

Clarifying the difficulties and management of blogging

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Abstract

Blogging has become a highly popular means of expression on the Internet. Some surveys indicate that growth of blogs has slowed, but such studies have not explained this phenomenon. Thus this study investigates the difficulties encountered by different blog types, as well as management suggestions. This study conducted an in-depth interview with Taiwanese winners of the 2nd Global Chinese Blog Awards to develop a questionnaire, and identified at least 11 negative influences on blogger motivation. The questionnaire was based on the blog type theory of Krishnamurthy [25]. Analysis of the questionnaire results reveals that the main difficulties for each blog type were as follows: (1). Online diary: comment spam and plagiarism; (2). Support group: pressure of theme definition, time management problems, and worries about low visitor count; (3). Enhanced column: unstable system and pressure to write continuously. Inability to effectively solve these difficulties would reduce blogger interest in blogging, limiting growth of new and existing blogs. Finally, this study also proposes management suggestions to these difficulties for each blog type.

Keywords: Blog management, difficulties

I. Introduction

Blogging has become a highly popular means of expression on the Internet [44]. Bloggers have gradually become a powerful force influencing the opinions of their readers. A blogger may not only serve as commentator, but may also become determiner of brand value [46][47][51]. For example, "Glove Girl" works as a general assistant in a glove factory. She commented on the products of her factory on her weblog, and developed quite a following. Largely because of Glove Girl, there has been a significant upsurge in the demand for their surgical gloves [47].

Regarding blog development, blogs currently seem to be facing a bottleneck. The surveys by Gartner group and Technorati.com (a real-time search engine that keeps track of blogging) indicate that the growth of blogs has become retarded. Gartner's survey shows that more than 50% of bloggers are just readers. And 10%~15% of bloggers do occasional updates. Only a few bloggers (2%) are regular writers. In addition, Technorati.com estimates that all of the blogs in the world, only about 55% stay active so far. The retarded growth of blogs means that: only a few bloggers persist in updating blog contents on regular basis, others encountering difficulties would just turn away. Thus, Daryl Plummer, the vice president of Gartner group thinks that: by investigating into the disturbing factors of bloggers, we can improve and promote blog services to assist users and enterprises [53].

To understand blogger thoughts and behaviors, three subjects must be considered. First, since blogging is a rather a new activity in the internet forum, there is little research about bloggers' behaviors models. Previous studies focused on writing motivations of bloggers [34] and content classifications of blogs [5][25]. Both are important contributions to the literature. However, neither of these studies considered the problem of how to run blogs effectively.

Second, blog research is likely to encounter problems of sample representativeness. "Relative representative sample" may be a better method of sample selection; such as selected samples from blog competition, not random selected samples from Internet. Finally, an interview approach is the most direct and effective method of revealing true blogger voices. Online interview is a suitable means of exploring the bloggers' behaviors. This study then conducts related propositions based on the opinions of interviewees.

Consequently, this study has the following main objectives -- "Explore the reasons why some bloggers quit, and draft a management strategy suitable for different blog types". To achieve the above objectives, this study examines the following two research questions: (1). What difficulties do bloggers face? (2). Based on comparison of different blog types, what difficulties, influences and suggestions to bloggers face while blogging?

II. Literature Review

1. What is a Blog?

The word "blog" derives from the term web log, which refers to an Internet website containing eclectic content. By convention, the articles on a blog are posted in order of

publication, with the most recently published articles occupying the top of the page [49]. In addition to being a tool for self-expression, blog is also an information-exchange platform of communication [18][35]. The owner of a blog is called a "blogger". A blogger can create blog content and join other blogs' discussion. Therefore a blog is generally seen as an online community that focuses on themes of interest to the blog owner [10][31]. In briefly, a blog is an online personal publishing system and interactive web service [49].

The blogging phenomena began in the late 1990s, as various websites began to publish prototypical blogs. A blogger, named Esther Dyson, published a technology trends newsletter on her personal web site at 1997 [2]. The blog achieved explosive growth when weblog creation software and BSP (Blog Service Provider) were provided after 1999 [7][54].

The social meaning of a blog reflects the personality and beliefs of the author [4]. People treat blogs as a medium for communication with others. Blog owners create articles with a free environment, these bloggers possibly establishment of a kind of online community of readers with similar interests [31].

Regarding trends for blogging, the advertisers and marketers are more and more interested in exploiting this new medium [38]. The advertisement budget of blog will be reaching \$7.57 million through blog media at 2010. And the existing web sites advertisement budget will also gradually transfer to blog media. Blog will act a main role of network marketing in the future [20][52].

2. Blog types

Two approaches to blog classification exist – motive based and content based. By motive-based classification, Nardi *et al* [34] identifies five major types of blogs – life records, comments, emotion expression, thought clearing, and idea exchange. Trevino [48] also attempted to classify blogger motivations into different types, and developed a similar classification system to Nardi *et al*. Content-based classification classifies blogs according to subject matter, with classifications including, information filter, personal diary and notebook [5]. Meanwhile, Krishnamurthy [25] identify four kinds of blog types; include online diary, support group, enhanced column, and collaborative content creation. Basically, blog classifications used by Krishnamurthy [25] already contain the blog categories of Blood [5].

Figure 1 lists the four blog types identified by Krishnamurthy [25]. Quadrant I termed online diary blogs, otherwise known as journal style blogs. Online diary emphasizes self-expression and self-healing. Quadrant II termed support group blogs. Both the online diary and support group blogs do not have a specific theme. The difference is that readers of online diary blogs are always unstable, but the readers of support group blogs are stable, such as relatives, friends and colleague and so on. Quadrant III termed enhanced column blogs, otherwise known as informative blogs. Blog owners voluntarily reorganize the subject information and have a strong desire to share information with others. Quadrant IV termed collaborative content creation blogs. These blogs work in a similar manner to wikipedia, with

4 Clarifying the difficulties and management of blogging

community members cooperating to create blog contents.

Based on the blog classification system of Krishnamurthy [25], this study discusses the difficulties, influences (or reactions), and suggestions facing each type of blog.

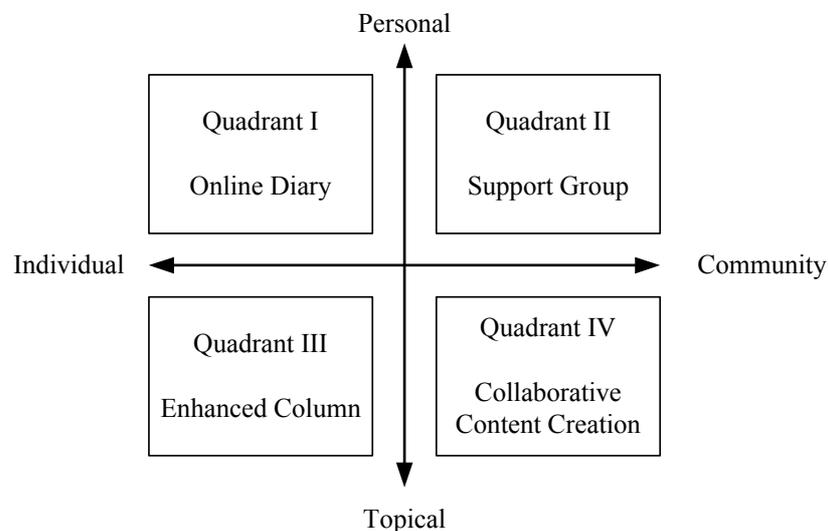


Figure 1: Blog Types [25]

3. The difficulties of bloggers

Regarding the disturbing concepts, the disturbances could become a potential obstacle affecting emotions or decision-making behaviors [55]. These obstacles include external environmental stimulation such as visual or spatial interference, and internal emotional obstacles such as depression, poor communication, and depression arising from disappointment.

Although the influence of blogs is overwhelming, there has been a thought swinging in theoretical and practical filed—to blog or not to blog. The interferences of bloggers while blogging couldn't be ignored [12][16][23][31]. Since these disturbing factors have not been comprehensively and systematically discussed, it is essential to develop an integrated study to provide a basis for discussions. The literatures about blog difficulties are as follows:

- (1). Unstable system: Blogging software can be classified as hosting services (also called BSP, e.g., Blogger.com) or server-side services (e.g., Movable Type) [54]. Most BSPs can join for free, but may encounter insufficient bandwidth. Some bloggers thought that because BSPs are free, they cannot request too much bandwidth. With server-side blog services, bloggers must overcome the maintenance problem by themselves.
- (2). Complex settings: The average blog reader remains on a blog site for just 90 seconds [29]. Numerous bloggers emphasize a comfortable layout design for readers [13]. Bloggers employ complex settings (or special language script) for the desire to post more freely or enhance the page layout. But the complex settings may be a technological obstacle for numerous bloggers. Bloggers were increasingly necessary for easy-to-use and clear navigational tools while blogging [40].

- (3). Comment spam: Although allowing patrons to interact with it, a blog is vulnerable to spam. Most BSPs have provided Completely Automated Public Turing test to tell Computers and Humans Apart (CAPTCHA) to prevent the comment spam [50][54].
- (4). Pressure of theme definition: Numerous bloggers feel that they are “floating upside down in blogosphere space or being tumbled by a wave” [33]. To obtain a clear blog theme, bloggers should establish the goal of using blogs and have conversations with target audiences [22].
- (5). Lack of learning model for high quality blogs: Blogging remains extremely immature. High quality blogs are rare, implying a lack of models and guidelines for others to follow [2][3][32].
- (6). Time management problems: Bloggers squander more time accumulating stories and attractive information for their readers [20][33][41]. Many bloggers devote too much time in updating their blogs, thus becoming "blog-addicted" [9].
- (7). Flame wars: Numerous blog attackers may deliberately disturb other Internet users. These attackers are rapidly expanding in the blogosphere [28]. To resolve blog attacks, ignoring or blocking the attackers, as well as preserving evidence of their opinions [6]; or creating another forum and refuting the latter criticism made in it [1]. Additionally, another option is closing the blog to avoid a large online argument [9].
- (8). Plagiarism: Blogs as a public domain, once users go online, blog contents may be stolen by other bloggers [19]. Thus, using peer pressure to warn other community members and avoid plagiarism [39][45]; or maintaining sensitive information confidential, with some opinions prevented from posting on blogs [10]. Otherwise, a password should be established to limit the number of readers.
- (9). Pressure to write continuously: If bloggers find nothing new in their interest or no updates are made at all, bloggers feel disappointed [9]. However, numerous bloggers expressed guilt after stopping to create blog content for their readers. The blog quality is more important than quantity [14][24]. Thus, Jardins [23] recommended refreshing the blog at least three times weekly, if not more often.
- (10). Worries about low visitor count: More than 99% of all blogs receive fewer than 10 hits daily [29]. Lack of feedback for an extended period is likely to cause bloggers to write less. Anonymous [2] and Yankee [52] recommended positioning oneself as an expert to provide more interesting themes and information than mainstream media, particularly with niche audiences in mind.
- (11). Lack of business cooperation opportunities: The development of the blog must incline to the operation of the economic market; otherwise it will not create a constructive dialogue [37]. Meanwhile, the bloggers have difficulty writing continuously for extended periods without reimbursement [20][26]. Currently, businesses such as Google AdSense and PayPerPost.com provide advertising services that offer bloggers the possibility of earning money [36][43].

III. Research Method

Computer-Mediated Communication (CMC) to offer another ideal medium for conducting interviews [30]. Additionally, the text-based online interview offered an auxiliary method of data collection [8]. This research area relates to network behavior. Interviewees (blog owners) are also highly familiar with the Internet operating environment. This study thus designs interview questions via a text-based email-interview.

Although an email-interview offers advantages of low cost and a lack of inhibition on the part of the interviewee, it is crucial to ensure all questions are clear. However, face-to-face interviews have the same problem. An interview should use precise wording and detailed interview guidelines to prevent misunderstanding or obscuring of the text [8].

The procedure for coding qualitative data comprises three steps [42]: (1). Elicitation: collecting or recording what is seen, heard, spoken, or written. Traditionally, elicitation involves interviews and so on. Qualitative data input can be elicited via online open-ended surveys or Internet discussions. (2). Reduction: transforming raw data to make it useful and developing theoretical code categories. Codes and categories may be derived from the data itself as in grounded theory. (3). Visualization: providing an at-a-glance understanding. Common data display methods include extended text, matrices, graphs, and charts.

1. Elicitation

(1). Interviewees selection

The research sample is taken from selected bloggers participating in "The 2nd Global Chinese Blog Awards" sponsored by China Times Corporation, Business Next Publishing Corporation, and so on. It is a typical blog competition in Taiwan. The competition judges included senior bloggers, media experts, and professionals involved in the mass media. This event allowed all bloggers to register their favorite blogs on the Internet. The competition involved approximately 3,000 participants, and there are 101 Taiwanese bloggers have been selected from all participants [27]. So, with the strict selection, these samples are judged representative and comprehensive for this study.

(2). Two stage interview process

The interview was conducted in two stages. Interviewees' profile shows in Appendix A; Table 1 lists the summarization of these two interview stages.

Table 1: Comparison of the two interview stages

Stage	First Stage	Second Stage
Implemented period	2007/1/17~2007/1/31	2007/2/3~2007/2/10
Interviewee	101 bloggers were invited to	37 bloggers were invited to participate

number	participate in the interview, eliciting 37 responses.	in the interview during the first stage, eliciting 20 responses.
Average interview time	1.5 hours/Interviewee	1 hours/Interviewee
Key points of the Interview	<ul style="list-style-type: none"> • Profiles • Interviewees talked freely about their experience of factors disturbing their blogging. 	<ul style="list-style-type: none"> • Based on the feedback from the first stage. • Explain the cause of these disturbing factors, influence of blogging. • Provide suggestions for overcoming these disturbances based on individual experience.

2. Data Reduction

This investigation directly invokes blogger experience rather than developing a theory for forecasting blogger behavior. The propositions were based on interview data, and thus no specific theory existed as a coding template. During data reorganization, if concepts were found to be repeated, then these concepts were connected to disturbing factors. This study continued to compare interview data until new concepts stopped appearing.

3. Visualization

Distinguishing the similarity and heterogeneity of the interview data, this study also keeps track of the impressions of gains (reflections) and the explanatory comments. This research induces all opinions as 11 disturbing factors. A summary table of disturbing factors while blogging are listed in Appendix B. Based on Appendix B, a questionnaire is developed for exploring the relationship between blog types and disturbing factors of blogging. Finally, this relationship is visualized in an at-a-glance diagram.

IV. Data analysis

1. The percentage of blog types and difficulties

Following questionnaire development, a total of 661 valid samples were obtained. Regarding blog types, online diary comprised 62% of the sample, support group 31%, and enhanced column just 7%. No examples of collaborative content creation were surveyed in this study, and thus the following discussion ignores this blog type. Overall, the main disturbances facing bloggers included comment spam (65%), unstable systems (63%), complex settings (46%), pressure to write continuously (34%) plagiarism (33%), and so on. Figure 2 lists the percentage of blog types and difficulties.

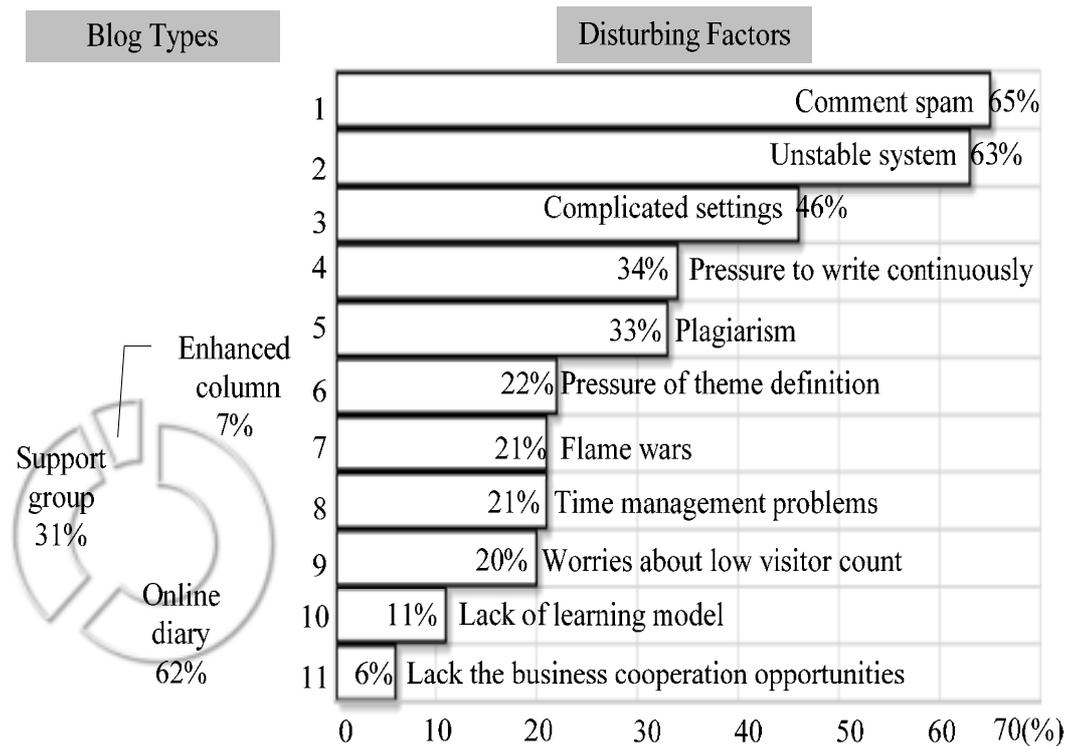


Figure 2: The percentage of blog types and difficulties (n=661)

2. Chi-square Test and Cross Analysis

A "Kruskal Wallis Test" compares the difference of the difficulties facing the individual blog types (Table 2). The test result found that 7 items are significant ($p < 0.05$) among 11 disturbing factors. The result suggests that individual blog types face different disturbing factors in these 7 items. In order to confirm which individual blog type owns what obvious difficulties, this investigation employs a cross-analysis on blog types and disturbing factors (Table 3).

Table 2: Kruskal Wallis Test of disturbing factors

Disturbing Factors	Unstable system	Complicated settings	Comment spam	Pressure of theme definition	Worries about low visitor count	Pressure to write continuously	Time management problems	Flame wars	Plagiarism	Lack of learning model	Lack the business cooperation opportunities
Chi-Square	6.56	2.62	7.34	12.46	13.15	8.85	7.37	2.52	11.90	.70	1.35
Df	2	2	2	2	2	2	2	2	2	2	2
Asymp. Sig	.037*	.269	.025*	.001*	.001*	.011*	.025*	.283	.002*	.703	.508

*P<0.05 (Significant level)

Table 3: A cross analysis of blog types and disturbing factors

Disturbing Factors	Blog Types		
	Online diary	Support group	Enhanced column
1. Comment spam*	●69%	52%	40%
2. Unstable system*	56%	50%	71%
3. Complicated settings	45%	42%	49%
4. Pressure to write continuously*	35%	24%	58%
5. Plagiarism*	●36%	22%	26%
6. Pressure of theme definition*	14%	27%	10%
7. Time management problems*	10%	24%	14%
8. Flame wars	24%	18%	25%
9. Worries about low visitor count*	12%	29%	9%
10. Lack of learning model	9%	13%	10%
11. Lack the business cooperation opportunities	4%	9%	12%
Explanation of symbols: comparison with other blog types, ●The percentage of online diary The percentage of support group The percentage of enhanced column } encounters the disturbance factor is highest.			

*P<0.05 (Significant level)

3. Canonical correlation analysis

A canonical correlation analysis is used for many-to-many relationships, and can accommodate variables of mixed measurement levels. A canonical correlation analysis enables the comparison of multiple sets of variables. Each set can be considered a latent variable based on measured indicator variables in its set [17]. Additionally, the measured indicator variables were important in their set if an absolute value of canonical component loadings larger than 0.4 [21].

This investigation employs canonical correlation analysis to clarify the many-to-many relationships between influences and suggestions of disturbing factors. This study defines two sets. One is labeled as "the influences (or reactions) for disturbing factors", while the other is labeled as "the suggestions for disturbing factors". A canonical correlation is used for each disturbance by these two sets. Every "canonical component loadings" listed in Table 4 does not only exceed 0.4, but also reaches the highest component loading in its set. Table 4 lists the main influences and suggestions for each disturbing factor.

Table 4: A summary table of canonical correlation analysis for disturbing factors (Set1: influences set; Set2: suggestions set)

Disturbing factors			The main item in its set (The highest Canonical Loadings)	Sq. Cor (ρ^2)	Canon Cor.
Online diary	Comment spam	Set1	Spam is disturbing! (-.873)	.833	.913
		Set2	Manual Deletion (-.908)		
	Plagiarism	Set1	If it is not for business purposes, I do not care (.827)	.829	.910
		Set2	Asking plagiarists to credit their sources (.801)		
Support group	Pressure of theme definition	Set1	The theme lacks consistency, and the content becomes loose (.809)	.790	.889
		Set2	Combine themes with personal interest (.804)		
	Time management problems	Set1	Blogging has serious negative real life impacts (.925)	.783	.885
		Set2	Rest slightly, then the energy resumes (.940)		
	Worries about low visitor count	Set1	Lack of feedback is likely to cause me to write less (.983)	.910	.954
		Set2	Provide more interesting themes and information to niche audiences (.854)		
Enhanced column	Unstable system	Set1	Inhibit the writing desire (-.933)	.841	.917
		Set2	Backup blog contents (-.937)		
	Pressure to write continuously	Set1	I felt a certain responsibility towards my readers (-.698)	.726	.852
		Set2	Treat writing as a form of self-healing (-.982)		

4. "At-a-glance" visualization

Based on Table 2 & 3, the main difficulties of online diary blog type includes comment spam and plagiarism; support group blog type includes worries about low visitor count, pressure of theme definition, and time management problems; enhanced column blog type includes unstable system and pressure to write continuously. Figure 3 lists blog types and main difficulties.

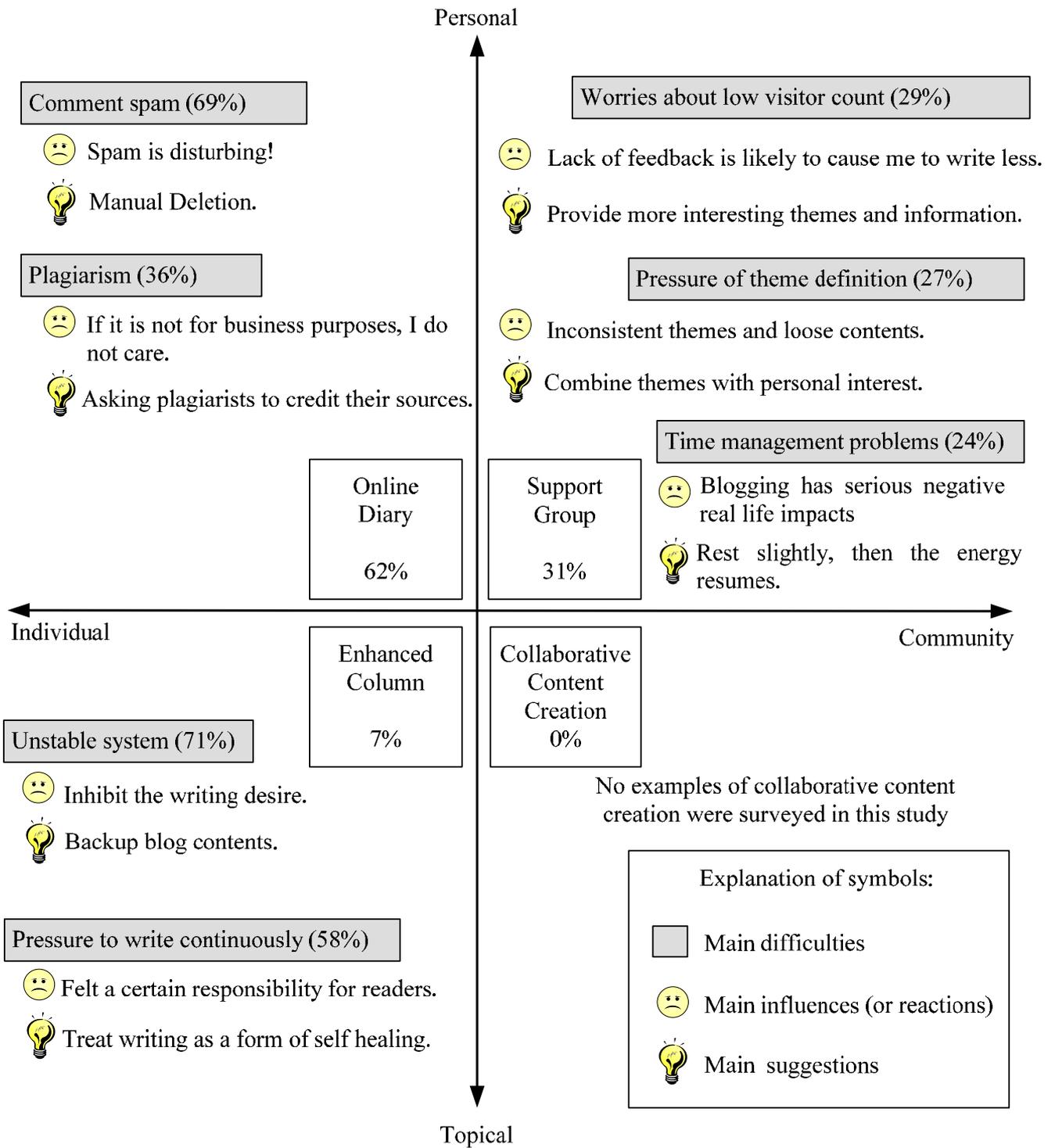


Figure 3: Blog types and main difficulties

V. Research findings and conclusions

This study explores the circumstances surrounding bloggers giving up on blogging, to explain the phenomenon of retarded blog growth. To achieve this it is necessary to employ enriching descriptive materials for explaining the phenomenon. An in-depth interview provides an appropriate approach for collecting data. Based on the two-dimensional approach

developed by Krishnamurthy [25] which provides a simple basis for judging blog type, this study attempts to identify difficulties in managing different blog types.

1. Research contributions

Consequently, the contributions of this study are summarized below:

- (1). Exploring the context in which bloggers quit blogging. This study directly demonstrates the true voice of bloggers via a interview approach.
- (2). This study investigates the categories of blogs used by Taiwanese bloggers, which include online diary with 62%, support group with 31%, enhanced column with 7%. Blogs with collaborative content creation did not appear in this investigation.
- (3). Summarizing and surveying 11 disturbing factors for Taiwanese bloggers. This investigation explains the phenomenon of retarded blog growth. Among these 11 disturbing factors, there are 7 items are at significant. The result reveals that individual blog types face different disturbing factors in these 7 items.
- (4). Providing an at-a-glance visualization to demonstrate the blog types and the main difficulties. Based on Figure 3, the following management suggestions are established regarding different blog types.

2. Management implications

Evidences reveal that individual blog type face 7 significant difficulties while blogging. This investigation suggests taking these difficulties as the main considerations for effectively running and managing for each blog type.

(1).Online diary

The readers of online diaries are rarely stable. Given the unstable audience, an online diary blogger is vulnerable to spam after allowing readers to interact. Most BSPs have filters to prevent such comment spam. However, this investigation indicates that bloggers usually delete these comments manually.

Plagiarism is another significant problem of online diaries. The themes of online diaries are unspecified; therefore the contents of this type are always from rich and multiple perspectives. Because bloggers often attempt to provide new content to increase visitor count, a plagiarism phenomenon is common in this blog type.

(2).Support group

The characteristics of support group are stable readership and the intent to satisfy a social need. Support groups emphasize interaction between community members rather than online diary type. Difficulties such as worries about low visitor count and pressure of theme definition therefore arise from the interaction of community members.

For example, an interviewee (code number #18) observed that the final objective of blogging is identification with others. Blogs enable their owners to feel that their views are important and meaningful. Conversely, bloggers often worry about low visitor count when the blog fails to attract readers. In addition, blog owners of support group often change their blog

themes for attracting audiences. Therefore these bloggers encounter the pressure of theme definition.

The above two difficulties arise from closed interactions with readers and attractive contents, and correcting these problems may be time-consuming. Thus, time management problems also arise from these two difficulties.

(3).Enhanced column

Blog owners of enhanced columns voluntarily reorganize subject information and have a strong desire to share information with others. However unstable system problem may inhibit writing desire. According to this investigation, backing up blog content is the most common way while the unstable system problem occurs.

The pressure to write continuously is another significant difficulty of enhance column. Although enhanced columnists voluntarily share information with others, they may sometimes lack writing inspiration. However, bloggers often feel guilty when they stop creating blog content for their readers. According to this investigation, treating writing as a form of self-healing is the most common suggestion; other suggestions include maintaining a list of potential topics to cover and refreshing the blog at least three times a week.

3. Research Limited

This study suffers two limitations. First, owing to the limited timeframe, most interviewees preferred an e-mail interview. Although [30] indicated that the reliability and validity of face-to-face interviews are the same as those of online interview. E-mail interviews provided interviewees with sufficient time to respond to the interview questions, and allow interviewees to express their ideas more fully.

Second, like the limitations in other social sciences, numerous potential disturbing factors exist. However, since this study interviewed numerous selected bloggers, the other factors should have been identified. Generally, these limitations do not seriously affect the research results.

4. Future Research Directions

Two directions are proposed for future research. (1). Future research can compare different characteristics of representative bloggers. The interviewees surveyed in this study were obtained from a Taiwan blog competition, and thus their characteristics and blogging environments may differ from bloggers elsewhere. Further research may offer a means of understanding these differences. (2). From Fig. 3, showing blog types and the main disturbing factors, future studies can compare the differences before and following the implementation of management policies for different blog types. These researches can also contribute to blog management.

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Appendix A: 20 Interviewees' profile

Data of the interviewees are: code number, blog name, blog topic, blog seniority (years), sex, age (years old), occupation, and blog URL.

- #1. PippetL, livelihood thoughts, 3.5, male, 27, student, blog.serv.idv.tw
- #2. Travel with Me, tour record, 3, female, 30, doctor, www.wretch.cc/blog/bibian
- #3. Lovekyoto, livelihood thoughts, 2, female, 36, translator, mypaper.pchome.com.tw/news/lovekyoto
- #4. Benjamin, livelihood thoughts, 2.7, male, 27, student, blog.woixv.com
- #5. Richardlee, tour record and Design, 1.5, male, 31, finance worker, blog.yam.com/richardlee
- #6. Ramble On, livelihood thoughts, 1.5, female, 40, company chief, blog.yam.com/odyssey2001
- #7. Postcards from My Little Room, livelihood thoughts, 2.3, female, 30, teacher, www.weichuenyou.blogspot.com
- #8. Wheel of time, livelihood thoughts, 2, female, 32, film worker, wheeloftime.blogspot.com
- #9. Blue dome, record of hostel coffee shop, 3.5, female, 29, student, www.oui-blog.com/the_message_tree
- #10. Blue interface, livelihood thoughts, 1.5, male, 20, student, bzi.blogspot.com
- #11. Leonard world, the translation practice, 2, male, 24, student, www.bigsound.org/leonard/
- #12. Magic is Life, magic teaching, 2.3, male, 27, engineer, blog.pixnet.net/beckhorse
- #13. Mocear, comments on the rumors, 3, male, 26, teacher, www.wretch.cc/blog/mocear
- #14. Brucemath, mathematics of senior high school, 2, male, 35, teacher, www.wretch.cc/blog/brucemath
- #15. Annpo, humane care, 2, female, 30, NGO (Non-Government Organization) worker, <http://blog.pixnet.net/annpo>
- #16. Love Lights Life , public welfare news, 1.5, female, 27, engineer, lovelightslife.blogspot.com
- #17. Robert, birds ecology photography, 1.9, male, 38, information technology worker, blog.xuite.net/robertng/birding
- #18. Balame, natural ecology, 5, female, 26, ecology narrator, mypaper.pchome.com.tw/news/balame
- #19. NANAYIN A GO GO, comic-style journal, 2.5, female, 28, CAD designer, www.nanayin.idv.tw/blog
- #20. Fjumonkey, comic-style journal, 1.5, male, 25, product development planner, www.wretch.cc/blog/fjumonkey

Appendix B: A summary table of disturbing factors while blogging (▲ Literature perspective, ◆ Interviewee perspective, # Interviewee ID)

Disturbing Factors and Representative opinions	Influences (or reactions)	Suggestions
<p>Unstable system 「If your car often breaks down, can you bear it?」 (#5)</p>	<ul style="list-style-type: none"> ◆ Inhibit the writing desire (#15) ◆ Since most BSPs are free, we cannot ask for too much (#17) 	<ul style="list-style-type: none"> ◆ Platform transfer (#14) ◆ Backup blog contents (#18) ◆ Run multiple blogs simultaneously (#2) ◆ Create a personal blog (#19)
<p>Complicated settings 「The platform control and computer language are too restrictive for expressing idea.」 (#10).</p>	<ul style="list-style-type: none"> ◆ Special display techniques sometimes can attract more attention (#9) ◆ The contents should remain the primary focus (#18). 	<ul style="list-style-type: none"> ◆ Merely with the function of posting articles, bloggers are satisfied (#18). ◆ Expected functions include: classification of theme (#20), search (#1), and automatic hyperlinks (#19)
<p>Comment spam 「Spam are disturbing!」 (#4).</p>	<ul style="list-style-type: none"> ◆ Spam is disturbing! (#4) ◆ Ignore it (#16) 	<p>CAPTCHA Filter [54]</p> <ul style="list-style-type: none"> ◆ Address Filter (#4) ◆ Manual deletion (#16)
<p>Pressure of theme definition 「What to write? To whom to address?」 (#8)</p>	<ul style="list-style-type: none"> ◆ The theme lacks consistency, and the content becomes loose (#7). ◆ It is difficult to form a characteristic blog (#2). 	<p>Establish the blogging goal and target audiences [22].</p> <ul style="list-style-type: none"> ◆ Combine themes with personal interest (#9). ◆ Maintain the fixedly frequency of posting articles for the same theme (#12)
<p>Lack of learning model 「I really seek to explore the reasons why these blogs are successful.」 (#16)</p>	<ul style="list-style-type: none"> ◆ Neither other bloggers, nor myself contribute to sharing information (#20). ◆ Lack of a learning or simulation objective (#12). 	<ul style="list-style-type: none"> ◆ Maintain the attitude that "helping others can benefit oneself" (#8). ◆ Establish a model to create an atmosphere conducive to information sharing (#16).

Appendix B: (Continue)

Disturbing Factors and Representative opinions	Influences (or reactions)	Suggestions
<p>Time management problems</p> <p>「 Blogging has taken away a lot of my time. 」 (#1)</p>	<ul style="list-style-type: none"> ◇ Blogging is time consuming and has serious negative real life impacts (#10). ◇ Real life is more important than blogging, and I only work on my blog when I feel bored (#17). 	<p>Treating blogging as a full-time job [2] [15][32].</p> <p>RSS funnel a summary [11].</p> <ul style="list-style-type: none"> ◇ Treating blogging as an important but not urgent task (#14). ◇ Rest slightly, then the energy resumes (#20).
<p>Flame wars</p> <p>「 It is not fair to criticize blog contents with harsh standards. 」 (#20)</p>	<ul style="list-style-type: none"> ◇ Respecting different perspectives (#20) ◇ Endless disputes are meaningless, and can never achieve any result (#13). 	<p>Close the blog [9].</p> <p>Ignore, block the attackers, or preserve evidence of their opinions [6].</p> <p>Create another forum and refute the latter criticism made in it [1].</p> <ul style="list-style-type: none"> ◇ Comment authorization (#4)
<p>Plagiarism</p> <p>「 When the painstaking content are stealing by other bloggers, I certainly take notice of it ! 」 (#19)</p>	<ul style="list-style-type: none"> ◇ In response to plagiarists, the user creates sarcasm on the plagiarists' blog (#13). ◇ If it is not for business purposes, I do not care (#13). 	<p>Keep sensitive information secret, or establish a password to limit readers [10].</p> <ul style="list-style-type: none"> ◇ Adding watermarks (#12), asking plagiarists to credit their sources (#20), or accusing or suing violators (#5) ◇ Using peer pressure, for example revealing the personal information of plagiarists to other readers (#13)

20 Clarifying the difficulties and management of blogging

<p>Pressure to write continuously 「 When you get famous, you may not want to share all your privacies and hence you lose some freedom in writing. 」 (#4)</p>	<ul style="list-style-type: none"> ◇ I felt guilty after I stopped creating blog content for my readers (#4) ◇ I felt a certain responsibility towards my readers (#1). 	<p>Refresh the blog at least three times a week [23].</p> <ul style="list-style-type: none"> ◇ Maintain a list of potential topics to cover (#4) ◇ Treat writing as a form of self-healing (#8).
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Appendix B: (Continue)

<p>Disturbing Factors and Representative opinions</p>	<p>Influences (or reactions)</p>	<p>Suggestions</p>
<p>Worries about low visitor count 「 If you say that I do not worry the low visitor count, it is not true. 」 (#5)</p>	<ul style="list-style-type: none"> ◇ Visitor count is irrelevant, and there is no need to worry about it (#11). ◇ Lack of feedback is likely to cause me to write less (#7). 	<p>Provide more interesting themes and information to niche audiences [2]. Comfortable layout and good visual design, etc [13].</p> <ul style="list-style-type: none"> ◇ Letting participants feel that a blog resembles a part of their family, meaning that visiting it becomes natural (#12).
<p>Lack the business cooperation opportunities 「 If just one side always gives but with no reward, the enthusiasm will diminish. 」 (#17)</p>	<ul style="list-style-type: none"> ◇ In the absence of income from blogging, my blog will run only intermittently (#17). ◇ At least we can reserve some space for creative activity (#15). 	<ul style="list-style-type: none"> ◇ Gaining collaborative business opportunities (#20) ◇ Treating business opportunities as affirmation for bloggers (#15)