

Lady Gaga's Self-branding Strategy: A Case Study of Using Social Media

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2007FB220

Abstract

Lady Gaga has made great use of social media to receive the attention of the public and to keep Lady Gaga's brand creative. The population of social network service users has been growing in a global scale. According to the statistics in 2011, the half the population has a *Facebook* account in the USA, UK, and Canada. In addition, Twitter surpassed 300 million users in 2011. While social networking services are becoming popular, Lady Gaga has made a great success in using such social platforms. She creates good songs, and live performances, and she is very fashionable. Moreover, she can keep people's eyes on and have a close engagement with fans, know as little monsters, through using social network service. She handles her Twitter account by herself mainly to engage with them. The number of her Twitter account hits 10 million followers in May, 2011. *Facebook* is more like her official website to release news and information about her music. *Facebook* is really influential as advertising because it has the largest number of users and some functions that are useful for marketing. Lady Gaga's *Facebook* account reached 10 million fans in July 2009. In conclusion, we can learn two lessons from Lady Gaga's use of social media to understand the characteristics that each social network service has, and to optimize a way to express one's own idea.

Promotion of Traveling Abroad for Young Japanese:
What do Young Japanese Need for Traveling Abroad?

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2008FB139

Abstract

This thesis suggests that the tourism industry offer promotions for traveling abroad to young Japanese. The number of foreign tourists has been increasing smoothly since liberalization of traveling abroad in 1964 and exceeded one thousand in 1990 in Japan. After that, the popularity of traveling abroad has been getting higher as well, but the number of foreign tourists has not showed much increase in the last several years. Especially, as people say young people are reluctant to travel abroad, the lapse of the number of foreign tourists of the young is remarkable. Traveling abroad plays a significant part in finding new values and broadening their horizons. It is necessary to accept new values and raise their judgments for young people to survive international society. The trend away from traveling abroad may cause a inner-oriented way of thinking among young people and cause the deterioration of certain qualities. In explanation for the trend away from traveling abroad among young Japanese, some say they have become introversive and others say traveling abroad is unpleasant compared to domestic travel. However, these reasons are not all to explain the trend away from traveling abroad among young Japanese. So, this paper clarify three main factors why young people hesitate to travel abroad and make suggestions to tourism industry focused on what young people of today seek for traveling abroad.