



Table of Contents

1. Introduction	15
1.1. Recruitment realities	20
1.1.1. Germany: between expansion and criticized marketing tactics	21
1.1.2. France: archetypes and digital marketing for recruitment	22
1.1.3. United States: recruiting ‘quality’ vs. numbers	24
1.2. Institutional Background: the military in France, Germany and the United States	27
1.2.1. The United States Armed Forces.....	27
1.2.2. The German <i>Bundeswehr</i>	32
1.2.3. The Armed Forces of France.....	38
1.2.4. Recruitment Eligibility in France, Germany and the United States	42
1.2.5. The Police Forces and the institutional frontier with the Military.....	43
1.3. Interdisciplinary nature of this study	46
1.4. The world of social media and the military.....	49
1.5. Objective and Scope of this Study	50
2. The military as an integral part of society	53
2.1. Historical development of recruitment.....	53
2.1.1. United States	53
2.1.2. Germany	57
2.1.3. France	58
2.2. Recruitment goes digital: the military and social media	59
2.2.1. Digital military recruitment	60
2.2.2. Social media and the power to communicate.....	61
3. Interdisciplinary perspectives	67
3.1. Literature Review	67
3.1.1. Social Sciences and the Military	67
3.1.2. Sociology and the Military.....	69
3.1.3. Anthropology and the Military	71
3.1.4. Recruitment Research: Applicant Attraction, Branding and the Military	75
3.1.5. Web 2.0 Studies.....	80
3.1.1. Literature Gap.....	82
3.2. Civil-military relations: interaction and symbols.....	83
3.2.1. Military sociology: classical theories	83



3.2.2.	Symbols, identity and subcultures: perspectives from anthropology.....	94
3.2.3.	A brand-driven military: a digital approach	99
4.	Theoretical Perspectives	103
4.1.	The total institution, framing and an approach to institutional self representation.....	105
4.2.	The military as an employer brand within a digital context.....	113
4.3.	Theorizing about attraction from the I/O model of Moskos.....	117
4.4.	The construction of the mixed self.....	120
4.5.	Bringing a theoretical perspective together.....	122
5.	Empirical study	124
5.1.	Background of empirical study.....	124
5.1.1.	Selection of Service Branches.....	124
5.1.2.	Selection of Facebook fan pages.....	126
5.2.	General Approach: four axes.....	131
5.2.1.	Fan-Page Description.....	132
5.2.2.	Statistical Overview of Selected Fan-Pages.....	133
5.2.3.	Qualitative description of fan pages	137
A.	US ARMY FUTURE SOLDIER CENTER.....	140
B.	GOARMY.COM.....	142
C.	US AIR FORCE RECRUITING.....	144
D.	US NAVY LIFE	145
E.	Recrutement Armée de Terre (France)	147
F.	ETRE MARIN.....	149
G.	ARMÉE DE L'AIR.....	151
H.	BUNDESWEHR KARRIERE.....	153
I.	TREFF BUNDESWEHR.....	155
5.3.	Content Analysis.....	157
5.3.1.	General Approach	157
5.3.2.	Planning Phase	159
5.3.3.	Development phase	163
5.3.4.	Theoretical hypotheses basis	163
5.3.5.	Empirical hypotheses basis.....	169
5.3.6.	Category Construction	172
5.3.7.	Test Phase	175
5.3.8.	Application Phase	176

5.4. Main Results	179
5.4.1. Analysis of Hypotheses.....	186
5.4.2. Further Aspects	192
5.5. Detailed Post Analysis with users.....	195
5.6. Direct contact with the Military	213
6. Producing Applicant attraction in Germany, France and the United States.....	224
6.1. Linkages between content analysis, user interviews and institutional perspectives	224
6.2. Similarities & Differences in communication patterns	232
6.2.1. Observed Differences among fan pages.....	233
6.2.2. Observed Similarities.....	240
6.3. Conclusion: the production of attraction in perspective.	250
7. Literature.....	256
8. Code Book	285