



Western Michigan University
ScholarWorks at WMU

Honors Theses

Lee Honors College

4-30-2021

Exploring the perception of sponsored posts on Instagram

Mahek Verma

Western Michigan University, mahekverma@gmail.com

Follow this and additional works at: https://scholarworks.wmich.edu/honors_theses



Part of the E-Commerce Commons, and the Marketing Commons

Recommended Citation

Verma, Mahek, "Exploring the perception of sponsored posts on Instagram" (2021). *Honors Theses*. 3406. https://scholarworks.wmich.edu/honors_theses/3406

This Honors Thesis-Open Access is brought to you for free and open access by the Lee Honors College at ScholarWorks at WMU. It has been accepted for inclusion in Honors Theses by an authorized administrator of ScholarWorks at WMU. For more information, please contact wmu-scholarworks@wmich.edu.



WMU ScholarWorks Access Agreement for Honors Theses

Name:	Mahek Verma			
WMU email:	maheakashwinikumar.verma@wmich.edu			
Other email:	mahekverma@gmail.com			
Department:	Interdisciplinary HCOB			
Program (optional)	E-Business Marketing			
Year of graduation:	2021			
Title of honors thesis:	Organic, Gifted, or Sponsored: How Differences in Influencer Endorsement Type are Perceived by Beauty Consumers			
Type of material included	<input checked="" type="checkbox"/> Paper	<input type="checkbox"/> Audio	<input type="checkbox"/> Images	<input type="checkbox"/> Video

Publishing Options

All of the Open Access Publishing options will eventually allow your work to be viewed by anyone, anywhere through ScholarWorks at WMU. The Embargo options, if chosen, simply delay the access to your work - it will not be available to anyone for the period of the embargo. You may need to restrict access to the full text of your work for proprietary, copyright or other reasons. In that case we will just publish the citation and abstract.

Please choose one:

Open Access Publishing - No Embargoes

I authorize immediate open access to the electronic full text of my work.

Open Access Publishing - 6 month Embargo

I request that WMU embargo the electronic full text of my work for 6 months

Open Access Publishing - 1 year Embargo

I request that WMU embargo the electronic full text of my work for 1 year

Open Access Publishing - 2 year Embargo

I request that WMU embargo the electronic full text of my work for 2 years

Restricted - Citation and abstract only

If at a future date I want to make my work open access, I will contact wmu-scholarworks@wmich.edu

Signature

1. I grant to Western Michigan University, a non-exclusive, non-transferable, non-royalty bearing license to post in perpetuity my work to the University's online, open access scholarly repository. I understand and agree that my scholarly work will be openly available on the repository web site and that while the University will advise viewers that any unauthorized use of the scholarly work is forbidden, the University will not actively police or prosecute improper, infringing, or inappropriate use.

2. I represent to Western Michigan University that this is my original scholarship or creative work and does not plagiarize or infringe on the copyright of any other work and, to the extent needed, that I have obtained all necessary permissions from contributors, sponsors, and/or ancillary copyright holders to deposit it. I also represent that this work does not contain libelous matter nor does it invade the privacy of a person or third party. In the event, in its reasonable judgment, the University believes originality, permission, libelous matter, or privacy invasion is called into question, it may remove the work from the online repository.

3. I understand that the repository is meant to house a permanent and growing collection of WMU scholarship and agree that once deposited my work shall remain in the repository in perpetuity unless removed by Western Michigan University for reasons deemed justified in its reasonable judgment.

4. I understand and agree that the University does not register my scholarly work with the United States Copyright Office nor does it charge or collect royalties, licensing fees, or other revenue from the use of my scholarly work by any person or entity.

Student signature:	Mahek Verma
Date:	22nd May 2021
Mentor signature:	Scott Cowley
Date:	5/25/2021

