

Sam Heughan

The Effects of a Constructed National Identity in the Context of Social Media

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Sam Heughan – The Scottish Boy

Sam Heughan is a Scottish actor and producer. He is best known for his role in the Netflix series Outlander. Heughan claims to be deeply passionate about his homeland. Everything he does has something to do with Scottish Traditions, Scottish history, or Scotland's landscape. Therefore, I want to analyze his Scottish national identity as the main part of his constructed star image.

Relevance for celebrity studies

The construction of a national identity is an important field of research in celebrity studies. When analysing British celebrities, many researchers look at the way they construct a form of 'Britishness'. What is interesting about Sam Heughan is his 'Scottishness'.



*"When it comes to celebrity and advertising effectiveness, the relationship between brand awareness and increased sales is often linked to the 'source credibility' model, which suggests that celebrity endorsements are most successful when three elements are in strong alignment: attractiveness, trustworthiness and expertise."
(Sean Redmond)*

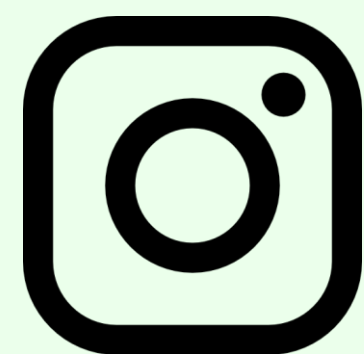
Conclusion

- especially addresses outlander fans → they will automatically buy his products
- Scottish boy image works → „outlander effect“ → thousands of fans are visiting film sites
- His authentic Scottish appearance makes fans believe his products (Whisky) must be good
- definitely plays with the Highland Myth and Scottish stereotypes to sell his products

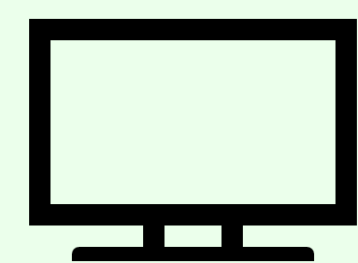
*"I really just wanted to share my love of Scotland and its landscape, culture and music."
(Sam Heughan)*

*"(...) the process of constructing an image of Scotland for external consumption also contributed to the construction of an internal sense of what it meant to be Scottish. In the process of directing 'the tourist gaze'"
(Neil Davidson)*

Social Media Posts



Current Projects



Aspects of Scottishness/ Highland Myth



How does he show his national identity in his Instagram content?

- Many photos show him in a kilt → background often Scottish Highlands
- In almost every picture he promotes either his book, his whisky or his documentary
- He tries to look attractive and authentic
- Not an influencer in the classic sense but he uses the platform to advertise his own products

How does he present himself in interviews or videos?

- Often mentions outlander when he declares his love for Scotland
- He regularly talks about clans and the highlands
- Setting of videos play with Scottish stereotypes → back pipes as background music, he is wearing a kilt and holding a glass of whisky

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