



UUM – SKMM

RESEARCH COLLABORATION



RESEARCH REPORT

Ascertaining the Influences of Weblogs and their User Created Content in the Blogosphere Community of Malaysia

Researchers:

1. Assoc. Prof. Dr. Shahizan Hassan
Lead Researcher
2. Prof. Dr. Norshuhada Shiratuddin
3. Assoc. Prof. Dr. Mohd Foad Sa'dan
4. Dr. Nor Laily Hashim
5. Mr Mohd Samsu Sajat



PRESENTATION STRUCTURE

- 1 **MOTIVATION & PROBLEM STATEMENT**
- 2 **RESEARCH QUESTION**
- 3 **OBJECTIVE**
- 4 **METHODOLOGY**
- 5 **GANTT CHART**
- 6 **RESEARCH FINDINGS**
- 7 **SIGNIFICANCE OF RESEARCH**
- 8 **FUTURE WORK**



MOTIVATIONS & PROBLEM STATEMENT

1

The influence of blogging should not be underestimated as studies have shown that it has become one of the most popular new media (see Gillmore, 2006; Keller & Berry, 2003)

2

however, studies that investigate the impact and influence of blogosphere on the community and government are still lacking

3

This research, therefore, attempts **to assess the influences of weblogs on communities**

Research is Our Culture



RESEARCH QUESTIONS

- 1. What types of weblog can be considered as very influential in the Malaysian blogosphere?**
- 2. How do these weblogs influence the community?**
- 3. How to measure the weblog influences?**

Research is Our Culture



OBJECTIVE

Main Objective:

To ascertain the influences of Weblogs and their User Created Content (UCC) in the blogosphere community of Malaysia

Specific objectives:

- a) To formulate Blog Influence Index (BII)
- b) To apply BII criteria on different categories of weblogs in Malaysia
- c) To identify the most influential weblogs in the Malaysian blogosphere using a newly developed tool - Blog Influence Analyzer (BIA)
- d) To ascertain the social influences of the identified weblogs and their UCC on the community.



FINDINGS AND OUTCOME

- A set of criteria for measuring blog's influence and **Blog Influence Index**

	PROPERTIES	CRITERIA
1	RECOGNITION	No. of InLinks No. of Visitors
2	ACTIVITY GENERATION	No. of Blog Post No. of Comments
3	NOVELTY	No. of OutLinks

Blog Influence Index = Recognition (link in & no. of visitors) +
Activity generation (no. of blog post & no. of
comments) - Novelty (no. OutLinks)

Note:

- Each of criterion has different weight
- The lower the no of OutLinks, the higher the level of NOVELTY.



FINDINGS AND OUTCOME

- A set of criteria for measuring blog's influence and Blog Influence Index...cont.

Blog Influence Index Formula =

$$[w_1 (il + v) + w_2 (c + p)] - w_3 ol$$

Where:

w_i = weigh, il = inlink, v =visitor, c =
comment,
 p = blog post, ol = outlink

Note:

This is one of the main contributions of this research to knowledge area (i.e. new media & e-communication)



FINDINGS AND OUTCOME

- An eTool for measuring Weblog influence – Blog Influence Analyzer (BIA).

B.i.A Blog Influence Analyser

Home About Analyser Blogs WebPages Administration Login

.. About BIA

BIA is an innovative tool that can be used specifically for measuring and analyzing Weblogs' influence. Its strengths rely on the ability to analyze Weblogs' influence based on 3 major properties – recognition, activity generation, and novelty. All these properties make up blog influence index (BI).

Influential Properties	Criteria
Recognition	Inlinks to a post and number of internet visitors.
Activity generation	Number of posts and number of comments.
Novelty	Number of outlinks

.. Research Group

Researchers	
	Assoc. Prof. Dr. Shahizan bin Hassan shahizan@uum.edu.my Universiti Utara Malaysia, 06010 Sintok, Kedah, Malaysia
	Assoc. Prof. Dr. Norshuhada Shiratuddin shuhada@uum.edu.my Universiti Utara Malaysia, 06010 Sintok, Kedah, Malaysia
	Assoc. Prof. Dr. Mohd Fo'ad Sakdan foad437@uum.edu.my Universiti Utara Malaysia, 06010 Sintok, Kedah, Malaysia
	Dr. Nor Laili Hashim laily@uum.edu.my Universiti Utara Malaysia, 06010 Sintok, Kedah, Malaysia
	Mohd Samsu bin Sajat mohdsamsu@uum.edu.my Universiti Utara Malaysia, 06010 Sintok, Kedah, Malaysia
Programmer	
	Mahmood Ghaleb Al-Bashayreh s91872@student.uum.edu.my Universiti Utara Malaysia, 06010 Sintok, Kedah, Malaysia

All rights reserved. Copyright © 2009 University Utara Malaysia (UUM) & Malaysian Communications and Multimedia Commission (SKMM)

Currently used
by SKMM



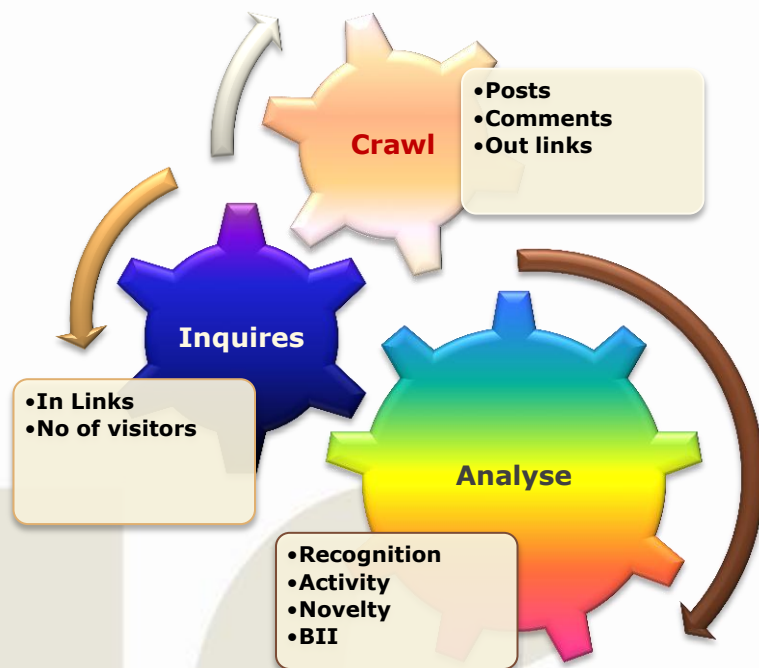
FINDINGS AND OUTCOME

- **BIA Processes**

BIA is a web tool used to measure the influence of weblogs.

It consists of three main processes:

- Crawling weblogs to compute number of; posts, comments, and out-links.**
- Inquires yahoo search engine to get the number of inlinks & no of visitors.**
- Analyses all the above raw data to compute weblog recognition, activity generation, and novelty.**





FINDINGS AND OUTCOME

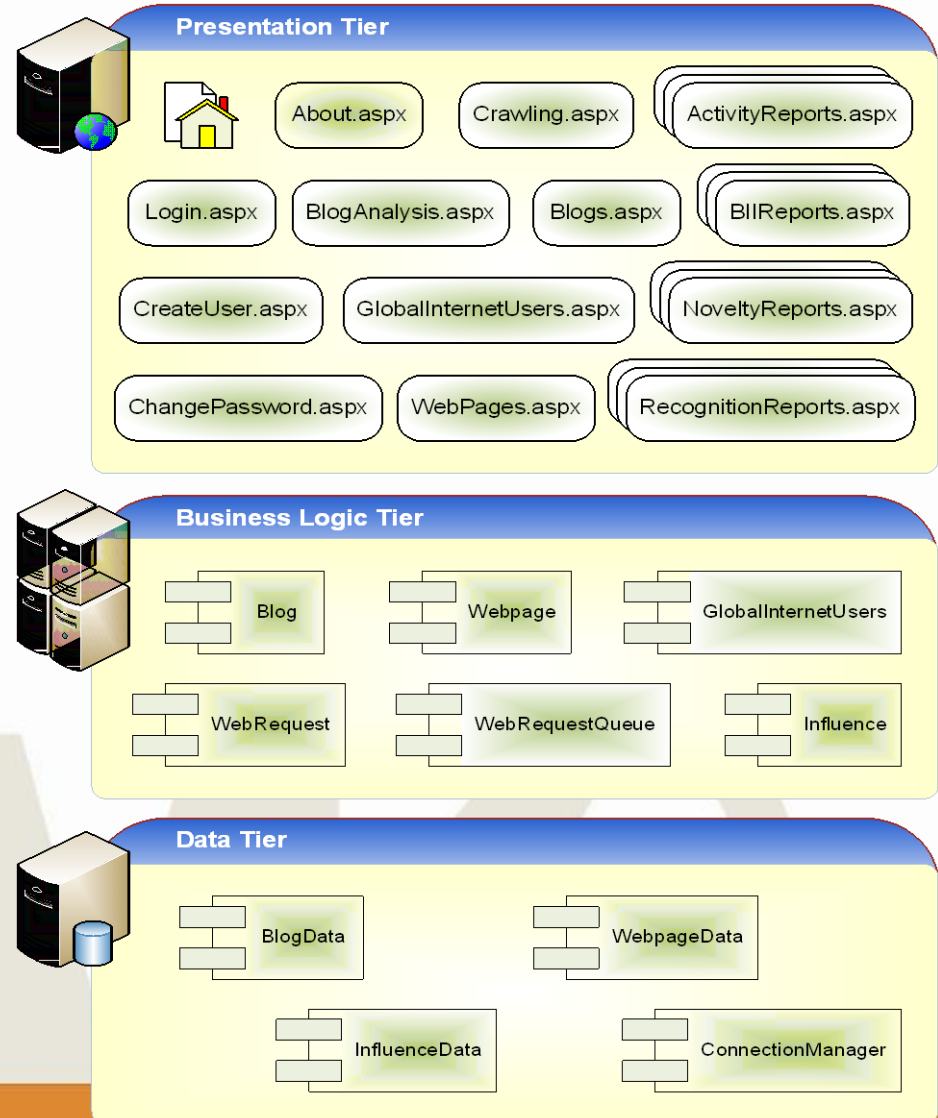
- **BIA Architecture**

BIA 3-Layer Architecture:

Presentation layer (BIA User Interface)

Business logic or application layer (BIA Business tier)

Data layer (BIA Data).





FINDINGS AND OUTCOME

- A list of the most influential Weblogs in Malaysian blogsphere.
Top 10 most influential Blogs

Overall BII Ranking					
<i>Blog name & url</i>	<i>Recogniti on</i>	<i>Activity</i>	<i>Novelty</i>	<i>BII</i>	<i>Rank</i>
Politics					
http://lhakim-suarahati.blogspot.com/	7756038	49	80	7756007	1
Lifestyles					
http://www.lembaranutama.blogspot.com/	3102415	4	5	3102415	2
Sports					
http://skbbsarchery.blogspot.com/	2843880	4	21	2843863	3
Entertainment					
http://afdlinshauki.blogspot.com/	2745600	399	612	2745387	4
http://yasminthetoryteller.blogspot.com/	1107540	70	142	1107467	5
http://buacakmp3.blogspot.com/	310080	45753	4632	351201	6
Lifestyles					
http://noorhalim.blogspot.com/	129267	0	0	129267	7
Entertainment					
http://krsuicide.com/	91233	443	212	91464	8
http://syndromania.blogspot.com/	97848	222	6752	91318	9
Technology					
http://www.raymond.cc/blog/	76611	13385	55	89941	10



FINDINGS AND OUTCOME

- A list of the most influential Weblogs in Malaysian blogsphere.

Overall Activity Ranking		
Blog name & URL	Activity	Rank
Entertainment		
http://buacakmp3.blogspot.com/	45753	1
Politics		
http://chedet.co.cc/chedetblog/	23498	2
Technology		
http://www.raymond.cc/blog/	13385	3
Politics		
http://quaintly.net/	8574	4
http://teresakok.blogsome.com/	5308	5
Technology		
http://www.mobileworld.com.my/hotspot/	5013	6
Lifestyles		
http://www.midnitelily.com/	2353	7
Politics		
http://www.thoughtsintangents.blogspot.com/	1814	8
http://elizabethwong.wordpress.com/	1803	9
Entertainment		
http://socolatapicturegalleries.blogspot.com/	1656	10

Note: top 10 in activity generation and novelty are mostly occupied by political blogs



FINDINGS AND OUTCOME

- A list of the most influential Weblogs in Malaysian blogosphere.

Overall Novelty Ranking

Blog name & URL	Novelty	Rank
http://www.ellebakery.blogspot.com/	1	1
Politics		
http://www.lucialai.org/	1	1
Sports		
http://lincahtaiping.wordpress.com/	2	3
Lifestyles		
http://zog.typepad.com/malaysia/	2	3
Unspecified		
http://ckinnikc.blogspot.com/	3	5
Business		
http://my-zue.blogspot.com/	3	5
Politics		
http://www.kadirjasin.blogspot.com/	3	5
http://www.aisehman.org/	3	5
Lifestyles		
http://www.petertan.com/blog/	4	9
http://www.lembranutama.blogspot.com/	5	10
Politics		
http://www.prabaganesan.wordpress.com/	5	10
Lifestyles		
http://foodaholic.wordpress.com/	5	10
http://eatfirstthinklater.blogspot.com/	5	10
Politics		
http://chow.blogsome.com/	5	10

Note: top 10 in activity generation and novelty are mostly occupied by political blogs



Social Influence of Weblogs in Malaysia

- The main objective of this research is to ascertain the social influences of weblogs and their User Created Content (UCC) in the blogosphere community of Malaysia.
- A survey was conducted to ascertain Webloggers' and Weblog users' perception towards weblogs and their UCC particularly pertaining to weblogs' credibility as a new media.



Research Questions

The survey attempted to address eight research questions as the following:

1. How many respondents participate in weblogging?
2. Why do respondents create and maintain their weblogs?
3. What is the frequency of reading weblogs?
4. Do respondents read weblogs with specific topics?
5. Why do respondents read other people's weblogs?
6. What is the relationship between the time respondents spent on weblog and the time they spent on other media?
7. How do respondents perceive Weblog UCC with more than one type of presentation media?
8. What Weblog UCC factors are correlated with respondents' perceptions of weblogs' credibility?



FINDINGS AND OUTCOME

- Social Influence of Weblogs.**

A total of 811 respondents participated in the survey...

Item	Frequency	Percent
Gender		
Male	321	39.4
Female	491	60.3
Age		
Below 25	625	76.8
25 and above	187	23.0
Education		
Postgraduate	34	4.2
Bachelor	479	58.8
Diploma	106	13.0
STPM	113	13.9
SPM	43	5.3
Race		
Malay	698	85.7
Chinese	70	8.6
Indian	11	1.4
Others	3	4.1

REFER DETAIL RESULTS IN APPENDIX



Reasons for weblogging

Item	Frequency	Percent
To document your personal experiences and share them with others	302	37.1
To stay in touch with friends and family	266	32.7
To share practical knowledge or skills with others	263	32.3
To get information	184	22.6
To express yourself creatively	173	21.7
To network or to meet new people	173	21.7
Need to articulate ideas	161	19.8
Need for channel creativity	107	13.1
To influence the way other people think	81	10
To motivate other people to action	68	8.4
To make money	65	8
To explore your own beliefs	57	7
To get feedback on service and product	42	5.2
Others	25	3.1
To get recognition	20	2.5



Blog Topics Respondents Read

	Frequency	Percent
Entertainment	505	62
Personal	433	53.2
Lifestyle	430	52.8
Technology	379	46.6
Religious	364	44.7
Beauty and Fashions	358	44
Environment	331	40.7
Games	289	35.5
Faith and Spiritual	279	34.3
Sports	266	32.7
Political	255	31.3
Business	254	31.2
Others	198	24.3



Reasons respondents read other people's weblogs

Item	Frequency	Percent
To stay in touch with friends and family	314	38.6
To be entertained	134	16.5
To record information that is important to you	340	41.8
To network or to meet new people	215	26.4
To make money	55	6.8
To kill time	445	54.7
Get information	497	61.1
Others	88	10.8



Correlation of respondents' Time Spent on Different Media

		Blogs	Newspapers	Television	Magazines	Radio
Blogs	Pearson Correlation	1	.153(**)	.105(**)	.028	.093(*)
	Sig. (2-tailed)		.000	.004	.450	.011
	N		775	762	757	756
Newspapers	Pearson Correlation		1	.109(**)	.138(**)	.119(**)
	Sig. (2-tailed)			.002	.000	.001
	N			774	762	761
Televisions	Pearson Correlation			1	.764(**)	.196(**)
	Sig. (2-tailed)				.000	.000
	N				758	757
Magazines	Pearson Correlation				1	.097(**)
	Sig. (2-tailed)					.008
	N					751
Radios	Pearson Correlation					1
	Sig. (2-tailed)					
	N					764



Perceived Credibility and Blog Presentation Forms

	Strongly disagree (%)	Disagree (%)	Neither agree nor disagree (%)	Agree (%)	Strongly agree (%)
Text only	15.4	29.5	27.0	22.2	2.2
Text and photographs	2.7	9.9	17.3	56.8	13.2
Text and videos	1.9	7.0	15.9	55.4	19.8
Text and video	1.8	6.6	17.7	26.1	84.1
Text and audio	2.5	8.9	27.8	48.3	12.5
Text, photographs and video	1.3	3.4	9.7	50.6	35.0
Text, photographs and audio	1.3	4.2	11.6	52.6	30.3
Text, photographs video and audio	1.7	4.1	10.7	39.4	49.9



Factors that Affect respondents' Perceived Blog Credibility

Weblog User Created Content	Decreases my trust greatly (%)	Decreases my trust slightly (%)	Doesn't matter (%)	Increases my trust slightly (%)	Increases my trust greatly (%)
Blogs that have Spelling/ grammar mistakes	17.8	35.1	39.3	3.9	0.6
Blogs that have factual errors	46.3	34.0	11.3	5.0	0.5
Blogs that have corrections of previous mistakes	9.0	34.3	27.2	28.2	1.3
Blogs that use unnamed sources	30.6	43.2	17.1	4.9	1.0
Blogs that have advertisements on them	7.3	19.5	45.3	21.7	2.7
Blogs that give only one side of controversy	11.1	46.6	28.7	10.7	2.9
Blogs that have in-depth information	1.1	5.2	11.8	53.7	28.2
Bloggers who want to change my opinion about something	0.9	10.2	32.4	46.8	9.8
Bloggers who publish under nicknames	9.6	27.9	47.0	11.5	4.0
The political background of a blogger	2.2	12.8	31.4	38.8	14.8



Social Influence of Weblogs - Conclusion

- Overall, most respondents perceived weblogs as having a certain standing in the media environment and are supplement to other media.
- Weblog use seems to have quickly become common in some respondents' lives compared to other media possibly due to its ease of use and informative UCC.
- Some respondents are even willing to spend a lot of time for weblogging.
- Most respondents tend to be selective in spending their time participating in weblogging. They prefer visiting Weblogs that are perceived credible and trustworthy.
- Factors such as types of UCC, language quality, and webloggers' ideological stands could affect users' trust on weblogs.
- Weblogs' ways of presenting information and the characteristic that enable everyone to participate easily are characteristics that give weblogs a unique standing among media.

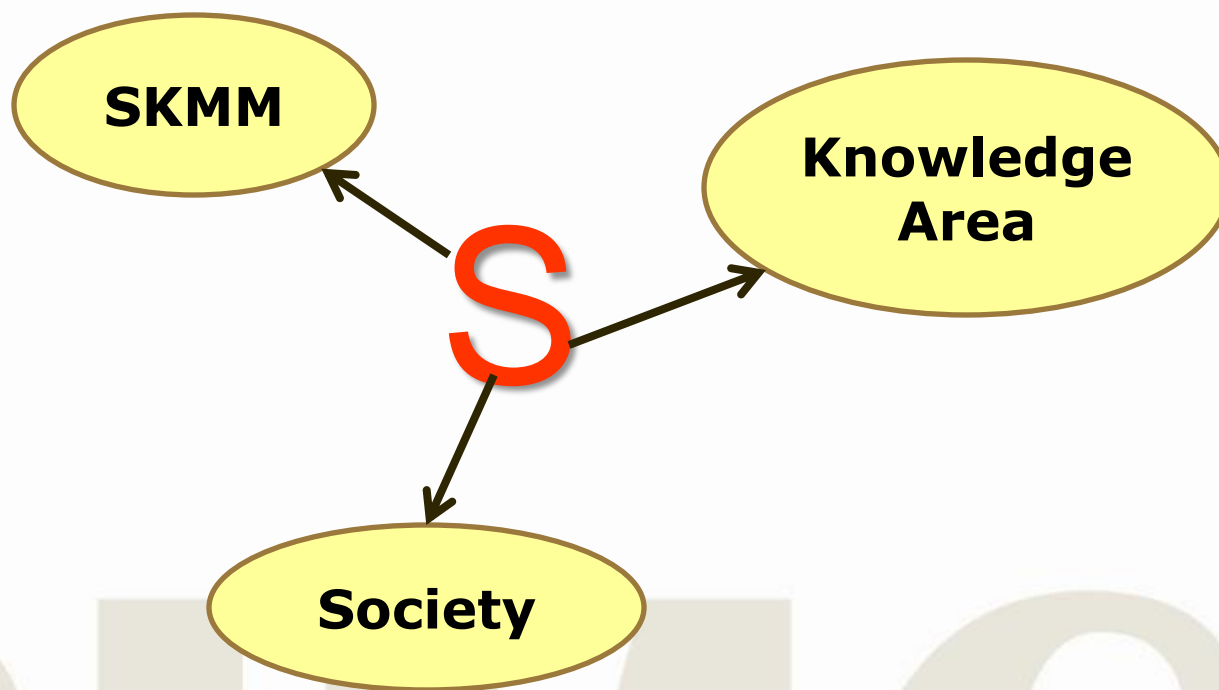


PUBLICATION & ACHIEVEMENTS

1. **International Soft Science Exhibition 2009 (ISSE09), PWTC, K. Lumpur.**
2. **Seoul Int. Invention Fair 2009, Seoul, Korea.**
3. **Blog Influence Analyzer (BIA) tool won **SILVER MEDAL** in Malaysia International Technology Expo (MTE 2010) .**
4. **Journal Publication – under review**



SIGNIFICANCE OF RESEARCH



Research is Our Culture



SIGNIFICANCE - SKMM

Areas	Significance of study
SKMM	<ol style="list-style-type: none">1. Provide essential monitoring information for SKMM2. Assist SKMM in anticipating the influences of upcoming weblogs3. Provide monitoring eTool for SKMM
Knowledge Area	<ol style="list-style-type: none">1. Identification of weblogs influential criteria2. Construction of Blog Influence Index (BII) formula
Society	<ol style="list-style-type: none">1. Provide blog ranking services to bloggers2. Provide resources in terms of the influences of weblogs on attitudes, relationships and views between family, friends, employers and professional colleagues on topics such as education, business, politics and entertainment



WHAT NEXT AND FUTURE WORKS

- 1. The need to enhance the BIA tool to include a feature for analyzing content/text in blog's post.**
- 2. The need to extent similar research to other social networking tools such as Facebook and Myspace.**
- 3. The need for further study on the Blog Influence Index to ensure the robustness of the criteria and computation formula used.**



UUM – SKMM RESEARCH COLLABORATION



Thank You !

Research & Innovation Management Centre

Universiti Utara Malaysia 06010 UUM Sintok
Kedah Darul Aman, Malaysia

Research is Our Culture