but I would like to learn more about how they got to that level, and the work and stuff like that, that they did to get there. I think that'd be really awesome too.

Researcher: For sure. How do you feel about female representation from the other brands that you follow?

Anna: Well, obviously Athleta is women's, so I'm going to discount that. prAna does a very good job doing equal gender representation. I feel like very week is 1 male ambassador, and then another female ambassador the next week. REI, I feel like they do a decent job, but I definitely feel like REI sometimes can be a little more male suited unless you're looking into the female category, or the women's category. I guess because I follow only those 3, my opinion is that 50/50 for some of them, but I think that male domination still exists, so I feel like that shows up in REI a little bit more.

Researcher: What do you think other brands could do to be more welcoming and engaging for ... To be more welcoming for women?

Anna: I think having women not always model the clothes. I don't know why I say that, but I say it in a way because when I talk about REI it feels like the only time you see women on there ... This is not true. I know they're in other pictures. A lot of times it's for the clothing, and their advertising for yoga, and stuff like that. It's be nice to see more women showing the hiking stuff, showing the rugged back country camping, because I do that. It's like you never see pictures, or I should say you rarely see pictures of women back country camping. It's always a guy and a women, or a guy. It's never just a woman alone. We can do it too.

Researcher: Great.

Anna: I feel including them more in the actual activities, and then on top of that not showing that they're doing something. Sometimes ... I love the Athleta catalog, but there are sometimes that they show pictures, it's like, "I don't want to do that." There's a picture of a women running with a 20 lbs weight around her waist. It's like who wants to do

that? More pictures of ... More inspiration to realistic things, not something that nobody wants to do.

Researcher: Cool. I think those are all my questions for now. Are there any other thoughts that you'd like to share about women, outdoor brands, or outdoor recreation?

Anna: I feel like when I go traveling, I will have to say that I do feel like women are becoming much more powerful. After seeing ... I'm going to throw this in here. After seeing the movie, "Wild," and learning that was only in the 90s that she was so rare on PCT, that blew my mind because I always thought it was more 50/50, and I know that it's not 50/50, but I always felt that it was more 50/50. I think that we need to keep pulling along, and showing ourselves, and showing that we could do it. Outdoor brands should absolutely see that we're wanting to get out there too and apply themselves to it, because if they do, they will get more product bought. I'll say that, but I'm surprised that we're not where I thought we were.

Interview 2

Alias: Ida

Ida Pfeiffer was one of the world's first female explorer who travelled the world. She travelled the globe after raising children and continued traveling at the cost of her reputation.

Researcher: We'll start with the basics. What type of outdoor recreation activities do you often participate in?

Ida: Mostly, just running. Either on trails or on the sidewalk. That's my main one. Or walking. Sometimes a little biking but I haven't recently. I do like camping and stuff, but I haven't gone camping in at least a year, so I don't know, how current you want to be.

Researcher: So, how often do you say that you'd participate in these activities, how often do you participate in these activities?

Ida: I run multiple times a week and I walk every day from Como Avenue to work, it doesn't really count.

Camping that's something I want to get more into after we're done with grad school, I need to fully [inaudible 00:01:14] it's more easily accessible. I just bought a new sleeping pad so ...

Researcher: Yeah? Nice.

Ida: Yeah.

Researcher: How would you rate your experience level for running, biking, camping?

Ida: Like intermediate-expert type of ... ? I've become myself intermediate on all of them. I used to bike a lot, like a lot, a lot my road bike and I run pretty often. Camping, I hadn't gone in a while but I used to go to the [inaudible 00:01:51] Waters every year and [inaudible 00:01:57] car camping and stuff.

Researcher: You know what you're doing.

Ida: I know what I'm doing, for sure.

Researcher: Any other outdoor activities that you don't participate in but that you're interested in trying?

Ida: Yes. I want to do more mountain biking, not that there's mountains around here, but out in the woods up in Duluth and kayaking, 'cause that's super fun. Used to do it at summer camp. I haven't done it as an adult person. That's not true, I have, but I don't have my own kayak or anything. So that's not something you can just like go do without a lot of planning and work.

Researcher: For sure. Right, moving on, what does it mean to you to be outdoorsy?

Ida: Just to be a person who enjoys being out in nature and disconnecting a lot from being online all the time, work in front of the computer and spending way too much time in front of the computer outside of work too. 'Cause we're all a little bit addicted to our phones.

Researcher: For sure.

Ida: Yeah, it's nice to go for a run and not even have music on. Just be outside with the nature sounds. Though I do have my app running, to track how far I go so, never all the way disconnected.

Researcher: Do you consider yourself to be outdoorsy?

Ida: Yes, I think I do. I don't consider [inaudible 00:03:40] to be like nature-nut granola person, but I consider myself an outdoorsy person, always wanting to do more stuff outside, whether or not I have time to do it. That's like the big barrier right now, being too busy.

Researcher: For sure. Do you think anyone can be outdoorsy?

Ida: Yes.

Researcher: Can you expand on that a little bit? Why do you think anyone can be outdoorsy?

Ida: I think it's just a matter of going outside. I do feel like people either feel like they are or they aren't, like for example, Ben's sister is in her early thirties and she says she hates everything about nature and she hates being outside, and I'm always just, my jaw drops when she talks: "I don't like the weather and I don't like being outside, like there's bugs crawling on me, it's either you are or you aren't, I guess. So that's how people think of it.

Researcher: It is kind of a yes/no.

Ida: Yeah. She wouldn't consider herself outdoorsy but then again she's always going to the park with her niece and nephew and they go on hikes and they go to the beach, doing stuff outside, she doesn't identify with it but she probably is anyway, if that makes sense.

Researcher: Yeah.

Thinking about yourself and other people who do outdoorsy stuff, what are all the ways that you feel similar to other outdoor enthusiasts?

Ida: I don't know, just being out there, I guess? You could, I don't know, if you want to talk about the gear or anything. I guess I feel similar to people when I'm out on a trail running and there's another person there and you both wave and make eye contact, that you feel a tiny one second connection with them because you're both out running, but I don't know.

What was the question again?

Researcher: What are the ways that you feel similar to other outdoor enthusiasts?

Ida: I guess participating in the same activities or when you see someone who's got a sticker that says they ran a marathon or something, you see it and you're like "oh yeah, that person is a runner too. They're putting it out there that that's something they do and that's part of who they are and get a message they want to convey to people, they want me to know that, and now I know that about them. But then again, I don't have stickers on my car that say I am a runner, so ... I don't know.

Researcher: How about the flip, what are the ways you feel different from other outdoor enthusiasts?

Ida: Well, I don't have stickers on my car, and I don't know, I feel like I'm not a die-hard about anything, I'm not. I wouldn't call myself an expert in anything outdoorsy and I wouldn't try to be an authority on anything.

Researcher: Mm-hmm (affirmative).

Ida: I don't tell anybody how to do anything. I don't know. How do I feel different? Maybe because I think of outdoor enthusiasts as experts and I don't see myself as one. So, I don't know. I don't know!

Researcher: That's fair enough.

I'm going to give you a hypothetical scenario: imagine a person, her name is Jessica. Imagine Jessica and she's about to try mountain biking for the first time with her friends, so she's never gone before but she wants to give it a try. What kind of things might Jessica be thinking about before she goes on this ride?

Ida: She'd be ... so she's never ever done it before?

Researcher: Right.

Ida: She'd be thinking about, how do I use this bike? That's a huge piece of equipment that she's not probably comfortable on. And it's probably not her own either, I would assume, she's renting one so then it's something you've never--if you have your own bike you kind of know its quirks and stuff. That would be a challenge, probably hoping that she doesn't get hurt and that she's capable of doing it, hoping that she can handle it.

I didn't say that I'm a snowboarder.

Researcher: Oh!

Ida: So add that, that I'm a snowboarder. I act like I'm kind of expert in that, I should've said that right away. Not [inaudible 00:08:54] moment there.

What else is she thinking about? I don't know, because mountain biking, I feel like that's pretty extreme and you can really get hurt doing it if you screw up, maybe that's just what I think about when I'm about to go.

Researcher: You mentioned some concerns. Any other concerns that you might think she has before they go?

Ida: She might be afraid of looking silly or dumb, I'd say that's more based on her personality or not. Some people don't care about that at all, some people are really concerned about looking silly like me. I totally am.

Researcher: On another side of that, what do you think she's hoping?

Ida: She's hoping it's fun and that it's challenging and also not too challenging so that she can actually do it.

Researcher: Great.

Ida: Complete a [round 00:10:04] or something, I don't know what you call it. I'm sorry, what was, what was she?

Researcher: So she has concerns, what is she hoping for on the experience?

Ida: I think she's hoping for the experience, for the fun, for the exercise, probably she's with her friends so she's looking for the shared experience with them too.

Researcher: She wants to have fun, she has some concerns, what do you think could help her have fun?

Ida: Friends who are knowledgeable about it and bringing her out there to do it and maybe seeing them struggle with it a little bit too, since it's her first time. Maybe it's their first time, so she doesn't feel like she's holding them back or anything.

Researcher: For sure.
Thinking about outdoor recreation specifically, would you describe outdoor recreation as being masculine or feminine?

Ida: As a whole. I don't know, does it have to be gendered? It's probably. It's both, maybe it's more masculine because you have like, speaking in biking, there are men's bikes and women's bikes. They always separate all the gear and the clothes and the stuff into men's and women's so that genders it, the outdoor recreation. But I think it's for everyone, I know everyone does it.
I think that's a really hard question.

Researcher: Maybe, to make it easier with the next question, what are some reasons that you would describe it as masculine or feminine?

Ida: I don't know, maybe, I'm leaning more toward masculine but don't really want to say it.
Because when you think outdoor recreation and then I jump to extreme sports I think of skateboarding and stuff like that or surfing, and men always did it first and then women followed and men can go faster and go harder and their time trials in the Olympics are always faster. Yeah, I think maybe it's masculine but women do it too.
Does that make sense?

Researcher: Yeah, for sure.
Okay, how about outdoor brands? Do you think of them as being masculine or feminine?

Ida: Brands of clothing or brands of gear or it doesn't matter?
I think most lines are gonna have men's and women's stuff, so I think they're both, but I think they cater separately to both, I don't know that there are unisex brands. Maybe there are, but ...

Researcher: Not that often yeah.

Ida: Yeah, 'cause like I said there's men's bikes and women's bikes and they're built differently because bodies are different. Probably [inaudible 00:13:15], I think snowboards are gendered too, but a woman could ride a man's board, just had to get it the right size.

It's more like the design on it is girlier.

Researcher: I think that is most of it. Do you follow any other brands on social media?

Ida: Just like REI?

Researcher: Mm-hmm (affirmative).

Ida: That's probably the only one.

Researcher: Do you follow them on Facebook?

Ida: Yeah, because that's really the only social media I'm on.

Researcher: Yeah. What do you think of this, a typical story or post from REI?

Ida: I feel like they're talking about a sale, for the most part. May or may not include an image, probably just sell a product or something, like here's our kayaks, but not necessarily people doing stuff. I don't know, I have to look, but off the top of my head I think of them doing promotions, great for their stores.

Researcher: How do you feel about female representation from REI, or within REI?

Ida: On social or ...?

Researcher: And in general, if you get their catalogs or newsletters.

Ida: That's true, I do get catalogs and emails from them and I how I feel about female representation? I feel like women are represented because women buy stuff, which is really stereotypical of me to say but I enjoy shopping and if they're showing lots of cute clothes and gear and whatever but like they cater to women and that they have just fashionable stuff that's not necessarily outdoorsy. Maybe it's in the brand but not really gonna go hiking in a dress.

Researcher: For the brands that you follow on social media REI, why do you follow them?

Ida: To hear about sales and promotions? Member discounts and stuff and I mean, they just called me, they have a member sale going on now and I went and bought something, because I knew it was 20% off, so of course I'm gonna go. If I'm their target market, then good job, REI.

Researcher: Are you interested in gaining information from them about how to improve your skills, abilities?

Ida: I know that they have classes and stuff and I do get an email every month: here's the stuff that's going on this month, and I never read it, I always just delete it. So I guess no, I'm not interested in learning more from them specifically.

They do have bike maintenance classes and I thought about going to those but I've never actually gone.

Researcher: What do you think that other brands can do to be more welcoming for women?

Ida: Well, I think they should know what outdoorsy women want or try to figure that out through research, do they just want a good deal or do they want to know more about

how to do technical stuff and cater to it. If they really don't, if we don't care, women don't care about learning how to perform better than just show them sales but, if they want to know more, or there's something else they're looking for, which I suppose is what you're looking for, then do that, [inaudible 00:17:10] your audience.

Researcher: Sure. Any final thoughts that you'd like to share about your experience in the outdoors as a woman specifically?

Ida: About men doing it first and women following, but I never felt like I couldn't do something because I'm a girl. I grew up with two brothers and if they're rollerblading I was rollerblading and we all went mountain biking [inaudible 00:17:41] Montana, and we all snowboard, so it was never a "girls can't and boys can".

I guess I felt like everything was open to me too.

Researcher: Nice.

Ida: Yeah.

Researcher: Cool. Do you feel that way about other brands, that they're open to you?

Ida: Yeah, I think I do, I don't [inaudible 00:18:14] because I have money so I can buy stuff and that's ultimately what they're doing [inaudible 00:18:21] product, so.

Interview 3

Alias: Juliana

Juliana Furtado is a mountain biker who won road, cross-country, and downhill world championships. She started her athletic career as a skier and was the youngest member of the U.S. National ski team.

Researcher: Cool. All right. We're just going to start with the basics and then get into more meaty stuff. To start with, what type of outdoor recreation activities do you participate in?

Juliana: Okay. I go hiking. I go mountain biking. I go camping. I attempt to rock climb occasionally. I wish I could do it more. I like to climb up rocks and scrambles.

Researcher: How often would you say that you participate in those activities?

Juliana: Depending on the time of the year, two to five times a week.

Researcher: Mm-hmm (affirmative). You bike a lot right? That's probably your biggest one right now, biking and hiking. How would you rate your experience level for mountain biking?

Juliana: As like beginner, intermediate and advanced?

Researcher: Yeah.

Juliana: Intermediate.

Researcher: How about for hiking?

Juliana: I think that's a weird scale for hiking. I guess advanced. I can hike anything.

Researcher: Are there any outdoor recreational activities that you don't participate in? You mentioned climbing, but that you don't participate in but you're interested in trying?

Juliana: Yeah, climbing and kayaking.

Researcher: Kayaking. Are there reasons that you don't climb or kayak right now?

Juliana: Time and the money constraints.

Researcher: Yeah, for sure. All right, in your own words what does it mean to you to be outdoorsy?

Juliana: That's an interesting question. I don't generally describe myself as outdoorsy. People describe me as outdoorsy. I would define being outdoorsy as a person who enjoys being outdoors, and does things regularly out there.

Researcher: Yeah, but you don't normally describe yourself as outdoorsy? So why not?

Juliana: No, because I sit indoors a lot. I mean but for real, a lot of the time I spend indoors so I'd rather be outside but I don't always get that opportunity so I wouldn't describe myself as outdoorsy because I don't have that opportunity as much as I'd like.

Researcher: Sure, but other people see you as outdoorsy?

Juliana: Correct.

Researcher: Do you think anyone can be outdoorsy?

Juliana: No.

Researcher: Can you tell me more about that?

Juliana: Yeah, because I think a lot of people don't like to be outdoorsy. I think it has a lot to do with your interests. You may have somebody who goes outside but they're not outdoorsy because it's not part of what they like to do. They might do it occasionally but it's not their passion.

Researcher: Okay, sure. There has to be a certain level of participation or interest to be outdoorsy?

Juliana: Yeah, like I know people that go hiking but I wouldn't label them as outdoorsy. Just go hiking like once a month, maybe less.

Researcher: What are some of the ways that you feel similar to other outdoor enthusiasts?

Juliana: I own lots of equipment. I've been in similar locations and I have similar experiences.

Researcher: What do you mean by that?

Juliana: Like for example Zion National Park. I've been there. I've hiked there, so have a lot of outdoorsy people. When you're talking to someone who's also outdoorsy you have commonality of places that you've been or places that you've experienced. That tends to be part of your conversation. "Have you seen that? Isn't that cool?" Experiences the same things so have you experienced this death defying hike where, or bike ride that just pushed you to your limits, so those type of experiences that you share.

Researcher: What are some of the ways that you feel different from other outdoor enthusiasts?

Juliana: I guess level of enthusiasts. I would say that I'm like a low level, medium level outdoor enthusiasts. You have those extreme people who are like that's what they ... That's their life and then you have people who do it a little less than I do. They enjoy it but it's not part of their lifestyles. I guess frequency would be one thing that I don't have in common with outdoor enthusiasts. I would say even career. I think that's a big one. My career doesn't really fit outdoor enthusiasts. Well, no it does. Never mind. I just don't think about it that way. I guess that's it. Frequency.

Researcher: Okay, sure. Okay, we're going to do a little imagination exercise. Imagine a person. Her name is going to be Jessica and she is about to go mountain biking for the very first time with some of her friends. She's never been mountain biking before but she wants to go

with her friends. What do you think Jessica might be thinking about before she goes on this ride?

Juliana: I imagine that she is thinking about similar things that I think about when I go on, adventure with people who are more experienced outdoor enthusiasts like can I keep up? Can I do this? Do I know what I'm doing in any capacity? I would say do I look the part? I think that's a big part of it, especially when you're with a group that is already a part of that lifestyle. There can be huge differences there. That's about it.

Researcher: You mentioned she might have some concerns like if she can keep up. Are there any other concerns that she might have?

Juliana: Like being nervous?

Researcher: Mm-hmm (affirmative).

Juliana: Yeah, I mean I would imagine she would be nervous or anxious. More anxious than nervous.

Researcher: Sure, what are some things that maybe her friends could do to help her feel less nervous?

Juliana: Listen. The reason why ... well, I don't think that you can do a lot of reassuring. From my experience, people have done lots of reassuring you go out but it's really the experience itself and how people treat you and interact with you during the experience that I think makes you want to go out again. I would say her friends would be helpful in the open and non-judgy and really listen well to her needs. Both spoken and unspoken because I think sometimes when someone is trying something new, a lot of what they need is unspoken because they're not necessarily going to speak up for what they want or what they think they want. You kind of just have to be able to read the other friends, I guess.

Researcher: For sure. Do you think if her friends talked about their past experiences would that help her feel more comfortable?

Juliana: It depends what past experiences they're talking about. I think if they talk about their first couple times out, that may make her feel comfortable, like, "Oh, this is what I felt like. It was overwhelming and I just got my butt kicked." I think stuff like that can be helpful. Both prior to and after the experience. However I think that if her friends were discussing these epic adventures that they've been on and these things that they've done that are way outside of a beginner's zone I feel that can be even more intimidating.

Researcher: Okay, so she has some concerns about going on this ride. What do you think maybe she's hoping for on the ride?

Juliana: Fun. Challenges. Camaraderie.

Researcher: Cool. Okay, so we're not talking about Jessica anymore. No more imagination land. In your thoughts would you describe outdoor recreation as being masculine or feminine?

Juliana: Gender neutral.

Researcher: What are some of the reasons that you would describe it as gender neutral?

Juliana: I would say because in general there are more masculine parts of being an outdoors enthusiasts and there also more feminine parts of being an outdoor enthusiasts and I think a person can decide which parts they value more and which parts they want to

play into more. When you take all that together, I don't think that it necessarily is towards a feminine or a masculine side. However, I do come to that with a certain level of biased because I don't consider the super feminine a lot in my ideas of masculinity and femininity since I'm more towards a neutral land.

Researcher: Sure. You mentioned that outdoor recreation has both masculine and feminine traits, what would you describe as masculine traits and feminine traits?

Juliana: I think that sometimes intensity can be more of a masculine trait depending on how it's valued. I think that enjoyment and kind of being out there to have more of a good time without any expectations is more feminine. I think nature itself, and nurturing nature and taking care of it is it a feminine trait where I think kind of controlling it and manipulating it is more of a masculine trait.

Researcher: Sure. All right, so along the same lines thinking about outdoor brands, would you describe outdoor brands as being masculine or feminine?

Juliana: Depends on the brand. I think some do a good job with playing to both feminine and masculine people but some don't. Then some hyperize their femininity, hyperize it to the super extremes.

Researcher: Yeah. All right, onto a new category. We're going to talk about social media a little bit. Do you follow any outdoor brands on social media?

Juliana: Yes.

Researcher: Can you think of a few that you follow?

Juliana: REI. Marmot, I think. Merrell. I might follow [inaudible 00:13:25]. Patagonia, but I'm going to add this in. More than brands I follow like companies like Bam. Ski resort, National Park Service. Recreation.gov. Stuff like that.

Researcher: Yeah. What are some of the reasons that you follow the companies and the other groups?

Juliana: Their pictures are so pretty.

Researcher: Yeah.

Juliana: It also helps me to know what's going on in the industry and political movements and events. Things that are interesting articles about being outdoorsy. Occasionally I like the things that they're advertising, but usually ... Oh contests too. I forgot about those.

Researcher: Yeah. What do you want to see most of from the outdoor brands that you follow?

Juliana: I've never thought about that. I honestly don't have an answer to that.

Researcher: Can you describe some of the typical stories or posts that you think of from outdoor brands?

Juliana: I can. A lot of them are personal experiences or like narratives in the wild or in nature. More like cutting edge is the wrong word but new things that are happening. Like for example, today I read an article about a couple of guys who are going to kayak through Yosemite and they finally got their permit. Again, I guess back to the narrative. Something new that's happening in the natural world. A lot of the times I'm drawn to pictures of landscapes or people being active.

Researcher: Thinking about those images and stories, how do you feel women are represented by these brands?

Juliana: One of two ways I would say. Either they're well represented and well, one of three ways. Either they're well represented as part of the community and you see regular posts including women and about women, or they're not existent, or they're sexualized.

Researcher: How do you feel like you see them most often?

Juliana: I think due to the nature of this life that I'm attracted to, the former two. Non existent or well represented. [crosstalk 00:17:07].

Researcher: You said that is kind of biased on what you follow. Would you not follow a brand because they show a sexualized representation?

Juliana: Yeah, because the one brand that I do follow I contemplate regularly if I'm going to ... Well, it's not really a brand. Well, I don't know what it is. They regularly doing that so I contemplate occasionally being like I'm going to take you off my news feed but then anyways, because they do have interesting stuff.

Researcher: Of the brands who either don't feature women, or even for the brands that do, what do you think they could do to better to communicate to and better engage women?

Juliana: I mean, the standard thing in education [is] you can only be what you see. So to see more, to hear more of those stories. I really think that that's one of the biggest things that they can do.

Researcher: Sure, and just like any story?

Juliana: I think that ... I'm going to [inaudible 00:18:21] answer it again. I heard this really good TED talk today. I'll have to look up the title for you later but it talked about a single story and the dangers of a single story. I think that it's really important brands are giving multiple stories that can fit multiple lifestyles of women. I think that you could have a really intense woman who is winning races, the world cup mountain biking race or you can have a woman who's just out for the first time, or the second time, or does it occasionally. Or in the middle. I think that somewhere in that middle part is the hardest part to reach that story.

Researcher: Sure.

Juliana: In the middle.

Researcher: In some of my other interviews so far some women have mentioned that sometimes they don't feel good enough or intense enough to fit in with other outdoor participants. What do you think of that?

Juliana: I actually was just talking about this recently with (spouse) because I'm really looking for some women to ride my bike with. [inaudible 00:21:06] because I won't ride with men, and the problem I run into is that there's either super, super intense people that can ride twice as fast as me or there are super beginners who are like afraid to get on their bike and go down a hill. I guess I don't necessarily feel like people are too intense, but I either feel that people are either too intense or not intense enough a lot of the time. I kind of feel like in this weird middle place.

Researcher: Sure.

Juliana: With biking. Other sports are different.

Researcher: Yeah.

Juliana: Did that answer the question?

Researcher: Yes. I guess that's interesting that there's, that you're experiencing those two categories. Either people who are just beginning or more intense. Any thoughts on why you think that happens?

Juliana: I think just because people who are intense they do it and that's what they do all the time. I think part of being a woman in outdoor sports is that you feel the need to have that intensity. If you can't reach that intensity I think that a lot of people stop doing it. I think it's difficult to maintain a hobby in an intermediate area. I think a lot of people begin but I just don't think they ever work their skills up from that level.

Researcher: Sure. Do you think that's unique to women, that women have a hard time being that in that moderate range?

Juliana: From what I've seen in the mountain biking community, yes. It's more of a ... There's not a lot of women to begin with but yeah, there's the lack in the moderate. There's quite a few women in the I'm frickin' amazing, kick everybody's ass category, or and then there's a lot of women who are starting out and ride with their partners and you see them on the trail but you can tell they're not really comfortable with it or necessarily enjoying it.

Researcher: Sure. That's really interesting and I think I would agree with it, but that'd be an interesting area to know more about.

Juliana: Yeah, I've been noticing it so because I think as I move into like ... I'm strongly in the intermediate I feel like. As I'm trying to improve my skills and spend more time on the trail I find that that disparity is even more.

Researcher: Right. Maybe that goes back to multiple stories and the danger of one story. If more stories were available women could see themselves in more of a range.

Juliana: Right.

Researcher: Cool. Those are all my questions. Do you have any other final thoughts or comments that you'd like to share?

Juliana: No.

Interview 4

Alias: Lucy

Lucy Walker was the first woman to climb the Matterhorn in 1871 and also made the fourth ascent of the Eiger. She was a founding member of the American Alpine Club.

Researcher: We'll go over a few things but we'll just start with the basics. What type of outdoor recreation activities do you often participate in?

Lucy: I think most frequently is running and rock climbing, mountain biking, I guess. Then seasonally I also mountain climb and ice climb.

Researcher: Cool. So you're pretty frequent with all those activities when they're seasonally available?

Lucy: Yeah.

Researcher: Cool. How would you rate your experience level for those activities?

Lucy: I would say I'm an expert at all of them. Although if you're comparing me to Boulder then I'm a novice, because I'm not an Olympian.

Researcher: Oh no, that doesn't bode well for me. Are there any outdoor activities that you don't participate in now but that you're interested in?

Lucy: Not really. My husband's always trying to get me into skiing but I don't really want to ski so I guess that's one that I may at some point do.

Researcher: When you think about being outdoorsy, what does that term mean to you?

Lucy: For me it's craving to be outside. It could really be any level of activity from really intensive exercise to even just gardening and enjoying the outdoors without exercise. I tend to exercise, but I also actually love gardening, so it's just the pull to be outside and enjoy nature more than always being inside and enjoying more anthropomorphic things.

Researcher: Sure. Do you consider yourself to be outdoorsy?

Lucy: I do, yes.

Researcher: For the stated reasons?

Lucy: Yeah, yeah.

Researcher: Do you think anyone can be outdoorsy?

Lucy: No. My mother in law was just here and there's no way she could be outdoorsy.

Researcher: So where is that line, why are some people outdoorsy and some people not?

Lucy: I think it's an issue of what really makes you happy or pulls you in life. If there's nothing attractive about the outdoors, or if what's attractive about the outdoors is looking through a window and just seeing a two dimensional plane, then I guess there's a lot of inconvenience to being outdoorsy. You have to withstand the elements and you have to travel or do something to get out there. I think unless you really want it, it's not the default. A fair amount of people don't want to do that.

Researcher: Yeah, that's an interesting distinction, I like that.

So thinking about other outdoorsy or other outdoor enthusiasts, what are some of the way you think you're similar to other outdoor enthusiasts?

Lucy: I was thinking there's a tendency towards being introverted but maybe that's the outdoor enthusiasts that I hang out with. I know there's plenty of sports where you can be extroverted but then there's a lot of ways that you can actually renew yourself, as an introvert, in the outdoors. There are so many solo sports where you can surround yourself with the outdoors and that's really a great thing. So I kind of think of that, because that's my theory.

I guess that we all- that's kind of our leading force. We get jobs that enable us to be outside, we go on vacations that are outside, it's always what we're working towards, whatever that means.

Researcher: Yeah, for sure. On the flip side, what are some of the ways that you think you're different than other outdoor enthusiasts?

Lucy: Well now we're like, it's therapy (laughs). It's going back to my introvert tendencies but I don't tend to like doing things in huge groups and my friends tend to invite twenty

people to go on bike rides. That is not appealing to me because part of what I find rejuvenating about the outdoors is that solitary experience of being out in the forest with the birds. I feel like lots of that is taken away when there's a ton of people around.

Researcher: Any other aspects that you think are different?

Lucy: Well I tend to exercise with a lot of men. I feel like what we have to do to push ourselves is pretty different. I don't know. Wait, you're not asking about exercise. I may actually find sedentary activities almost as rejuvenating as moving activities and that isn't similar to my age group or friends.

Researcher: Sure. So you're mentioning exercise, are you thinking about when you go to exercise outdoors?

Lucy: Yeah, I mean that fits in the category.

Researcher: So you feel like a lot of times you're with men?

Lucy: Yeah.

Researcher: And that has differences?

Lucy: Yeah, I'm like chasing them. If I go exercise with women we're all kind of more on the same plane so it totally changes the experience, I guess.

Researcher: Sure. How so, can you expand on that?

Lucy: I guess it's much more- I get more of the relaxing benefits when it's with women and then I get more of the athletic pushing game when I'm with men. They both have their benefits, it kind of depends on what I feel like. I actually feel like I don't get to enjoy the outdoors as much when I'm with the men, because we're going so fast usually!

Researcher: Do you think that you prefer one or the other?

Lucy: No, I actually really like the balance.

Researcher: Just different?

Lucy: Yeah. I can also, sometimes, when girls are chatting and we've been stopped forever and we're still chatting I'm like, "Let's keep going!" So I definitely like both.

Researcher: So here's a question. In one of my other interviews the woman I was interviewing mentioned that she feels like she's a moderate in ability level and sometimes she doesn't feel like she fits in either side. Do you ever relate to that?

Lucy: Yeah I totally relate to exactly that. It's pretty rare that I find someone who I feel like I'm actually peers with. I feel like I'm always either pretty significantly better than someone or ... more often actually chasing the people that I'm with.

Researcher: Maybe that connects to gender ...

Lucy: Yup.

Researcher: Interesting. Why do you think that is? We were talking about why women may end up being in this beginner category or they're just like the hard core ... there seems to be a lack of moderate women outdoor enthusiasts. Any insight or thoughts on that?

Lucy: Sometimes I wonder if it's maybe perspective because in a way, we're all on the bell right? There's always people who are worse than us and better than us and if you're focusing on that then it becomes clear to you. If you are just happy being in the middle

of the path then you never think about it. That aside, for me I'm thirty five and at this point a lot of the women who I've known who would have done these sports for fifteen, twenty years, are having kids. That can really change things. It's kind of like there's always a new generation of women who just started a few years ago and then they have kids. This is kind of pigeon holing everyone but it's kind of a pattern whereas when men have a family it doesn't stop that for that set amount of time quite as much as women.

I don't know if that's a huge aspect but I've seen that in our social circle. Where a lot of women right at their prime, our prime is supposed to be thirty or forty or something, and that's when the time's super devoted to kids.

Researcher: Interesting. That's very true.

One of the things that we were talking about was as a beginner, a lot of people have tried out but it's really hard to progress past beginner. There's a lot of social constraints that may come into play. That was something we were talking about that might weed out the moderate group. Then a few push past to eventually become the hard core experts but there's that gap in the middle.

Lucy: That's very much the case with climbing because it's a real plateau sport. I feel like a lot of people could be pretty happy just being OK runners. That's what I am- I run where I run don't really care about getting better. Climbing, you can hit a plateau and it can be really frustrating because it's actually about climbing a little bit harder. I know that can actually deter people and if you don't climb multiple times a week then you're losing that. It's a sport where you can't really be a weekend warrior or it's really frustrating. So it's pretty distinct in that sport, either people are really experts or they just started.

Researcher: Ok, so now I have a little imagination exercise. We're going to imagine someone, we're going to call her Jessica, and she's about to try mountain biking for the first time. She's never gone before but her friends invited her out so she wants to give it a go. So they're getting ready to go biking, what do you think are some of the things that Jessica might be thinking about before they go on the ride?

Lucy: Are her friends girls or boys? [crosstalk 00:11:03] I bet she would be wondering about the right type of clothing to wear, if she should wear what she wears to the workout gym. If she's never really been before that's always a worry. She might be nervous about her athletic ability and whether or not she could keep up, and that's kind of scary with biking because if you aren't right in there you're actually far away. I think a lot of people have fears around mountain biking because the cost is fairly high. A little mess up can actually have a pretty high impact so maybe she would have fear around that. Maybe looking silly on a bike? I don't know.

Researcher: Yeah. So she has some concerns, what do you think her hopes would be?

Lucy: We don't know her biking level right? Maybe that she would feel as comfortable as she felt the last time she was on a bike or remember what she used to know or something like that. That it would just be fun with her friends just like when she hangs out with them otherwise, it wouldn't change the friend dynamic. That it wouldn't be uncomfortable, physically? Clothes ... I don't know if I have a clothes thing but I am always concerned about- if you wear the wrong clothes exercising it's really bad!

Researcher: It does impact it!

It's an imagination exercise so her friends could be male or female. What do you think some of the things that they could do to help her feel more comfortable, ease some of her concerns ... ?

Lucy: I think that it would be good for someone to tell her everything that she should bring and how she should dress and all of that. Then give her an idea of what the day will look like, about how long the ride will take and they can describe the trail to her ahead of time, that stuff would help. Make sure that her bike is in good shape, tuned up and that kind of thing. Then on the ride someone hanging back is always helpful if that's what she needs, someone sticking with her ...

Researcher: Cool. We're out of imagination land now. In your opinion, would you describe outdoor recreation as being masculine or being feminine?

Lucy: Sadly I fear it's more masculine.

Researcher: Yeah? What are some of the reasons for that?

Lucy: I guess it's just how, socially, more men tend to do outdoor recreation than women. Even in sports. I've been climbing for twenty years and when I first started climbing hardly any women climbed and now a lot of women climb, but way more women climb indoors than outdoors. It's more hands on, it's scarier, there's all these aspects ... so even in things when women are super athletic they may not necessarily translate that to the outdoors.

Researcher: Right, yeah. Unfortunately. So thinking about outdoor brands, in your opinion would you consider outdoor brands to be masculine or feminine?

Lucy: Just all of them generally? I actually think of them as fairly polarized, either super masculine or over the top feminine. Is that an OK answer?

Researcher: It is! All answers are OK answers! So what do you mean when you say over the top?

Lucy: Well when I thought about this briefly, the brands that I'm actually attracted to are still the traditional brands that have always been around that don't necessarily really market to women. The newer, more women's specific brands are so girly and frilly, "Let's all get together and smooch and have book clubby" that's not my thing, that's not my experience of women outside. I feel like there's no middle ground with that where it brings the realism of women outside into a women's specific outdoor brand.

Researcher: So then the more traditional brands, do you see them as being more masculine generally?

Lucy: I think so, yeah.

Researcher: But those are still the brands that you're drawn to?

Lucy: Yes.

Researcher: Interesting.

Lucy: Yeah.

Researcher: Any additional thoughts on that?

Lucy: Maybe I'm the minority and the way that they're marketing actually works and I know nothing about it. Maybe the reason for that is that they're trying to appeal to more women, so by attracting different women that's probably the mass appeal of how you

could bring women into that world ... and old crusty women like me are already in the world ... It's an interesting phenomenon.

Some women can just default and be with the boys club, because that's what we've done for years. Maybe the newer women, if you're trying to appeal to them, that's not appealing at all but you could make this new face of it that could possibly be appealing to the woman in book club. I'm in a book club by the way, I don't hate book clubs!

Researcher: We're going to talk a little about social media now. Do you follow any outdoor brands on social media?

Lucy: I do, yes- I had to think about it- on Instagram.

Researcher: What kind of brands do you follow?

Lucy: I follow Patagonia, Mountain Gear ... you'd almost have to look to look at all of them ...

Researcher: We can go based on those. You follow on them on Instagram you said? What are some of the reasons that you chose to follow them?

Lucy: The only reason that I follow them is because they have beautiful pictures of people adventuring outside.

Researcher: Maybe this answers it, is there anything else that you want to see from those brands? Instagram is very image based but just thinking about outdoor brands in general what kind of content are you interested in from them?

Lucy: What I just thought of is one of my dearest friends works for Patagonia and she's actually gotten me to buy more Patagonia clothes- partially because she gives me great discounts but also partially because I see them on her and then she explains to me the new upcoming whatever-it-is and that's really hard for me to get from the website or even from being in the store. So maybe a better way of being transparent, something almost the equivalent of that, someone just like "Hey look at this new thing" I think could be better than that almost [commercial 00:19:18] marketing of like, "This is what this material is made out of".

That's not as informative to people, and maybe even especially women who aren't necessarily tech geeks as much as, "This is an awesome top for skiing and here's why ... " Something like that.

Researcher: That's good that she's being a good employee ambassador.

Lucy: Yeah!

Researcher: What do you think of as a typical post from the outdoor brands that you see?

Lucy: It's usually mountain pictures from somewhere not on this continent- I guess sometimes there's South America- but far, far away places, like super adventure. I guess Patagonia does fly fishing stuff, too, which isn't really my thing but they are still beautiful pictures. I see just a lot of snow covered peaks ... I guess rock climbing too.

Researcher: They do have a lot of super adventure pictures. So do you relate to those pictures?

Lucy: That's a good question.

No.

I'm just like ... that's great for the sponsored climber who works out twelve hours all day everyday does that- that has nothing to do with me. So yeah, what you're saying, it

doesn't particularly relate or even inspire me because it's not someone one tier above me, it's someone ten tiers above me.

Researcher: But still just a beautiful image?

Lucy: Yeah.

Researcher: OK. Can you describe how you see women represented by these brands?

Lucy: I feel like it's always kind of token women in there. I have thought about this because I used to do competitive rock climbing and it was always frustrating for me because they always set different problems for men and women. I was always like, "We should be climbing the men's problems!" But we can't.

Part of it, I understand because sometimes we just aren't pushing the envelope as much as men so when they're trying to show the new amazing peak that someone climbed, man or woman, it's more often a man. When it's the amazing ski line that someone did it's more often a man. I'm constantly kind of torn about that, because our population is fifty-fifty, I kind of want to see fifty-fifty. If your goal is to show totally amazing cutting edge outdoor stuff, it's not fifty-fifty.

Researcher: Right, yeah, Huge dilemma. Thinking about how they currently show women, if they want to engage with more women, what type of content, images, all of it- how do you think they could better engage with women?

Lucy: When I'm thinking about women brands I think about Title Nine. I get their catalogs because I like their clothes but their branding annoys me to no end. It must appeal to a lot of people but I feel like that's similar where they're not talking to actual athletes who don't want to be cutesy with women. That's the population that they're missing. There's cutesy forty-five year old women who need to their confidence boosted up, but what about people who just want to be inspired to move to the next level? Or shown how this shirt can make them way more comfortable when they go on their next long ride or something?

Researcher: So again that middle is kind of missing. You've answered a lot, that's great. Do you have any final thoughts or comments that you'd like to share?

Lucy: I guess living here actually is cool because a lot of the most famous women live here, especially in the climbing community. Lynn Hill lives here and you just end up at a dinner party at Lynn Hill's house ...

Researcher: I want to end up at a party at Lynn Hill's house!

Lucy: You very well might! That's cool because they all understand that women in the outdoor athletic community, it's still a fairly small world. People are actually committed to it and it's not just a college girl flirting with it for the four years that she lives in Boulder or whatever. It's a tightly knit community and we all stick together and commiserate about these things. We're like, "Why can we only get pants in bright purple or grey? We're people too!" I think that helps kind of equalize all of these issues, the fact that we're all in it together. I have seen the outdoor retailers make huge progress in the last twenty years, it's pretty impressive, but I think there's still some work to be done.

Researcher: Yeah for sure. Well thanks, thanks for your time

Interview 5

Alias: Cecile

Cecile Skog is the first woman to have reached both the north and south poles. She also summited the tallest peaks of every continent and completed an unsupported crossing of Antarctica.

- Researcher: To start with we'll talk about some basics and then go from there. To start what type of outdoor recreation activities do you participate in?
- Cecile: I do a lot of hiking and kind of, just kayaking I guess are the two things that I do. Hiking for sure more than anything else. Camping, that kind of thing.
- Researcher: How often do you say that you go hiking, camping, paddling?
- Cecile: Hiking I would say two or three times a week if I can. Kayaking, a few times a year, and camping, same thing. Whenever I get away.
- Researcher: Yeah. Then thinking about your experience level and I know that camping's kind of hard to think about experience level ...
- Cecile: Right.
- Researcher: How would you rate yourself in those activities?
- Cecile: Probably just kind of not that super serious, just going to enjoy it.
- Researcher: Yeah. Sure. Recreational?
- Cecile: Recreational, yeah. Yeah.
- Researcher: When you think about being outdoorsy, what does that term mean to you to be outdoorsy?
- Cecile: I think it's enjoying being outside. It doesn't matter whether it's raining or sunny. You're just getting out there and enjoying the fresh air. You kind of enjoy your surroundings, knowing what ... You know to appreciate what's out there.
- Researcher: Yeah, for sure. Do you consider yourself to be outdoorsy?
- Cecile: Yes.
- Researcher: What reasons would you describe yourself as being outdoorsy?
- Cecile: I think because I have a respect for the environment and everything that's going on around there from the plants and animals to being able to go out and enjoy it, and being able to enjoy the sites and explore.
- Researcher: Sure. Do you think that anyone can be outdoorsy?
- Cecile: I think anybody can be. I think there's definitely a lot of people that don't how to just that if you're from the city or something like that that they just don't have any idea what that means.
- Researcher: Right. Where do you think that line is between outdoorsy and not outdoorsy?

Cecile: Good question. I think ... Yeah, when I think of my friends who are outdoorsy or not, I think it's those people if they go outside they don't really know how to enjoy it. They can't just take it ... Unless you're doing something, you can't just enjoy being outside whether it's quiet or just enjoying that aspect of it I think. Yeah, think if you have to be hiking up a mountain or something like that to be outdoorsy so they don't consider themselves outdoorsy. It's like just enjoying their surrounds.

Researcher: Yeah, sure. Thinking about yourself and outdoor enthusiasts, what are some of the ways that you think you're similar to other outdoor enthusiasts?

Cecile: If you're in Boulder County I probably wouldn't be even considered an outdoor enthusiasts just because there's so many crazy outdoorsy folk here but I've been in agriculture and being outside all of my life and doing things that are in the outdoor world. I would say just having that passion for being outside and enjoying it, and always wanting to learn what plants or what animals are out there. I think just having that respect for the outdoors as well getting out there and doing something. I think, whether you're doing extreme sports or just kind of out there just to enjoy it, I think that's every outdoor person has to have that respect.

Researcher: Yeah, for sure. You already mentioned a little bit but what are some of the ways that you think you're different from outdoor enthusiasts?

Cecile: I'm not one of those crazy people who has to hike to the top of the 14er just to consider myself having a good day hiking, or I don't have to be able to run 15 miles or do all those things, which in this area that's I think what that expectation is a lot of the time.

Researcher: Is that different from growing up in Canada?

Cecile: From where I grew up and what I do I would say yes. I've lived in other places that have been kind of the ... There's always that extreme group of people that have to go for it all the way instead of just enjoying getting to be outside. I think Boulder County and Colorado itself has definitely got this whole another level of outdoor people than anywhere I've ever been but yeah, I think that's kind of different. Yeah, I guess I'm different from this group but in general if you're outside of this bubble than yeah, I think I'm like most others.

Researcher: Sure. All right, so we're going to do a little imagination exercise, super exciting. Thinking about mountain biking. Have you ever been mountain biking?

Cecile: A little bit but not much really, yeah.

Researcher: We're going to imagine someone. We're going to call her Jessica. She's going to go mountain biking for the very first time. She's never been before. Her friends are going. She wants to give it a try so she's going to go with them. What do you think Jessica might be thinking about before they go on this ride?

Cecile: That's very easy for me because my friends are ... I have a lot of friends who are really into mountain biking and it scares the crap out of me because jumping over rocks and

logs and everything else when you're on a bike, just sounds like a big crash to me. I think it's ... Thinking about what is the trail going to be like? Am I going to be able to do it? What happens if I get a flat tire or you fall and you're far away from things? Also, how much am I going to enjoy it? Am I going to be worried the whole time? Also, this could be a new experience, and I might love it. I think it's, you're kind of going back and forth and it's like the mind game. That's what it would be like for me.

Researcher: The mind game for sure. There's a lot of that. You mentioned some of her concerns. What kind of hopes might you have for riding?

Cecile: That she gets to see new areas and explore. Maybe she falls in love with mountain biking and she's got something new to do. Weekends and after work now she can go out and do mountain biking instead. It's another great way to get out and be able to enjoy your friends and see more.

Researcher: What could her friends do to help her have a good time on this ride?

Cecile: I think not to be too challenging of a place to go, and just kind of being supportive and teaching her as she goes. Learning the different ways that you can approach mountain biking. Yeah, just being understanding that this something new and how hard it's going to be when you're probably not 10 years old trying this for the first time sort of thing.

Researcher: Thinking about outdoor recreation, would you describe outdoor recreation as being more masculine or more feminine?

Cecile: Before I moved here I would have said masculine. I don't even know why I would have said that but moving to Colorado, women here can do ... are doing everything. Yeah, now I think of it as pretty even. Most people I know are, yeah, they all do something outdoorsy now.

Researcher: Before you would have said masculine.

Cecile: I would've said masculine, yeah.

Researcher: Any idea why or just?

Cecile: I don't even really ... That's a good question. I think just the environment I grew up with maybe that was why. I think when I've seen ads or different kind of media things it was always kind of male focused.

Researcher: Thinking about outdoor brands, would you say masculine or feminine?

Cecile: Masculine. I think, yeah.

Researcher: What are some reasons that you say masculine?

Cecile: I don't know, I feel like they kind of just focused or even just how they advertise themselves and the colors, or things like that that always just brings out the masculine thing or you see ... Often it's a guy climbing a wall or ... Yeah, it kind of always jumps out to me that the brands are more masculine. Again, I think my opinion has probably changed since I moved here and there's so much more of the feminine side but yeah.

Researcher: Yeah. So do you follow any outdoor brands on social media?

Cecile: Yeah, I'm sure I do. There's so much on social media nowadays that I'm sure I must, yes. ... REI, Patagonia, probably Athleta, those kinds of ones, yeah.

Researcher: Do you follow them on Facebook, Twitter, Instagram?

Cecile: Mostly Facebook and Twitter. Instagram I'm starting to follow a few more.

Researcher: What are some of the reasons that you started following those brands?

Cecile: I think the inspirational piece I've seen. Some of the things that they send out in sales. I think those are the main reasons. Probably sales would be the number one. It's where you kind of that edge on what's going on sale or ... they're always expensive so you want to be able to save money on them.

Researcher: Yeah. What would you like to see most from those brands? What kind of stories, posts, concepts?

Cecile: I think kind of the inspirational stories. That's kind of my number one thing that I like to see from them. How their product or even if somebody who uses their product changed their lives for the better, or something like that I think. Then yeah, the sales and that kind of thing.

Researcher: What would an inspirational story be to you? What would that look like?

Cecile: I think somebody who's overcoming something, maybe an injury or somebody like Jessica who didn't even think that they would ever like it and they learned how to enjoy it and get out of their comfort zone, that kind of thing.

Researcher: Yeah. In your opinion, how do you feel that women are represented by these brands?

Cecile: That everybody's got a six pack. Every woman has a six pack and can scale a rock wall. They don't often, the everyday person, girl, that uses that products ... It's always that person who's doing the extreme things, right?

Researcher: Can you relate to those types of posts or?

Cecile: Not really. No. I'm like wow, that would be nice one day but it's never going to happen.

Researcher: Yeah. Do you think women in general can relate to those posts?

Cecile: I think ... Maybe, I mean there's always something that you can relate with like whether it's your goal that you want to be able to do that or something like that but in general I think it's not that easy to relate with.

Researcher: Yeah. Thinking about that, what do you think outdoor brands could do to better reach out to women and better engage women?

Cecile: Just have real people, not always athletes and those the best at things. Just have real people that are doing cool things. Get some moderate zone. I think where most people I think, fit into. [inaudible 00:13:47] don't fit into it at all but they're probably not even

the ones looking at these ads anyway, but that moderate, yeah, section I think would be a great place for them to focus on.

Researcher: Yeah. Yeah, do you think that's ... One person that I interviewed mentioned that it's inspirational to them when they see one tier above their ability instead of ten tiers above.

Cecile: Yes.

Researcher: Maybe that's moderate.

Cecile: To kind of push you to that next level instead of somewhere where you know you're never quite going to get.

Researcher: Right.

Cecile: Yeah. I'm never going to get that.

Researcher: One of the other things that came up in some of the other interviews, women mentioned that sometimes they feel like they're not good enough or not intense enough to fit in with this outdoor community. Do you ever feel like that or relate to that?

Cecile: Yes. For sure. Especially, again, I keep bringing it back to Boulder County but especially here because everybody is always ... If you ask somebody what they did this weekend they'll say, "Ran 50 miles" or they went for a crazy 50 miles bike ride. There's always, yeah, the fear I could hurt myself or like what I do isn't good enough because they're always going that much further.

Researcher: Do you have any final thoughts or comments that you'd like to add?

Cecile: No, I think that they kind of ... For branding and things like that, focusing on that moderate middle ground is definitely somewhere important for them to focus on and it is great to see those people who can do these wild and amazing things but the majority of folks really can't.

...

Cecile: I know when I first moved here I wouldn't go to the gym. I was scared to do anything because it is so intense crazy here. I was like, "I'm not in the best shape, and I can't do all these crazy things and I don't really care to get on a bicycle and wear spandex like most people here do." Yeah, to get used to what it was like around here was a big transition from most places. Like I moved here from ... I lived in Canada and then I went to college in Montana and then I came here. That was a big change from Montana to here. Very different. Montana's pretty outdoorsy too, but it's outdoorsy in a different ... Less extremely I would say.