

Can Journalists Have a Work-Life Balance? A Study of the Relationship between
Journalists' Personal Blogs and Their Professional Work

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This thesis titled
Can Journalists Have a Work-Life Balance? A Study of the Relationship between
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ABSTRACT

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Can Journalists Have a Work-Life Balance? A Study of the Relationship between
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Blogs, as a new technology have influenced the journalism industry as well as journalists. It changed one-way communication to many-to-many communication. The content on journalists' personal blogs largely depends on why journalists start blogs. The motivation can be condensed into intrinsic motivation and extrinsic motivation.

Journalists may apply their professional work experiences and judgments while writing the posts either for the purposes of informing the audience or releasing the pressure from work. By applying Uses and Gratification Theory, Diffusion of Innovation Theory and TAM and related theories, this study aims to analyze the motivations for journalists starting personal blogs and tests the relationship between journalists' attitudes, perceived usefulness and actual behavior. In addition, the study also analyzes the content of journalists' blogs. The study can lead to further examination of the structure for journalists' attitudes, perceived usefulness and actual behavior and help us understand how a journalist's blog is able to contribute to society.

Approved: _____

Hans Meyer

Assistant Professor of Journalism

To my family members,

En Hu

Cong He

Jade Mu

Tianmu Zhang

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CHAPTER 1: INTRODUCTION

Blogging is no longer a trend, but a medium that provides audiences information and connects people together. The main advantage that makes blogs different from traditional media is that blogs are a challenge to one-way communication (Chung, et al., 2007). The sense of participation brings more and more people to the blogosphere. According to the Pew Research Center, 75% of adults and 95% teenagers in the U.S. had Internet access in 2010. The high penetration of Internet access provides a better chance that people may read and participate in blogs. Another research from Pew Research Center showed that in 2010, there are 32% of adult Internet users in the U.S. post comments to an online news group, website, blog or photo site. Nearly one third of American adults participate in blogs indicate that the content on blogs may be viewed by a large number of people.

Blogs also have influenced the journalism industry as well as journalists. Prominent journalists have started blogs (Regan, 2003). In the process, blogs challenged traditional journalists to change the way they deliver news (Gillmor, 2004). In relation to personal blogs, some have argued that journalists played an important role in the blogosphere by undertaking more responsibility to inform society. Journalists were expected to provide more information than other bloggers. Blog readers expect to read professional opinions on breaking news or a controversial topic from journalists' blogs. Therefore, what journalists write on their personal blogs may influence the news. In other words, the content in journalists' personal blogs can become crucial when considering their influence in society.

The content on journalists' personal blogs largely depends on why journalists start blogs. The motivation can be condensed into intrinsic motivation and extrinsic motivation. Journalists may apply their professional work experiences and judgments while writing the posts either for the purposes of informing the audience or releasing the pressure from work. This study aims to analyze the motivations for journalists starting personal blogs and tests the relationship between journalists' attitudes, perceived usefulness and actual behavior. In addition, the study also analyzes the content of journalists' blogs. The study can lead to further examination of the structure for journalists' attitudes, perceived usefulness and actual behavior and help us understand how a journalist's blog is able to contribute to society.

CHAPTER 2: LITERATURE

Digital Media's Influence on Traditional Media

In the early 1990s, digital journalism was not welcomed in the news industry (Kawamoto, 2003 p.ix) and blogs were just part of the problem. Newspapers put their reputations at risk by allowing reporters to blog. Perlmutter and McDaniel (2005) stated that blogs could be seen as a threat to almost everything in the news business because they change the ways in which traditional media work. Blogs are widely accepted for their “quick” features: quick updates and quick replies. However, this focus on speed may lead to less accurate content. Another assumption was that digital journalism, including blogging, may just be a flash in the pan. Kawamoto (2003 p.ix) pointed out that some faculty members and industry professionals assumed digital journalism was not worthy of the industry's attention. It seems that in the early days of digital journalism, a lack of resources and attention resulted in online news content that was not only short in quality, but also short in quantity.

In the twenty-first century, few would doubt that digital journalism is an indispensable part of the news industry. There are increasing resources devoted to digital journalism from all kinds of news organizations and newsreaders. According to an article from the Pew Research Center (2010), in 1995, only about 1 in 10 adults had Internet access in the U. S. The number was raised to half of American adults in 2000. By 2010, 75% of adults and 95% teenagers in the U.S. had Internet access. Moreover, the significant status for digital journalism emerged as powerful news associations were founded. Newspaper Association of America (NAA) was founded in 1992 and Online

News Association (ONA) was founded in 1999; both made great efforts to bring credibility and authority to the field of digital journalism.

Digital journalism is transforming traditional media in many ways, including the shift from modernism to postmodernism (Melissa, 2005) and from one-to-many communication to many-to-many communication (Gillmor, 2004a). Kawamoto (2003, p.115) proposed two models of digital journalism's impact on providing activist news: 1. Organizations are "activist news outfits" concentrating on "progressive movement-oriented" news. 2. Organizations are "movement organizations," which focus on particular issues. Pavlik (2001, p. xiii) concluded four ways on how digital journalism influenced traditional media in general. First, the nature of content changed. Second, digital technologies changed how journalists accomplished their work. Third, due to the emergence of digital media, the structure of the newsroom changed. Finally, the relationship between news organizations and audiences changed. Nowadays, digital is not only a trend, but also an important communication medium for news organizations.

In order to reach the widest possible audience, mainstream media created online versions (Kawamoto, 2003, p.115). Authoritative news organizations, such as CNN, NBC and Fox News, all launched websites running 24/7 to meet the audiences' various needs. The news websites do not just copy the content from print newspapers. Fewer restrictions on print time and space allow the online editions to be more timely and expand the range of the news they cover. Furthermore, digital journalism is able to provide video and audio online, which enables a vivid presentation of news.

Just as digital media transformed the mainstream media, digital technologies changed how journalists accomplish their work (Pavlik, 2001, p. xiii). As an important

part of the media industry, journalists found they needed to embrace the changes and arm themselves with new technologies. Blogs is an easy-entry platform. It means that with basic Internet knowledge and skills; a computer and Internet access and some spare time everyone can become a blogger. Starting a blog would not only help journalists better accomplish their work, but also help them acclimate to new technologies.

What Is Blog?

Jorn Barger coined the term “weblog” in 1997 (Blood, 2002). Later, blog has been commonly used as an abbreviation. What exactly is a blog? Generally speaking, some scholars claim that a blog is used to refer to online journals (Nardi, Schiano, Gumbrecht, & Swartz, 2004). However, previous studies suggest it is hard to conclude an acknowledged definition for a blog. The definitions for a blog are various among scholars. The existing definitions of blog’s attributes are summarized in Table 1:

Table 1

Definitions of blogs Scholar /Source	Definition of Blog
Blood, 2004	Frequently updated, reverse-chronological entries on a single webpage
Mortensen and Walker, 2002: 265	Focusing on connections and on brief nuggets of thought
Nardi et al.	Facilitated in-person social contact
Bausch, Haughey and Hourihan, 2002	Pages consisting of several posts or distinct chunks of information per page, usually arranged in reverse chronology from the most recent post at the top of the page to the oldest post at the bottom

Overall, however, blog definitions seem to have the following in common:

1. The connection and communication functions between different blog readers.
2. Personal online publishing and communication tool.
3. The content consists of a number of posts. The posts are arranged to follow in reverse order; the format can be script, video, audio, photo and hyperlink or a combination of all of the above.

Blogs can be roughly classified into two groups regarding the number of authors. One is a single-author blog. The other is a collaborative /group blog (collaborative/group blogs are written and published by more than one author). The term “blog” in this study is referring to a single-author blog. A blog’s author writes, edits and uploads for the blog based only on his or her interests. He/she is not paid or hired to blog. In addition, journalists who help to manage organization, department or any work-based blogs will not count.

Blog Users/Bloggers

Generally speaking, everyone who uses blogs can be seen as blog users. In the blogosphere, there are three kinds of users: blog writers who post on blogs, blog readers and readers who also comment on blogs. In order to keep consistent, when talking about bloggers in this study, it means people who post on blogs.

Classification of Blogs

Blood (2002) classified blogs based on their content. He indicates that there are three major types of blogs: filters, personal journals and k-logs. The content filtered is external to the bloggers, including both offline occasions and online events. Filter blogs collectively contain a series of external information or public events. A personal journal

is the most popular type of blog. Bloggers post personal life issues. They function as a personal diary. The content on k-logs could be “either external or internal.” It mostly focuses on longer content (Blood, 2002). Bloggers share live experiences and their thoughts and feelings.

Herring (2005)’s research randomly analyzed 203 blogs for two months; her research affirmed Blood’s classification of Blogs by reporting that the personal journal was the most popular type at about 71%. Filter blogs and k-logs accounted for 12.6% and 3% of the sample respectively.

Krishnamurthy (2002) defined four types of blogs in accordance with two dimensions: personal vs. topical and individual vs. community (Table 2: Types of Blogs). This classification includes the following four types: personal journals, community news blogs, support group blogs and filter blogs. Community news blogs mainly share and discuss the news of the day. These blogs support individuals to “get involved with the spirit of media.” Support group blogs are used by a group of people, who write personal questions and ask for solutions.

Table 2

Types of blogs		Personal	
Quadrant I Online Dairies			Quadrant II Support Group
Quadrant III Enhanced Column	Individual	Quadrant IV Collaborative Content Creation	Community
		Topical	

Blogs' Influence On Journalists

Again as digital media transformed traditional media (Melissa, 2005; Gillmor, 2004a and Pavlik, 2001), they changed journalists as well. Strupp (2005) examined news consumers' preference on getting the news. More than 44% of those 18-34 used the Internet for news once a day, while only 19% claimed that they used newspapers. This change in how people access the news should have spurred journalists to adopt new technologies. Many scholars mentioned this change in the journalism industry (Singer, 2010; Aumente, 2007; Cunning and Miller, 2010; Ishiyama, 2004; Hodgson, 2011). Prominent journalists have started blogs, and websites of well-known media outlets have added blogs (Regan, 2003). Blogs have forced traditional journalists to change the way they deliver news (Matheson, 2004). In fact, this is not the most challenging part for journalists adopting blogs and other new technologies. Knight (2007) pointed out that before the World Wide Web, journalism was simply defined by "mainstream news agencies, newspapers, radio and televisions stations." Conversely, digital media have grown rapidly in recent years. Especially the Internet and the blogs have raised questions about "who journalists are," "what they should do," "where they can report from," "why they choose particular stories," and "when they report" (Knight, 2007). Radzikowska (2003) claimed that the adoption of the Web lowers the limitations for information providers. Basically, blogs provide opportunities to make news easier for everyone who would like to become an author by giving them a place to write. Ashley (2001) explained the adoption of the Web has weakened the boundaries between professional journalists and committed amateurs.

Scholars' opinions toward blogs have posed the following question: In this age, where anyone can publish on the Internet, who should be considered a journalist? Knight (2007) answered this question by saying journalists should be defined by their "professional practices" and "codes of ethics." Even though blogs allow everyone to become an information provider, not everyone is qualified to be a journalist. Specifically, to become a journalist, one should have certain skills or should be well trained. Thus, even as blogs provide a platform for committed amateurs, journalism, as a profession, remains distinctive.

Blogs are a easy-entry platform, which means they have few limitations in content and writing styles. A computer and Internet access are all the requirements for starting a blog. One of the intensions for this study is to find out the motivations for why journalists blog by analyzing the content on their personal blogs. It also asks if journalists tend to apply blogs as extensions of their professional work or as a diary to record personal experiences.

Journalists' Blogs

Based on the relationship with the "established media," Domingo and Heinonen (2008) identified four types of journalistic blogs: 1) Citizen blogs, which are "produced by the public, outside media companies" and are not written by professional journalists; 2) Audience blogs, which are "on the platforms provided by the media"; 3) Journalist blogs, which are produced by professional journalists who currently work for news organizations; and 4) Media blogs, which are published by "staff journalists" for media organizations (p. 7-10). Strictly speaking, even though the first two types of blogs include journalistic ideas, they are not journalists' blogs. Domingo and Heinonen (2008)

acknowledged that each type of blog defines “conventional journalism” differently (p. 7). Conversely, whether citizen blogs and audience blogs should be considered journalist blogs has been argued fiercely. Andrews (2003) questioned citizen bloggers because they lack “professional standards” and “qualities.” Citizen and audience blogs are also criticized because their content “lack(s) original reporting (Blood, 2003, p. 63).” The latter two types of blogs are journalists’ blogs if we only distinguish the blogs from their content. Specifically, as Domingo and Heinonen (2008) stated, media blogs were published by “staff journalists.” Thus, there could be more than one author for media blogs and they should be classified as group/collective blogs. In this study, a journalist’s blog was defined as a single writer blog. In addition, the author should currently work at a news organization. Therefore, only the third type of blog: journalist blog from Domingo and Heinonen (2008)’s study will be analyzed in this study.

Blogs have also emerged from mainstream media. Nardi et al., (2004) and Huang et al. (2007) conducted research on blogging motivations. Papacharissi (2007) analyzed blog content. Johnson and Kaye (2007) discussed blogs’ perceived credibility. Analyzing the content is the most obvious way to understand what motivates a blog. Motivations influence what bloggers are going to write. There are two kinds of motivations: intrinsic motivation and extrinsic motivation. Extrinsic motivation indicated that bloggers were motivated by readers’ positive feedback. In this case, bloggers valued audiences’ needs more than their own needs. On the other hand, other bloggers were motivated by intrinsic motivations, which means the content on their blogs focuses on “relating personal experiences and thoughts” (Herring et al. 2007; Huang et al. 2007; Papacharissi, 2007). According to Herring et al. (2007); Huang et al. (2007) and

Papacharissi (2007), for journalism professionals, the content on their blogs will tend to focus on either 1) their work-related issues, or 2) their ideas on the issues of the day from a journalistic point of view. Chu (2012) also confirmed that journalist bloggers “used blogs to make sense of their journalistic lives and professional ideology.”

Firstly, whether a journalist could or should become a blogger has been debated for almost a decade (Blood, 2003; Andrews, 2003; Domingo and Heinonen, 2008; Singer, 2005, 2007). A number of scholars pointed out that the problem for journalism is a lack of professional boundaries (De Bruin, 2000; Johnstone et al., 1976; Tunstall, 1971; Weaver and Wilhoit, 1986; Winch, 1997). As a profession, “journalists have never had a shared sanctioned knowledge base in the way that doctors or lawyers have (Singer, 2003).” The problem lays even more stress on the blogosphere. Rector (2008) stated that journalists’ personal blogs may bring unwanted attention to their news organizations.

The question of whether a journalist should write professional work-related issues on his/her personal blog have also been debated fiercely. The difficulty of distinguishing personal work from a professional job has been widely discussed for many years (Papacharissi, 2007). Some news organizations, for example, the New York Times and Los Angeles Times, have precise guidelines to direct their journalists’ blogs, which puts them ahead of the curve. The New York Times’ guidelines state:

“If a staff member publishes a personal Web page or blog on a site outside our company's control, the staff member has a duty to make sure that the content is purely that: personal. Staff members who write blogs should generally avoid topics they cover professionally; failure to do so would invite a confusion of roles.”

The *L.A. Times*' guidelines state:

"No matter how careful Times bloggers might be to distinguish their personal work from their professional affiliation with the paper, outsiders are likely to see them as intertwined. As a result, any staff member who seeks to create a personal blog must clear it with a supervisor; approval will be granted only if the proposed blog meets the paper's journalistic standards."

Other news organizations, such as the Washington Post do not specifically mention personal blogging, but address it in their ethics guidelines. "(Journalists) have to conform with other policies about personal behavior reflecting on their professional work."

Although the ethical part of journalists' blogs was questioned, many advantages were discussed as well. Sweeney (2006) argued that nowadays journalists should use multimedia tools in their work, and he suggested journalists build their personal online portfolio. An Internet-based debate declared that the blogosphere provided a platform for journalists to provide personal perspective and a deeper story than what editors normally allow. The relationship between blogs and journalism was interaction (Perlmutter and McDaniel, 2005). The advantage of blogs is not only the audience they can build, but also the function they fulfill to help criticize journalism and track events. The interaction between bloggers and the audience is an advantage as well. Schultz suggested that the Internet offers different forms of interaction that enable journalists and readers to communicate with each other (Schultz, 2000).

Secondly, "journalistic authority" was questioned when journalists blog (Singer, 2005; Robinson, 2006; Painar and Perrin, 2010). Rosen (2005) said blogs "end journalism's reign of sovereignty." However, blog's features, such as quick updates and quick responses, may have a negative influence on journalists' accuracy. Specifically, blogs were accused of sacrificing verification, an essential journalistic component

(Kovach and Rosenstiel, 2001) in order to offer unchecked information quickly. In general, the existing tensions for journalists' blogs are first, the conflict between journalists' core value, accuracy (Kovach and Rosenstiel, 2001) and the desire to report quickly. Second, there is a strain on news media gatekeeping and agenda-setting functions around the power the news media possess (Carlson, 2007).

Singer (2005) stated journalists were able to maintain their roles as gatekeepers even when blogging. Moreover, normalizing the blog format would help journalists resist mistakes. It means that the more journalists blogging, the more standard norms in moral part will be set. Then, ethical mistakes can be resisted in some extent. Lasica (2003) mentioned several traits of blogs that go beyond gatekeeping. Journalists might "expose the raw material of their stories in progress," ask "readers for their expert input" or "write follow up stories" based on the feedback from readers (p. 74). It seems that blogging is not a threat to journalistic authority. In addition, blogging can benefit the news by making the process "transparent" and "inclusive" (Painar and Perrin, 2010).

Other traits were mentioned as well. Sullivan employed his personal experience as a journalist blogger to discuss how blogging was different from traditional journalism. He claimed that the advantages of blogs are similar to ship logs and to diaries because of the immediacy of the format (Sullivan, 2008). Some argue that because of their nature, blogs violate established journalistic norms. In their study, Sweetser et al. (2008) found that compared with public opinion, the majority of journalists and public relations practitioners considered blogs more credible (p. 179).

This study will test prior scholars' ideas about journalists applying blogs to not only share journalistic authority but also render the news making process more

transparent and inclusive by analyzing the content on journalists' blogs and surveying journalists who do blog about what effects they think blogging has.

The Controversial Issues for Journalists' Bloggers

One of the main motivations of blogging is the need to express emotion (Pedersen, 2010, p.53). The anonymity a blog offers provides a more confidential environment. Unlike face-to-face communication, blogging, because it separates people by screens, may meet safety needs. This means that by posting on blogs, authors and readers are more likely to discuss topics they do not feel comfortable communicating in the real world or through face-to-face communication. In the blogosphere, venting is not only for blog authors, but also for blog readers. If authors are the only party who is able to talk, then there is no difference between a blog and a personal diary. The significant advantage of blogs is two-way communication. Some scholars of the blogosphere affirmed this advantage. Miura and Yamashita (2007) suggest that positive feedback from blog readers was a key factor in improving blog authors' enthusiasm to continue to write. The positive feedback can be roughly categorized into two types. One is that blog readers show their willingness to read more. The other is blog readers show support for the idea or opinion.

The two-way communication and anonymity may facilitate a large group of blog users. However, it may create difficult situations for journalists. One of the original purposes for the blogosphere was to offer an anonymous platform for people venting rage and all kinds of emotion. When bloggers use their blogs to vent, they judge their own needs and desires more important than their readers'. In other words, blog authors do not need to consider what readers need and want. Conversely, journalists, who write a journal

type blog in particular, may face difficulty in expressing their emotions. Blog authors ranked their own life experiences as the most popular topic they would write about (Lenhart and Fox, 2006). Pedersen (2010) agreed with his pilot study of 48 British bloggers during 2005-2006. By writing personal experiences, those bloggers were able to better understand themselves. Moreover, this self-understanding process can also facilitate in solving real life problems and conflicts (Pedersen, 2010: 46).

Journalists who blog undertake more responsibilities than other bloggers because of the content on journalists' blogs were attract attention easily. Blog readers have higher expectations for journalists' blogs. They expect to not only read emotion venting, but also to absorb information and knowledge through the journalists' stories and experiences (Friedman, 2010). Encouraged by readers' positive feedback, journalist bloggers are willing to expose more about their experiences and the problems they face in both work and personal life. Gillmor (2004) pointed out that Internet, as a new technology is "transforming journalists' work from a lecture to a conversation." The interaction between blog readers and bloggers empower the readers by allowing them to become the producer of the news. To a large extent, journalists have no choice but to identify themselves in order to increase the credibility of their posts and to meet readers' needs. Once, a journalist identifies himself/herself online, whatever he/she posts may attract public attention easily and may become a trend. Readers might also consider posts that are not related to their professional work "from a journalistic point of view". Thus, as long as journalists apply their work-related experiences and knowledge in blogs, they should pay more attention to their online behavior. In other words, blogs could offer a

platform for journalists to communicate with their readers, but even on their personal blogs, there are boundaries for journalists' writing.

Over the years, blogs' functions have become no longer restricted to listing information. Blogs have been used progressively as a social platform. Establishing boundaries for content have helped keep the blogosphere credible. Self-identification creates invisible guidelines for bloggers; they are more likely to think carefully before they post. Moreover, the pressure from the off-line world could also guide bloggers' behavior. Knowing that relatives, colleges and friends may read the blog can restrict what bloggers' talk and comment about. The Society for Human Resource Management found that 20 percent of its members had fired employees for comments they had made on their blogs (Hopkins, 2006). The comments contain: leaked the organization's future project or plan and talk about sensitive work related issues.

The Relationship Between Motivation and Actual Behavior

For people to engage in any activity, they must have a certain motivation. Harackiewicz et al (1997) said all people's actions are driven by their motivations. However, the same motive may not lead to the same behavioral intention. Human behavior is complicated. Therefore, the relationship between motivation and behavior is not simple. Zhang (2002) stated that the relationship between motivation and behavior is mainly performed in the following ways:

1. Motivation may not directly lead to the actual behavior. Other factors, such as personal experience, environment and the available resources, may affect the actual behavior.

2. The same motivation may lead to different behaviors. Take the motivation for “relaxing”. Some may go to the bar, some would like to have a big meal and some choose to go shopping.
3. The same behavior may be caused by multiple motivations. For instance, why would students study abroad? There is more than one factor, such as to broaden experience, learn a new language, and understand cultural difference, motivating them.

Ma and Wang (2002) agreed with Zhang (2002)’s viewpoint, and they emphasized there is no direct relationship between a single motivation and a single behavior. One motivation can lead to multiple behaviors. At the same time, one behavior can be caused by multiple motivations as well.

Bloggers’ Motivation

Blogs emerged on the Internet only around 15 years ago. The study of bloggers’ motivation is still in process. Brooks, Nichols and Priebe (2003) asked 100 students in 2002 and 65 students in 2003 to complete a survey about what content they like to write on blogs and their personal motivations for blogging. After the survey closed, Brooks et. al (2003) posted study results on website. They summarized four motivations for why students write blogs:

1. Emotional Value

Emotional value is the need for venting or expressing emotions. One student’s emotional motivation was the following: “The benefits of journaling for me are so I don't keep things bottled up (Anonymous quote from student).”

2. Intellectual Value

Intellectual value indicated that writing on blogs could help bloggers organize their thoughts and ideas. “You get to acknowledge your thoughts and ideas on paper, which is a strong tool. It also builds your writing skills (Anonymous quote from student).”

3. Practical Value

Practical value means students saw blogs as a way to gather resources and information for future writing.

4. Keeping Record of One’s Life

Keeping a record of one’s life functions as a personal diary. “(It is) fun to look back on and see what was going on in your life at that certain time (Anonymous quote from student).”

Kevin et al. (2003) claimed that the three most common motivations from their studies are emotional value, keeping a record of one’s life and intellectual value. These three values are not strong enough to distinguish a blog from a personal diary. They do not emphasize one of blogs’ unique advantages, which is two-way communication. Trammell, Tarkowski, Hofmokl and Sapp (2006) acknowledged a more comprehensive motivation list in 2006. Trammell et al. (2006) conducted a quantitative content analysis, by coding the content on 358 Polish blogs, in order to understand the motivation for why bloggers blog. Motivations can be categorized into five groups: entertainment, information, social interaction, self-expression, and professional advancement. Among those motivations, social interaction is an innovative category. It means bloggers apply blogs as a communication medium to talk to friends, family members and colleagues. In

addition, Trammell et al. (2006)'s study emphasized the entertainment value of blogging. Interestingly, they also analyzed blogs' content by gender. They found that in Poland, there are more female bloggers than male. Furthermore, with regard to the social interaction motivation, the study showed that female bloggers value social interaction more than male bloggers.

In 2005, Huang, Chen and Lin pointed out there were five motivations that affect bloggers' writing intention.

1. Express One's Self

This functions like a personal diary.

2. Anonymous

Both bloggers and blog followers do not need to identify themselves in order to express ideas and emotion on blogs. Behind-screen communication offers people a feeling of more safety. It encourages them to speak out, especially on the topics they do not feel comfortable talking about in face-to-face communication.

3. Information/ Contact Information

Bloggers write to keep in touch with their family members and friends.

4. Social Interaction

Bloggers are looking for friends who share similar interests.

5. Public Comments

Bloggers not only post ideas and opinions online, but also set up public discussion boards.

The advantage of Huang et al. (2005)'s study is they emphasized blogs' interaction function. It is similar to the social interaction motivation, which was mentioned by Trammell, Tarkowski, Hofmohl and Sapp (2006).

Scholars have encompassed various findings for bloggers' writing motivations. It is hard to conclude an authoritative list based on those studies. Conversely, the following motivations were stated by more than one study: self-expression, information, social interaction and professional advancement.

Other researchers also acknowledged the intrinsic and extrinsic motivations for blogging. Vallerand (1997) identified extrinsic motivation as emphasizing "performing a behavior to achieve specific goals/rewards," while intrinsic motivation was concerned to meet a blogger's personal needs, such as perceived enjoyment (Hsu and Lin 2007). Ideally, blogging should be a voluntary act; however, as the study addressed earlier, journalists may be motivated by extrinsic motivations. They may want to communicate with readers and receive positive feedback. Therefore, journalist bloggers may mix these two kinds of motivations. They may be initially driven by intrinsic motivations to start blogging. But in order to meet readers' needs and as they are motivated by positive feedback, they tend to write what readers want to read, instead of what they would like to write. This study will analyze the content on journalists' blogs to understand which motivations apply to journalists' personal blogs.

CHAPTER 3: THEORETICAL BACKGROUND

Uses and Gratification

Uses and gratification theory was originally developed for the traditional media, specifically television and newspapers (Quan-Haase and Young, 2010). With the emergence of new communication technologies, people are presented with more media options than ever and thus motivation and satisfaction become more crucial components of audience analysis. In response to the increasing demands, uses and gratification theory has been explored in the context of the World Wide Web (Ebersole, 2000; Ferguson & Perse, 2000; Kaye & Johnson, 2002; Korgaonkar & Wolin, 1999; Niekamp, 2003; Stafford & Stafford, 2001), the Internet (Charney & Greenberg, 2002; Papacharissi & Rubin, 2000; Parker & Plank, 2000; Stafford & Gonier, 2004) and personal home pages (Noh, 1998; Papacharissi, 2002). By definition, uses and gratification theory “revolves around the idea that media users seek out a media source that best fulfills their needs (Blumler and Katz, 1974).”

Based on McGuire (1974)’s study about human needs, Ruggiero (2000) posited that in the Internet environment, users are even more actively engaged communication participants than in other traditional media. LaRose and Eastin (2004) found the major uses and gratification factors are information seeking, entertainment, and social needs (p. 360-361). Park, Kee and Valenzuela (2009) found similar factors: socializing, entertainment, self-status seeking, and information (p. 731). Referring to these prior studies, the uses and gratification factors can be divided into two groups. One is that users are able to get satisfied through one-way communication: watching, reading and listening. This includes entertainment and information seeking factors. These are the

factors that users are able to accomplish on their own. The other is the social needs/-socializing dimension, which means users' satisfaction needs must be met via multi-person communication. Blogs, as an important part of digital media, are able to meet users' social needs. In fact, the advantages of blogs are not only that they make multi-person communication possible, but they are also a "source of credible information for the public" as journalists have adopted them increasingly (Sweeter, Porter, Chung and Kim, 2008, p. 169-185).

Applying uses and gratification theory to the blogosphere is a necessary step in today's mass communication research because blogs as platforms for digital media are becoming more and more powerful. Meanwhile, this form of mass media is relatively new in relation to traditional media. Uses and gratification theory focuses on "what people do with media", while traditional media theories are concentrated on "what media do with people" (Katz, 1959). Ruggiero (2000) stated a similar idea. Unlike other media theories, which consider audience as information receivers, uses and gratification theory renamed audiences as active media users.

Additionally, uses and gratification theory is a useful theory for understanding bloggers' motivations. Ruggiero (2000) predicted that the Internet will be transformative, leading to "profound changes in media users' personal and social habits and roles" (p.28). Blogs, according to Walker (2003), are "typically published by individuals and contain a personal information style, which offers bloggers the opportunity to have full control over the content they write." In addition, the content on blogs may influence blog readers. Other aspects of blogs include their ability to form an online community (Asyikin, 2003); to encourage large-scale public conversation on the Internet (Halavais, 2002). Despite

blogs' many aspects, they represent an appropriate medium in which to study digital media. Due to the recent growth in the number of bloggers and the positive adoption by journalists, uses and gratifications theory was applied to this study to explain why journalist bloggers find blogs attractive.

Diffusion of Innovations Theory

The Internet and new technologies are emerging as indispensable tools for news organizations to communicate with the public (Maureen and Danielle, 2005, p. 209). The multi-person communication pattern online offers journalists a chance to pursue a higher-level communication result: timely, accurate and effective information (Maureen and Danielle, 2005, p. 209). Many scholars pointed out that news organizations valued innovation in online communication (Esrock and Leichty, 1998, 1999; Perry, Taylor and Doerfel, 2003; Springston, 2001). Blogs represent an easy and accessible online communication tool for both news organizations and journalists. The adoption of blogs will influence the communication pattern between news-providers and news-receivers. Thus, understanding the blog adoption's process could facilitate news organizations and journalists on better applied the new technology.

Diffusion of innovations theory attempts to explain the process by which an innovation is adopted by members of a certain community (Rogers, 2003; Carrington et al., 2005). Most studies apply DOI to understand what factors influence community members' decision on whether adopt a new idea. Furthermore, DOI studies help understand why some people adopt the new technology earlier, while others need more time to accept it (Carrington, Scott and Wasserman, 2005, p.98).

In this study, the community is the journalism industry. Thus, DOI was applied to understand why some journalists adopt the new technology of blogs earlier, while others need more time to accept it.

Diffusion of innovations is crucial when applied to this study for several reasons. As Schultz and Sheffer (2007) explained, diffusion theory suggests that older journalists (who worked as journalists for a long period of time) are more likely to lag behind in implementing new media technologies such as blogging. This could also include active resistance to changes brought about by blogging. Older journalists' habits and practices would be difficult to change. While lots of journalists have started blogs in their personal life and applied blogs as a new method to facilitate their work, not every journalist is blogging. Journalists, who have worked a long time in the industry, may find it hard to change their habits. There is a higher chance that older journalists are more likely to consider blogs a threat to traditional journalism than younger journalists. Thus, the researcher defined journalists who applied blogs as a journalistic tool before blogs changed the journalism industry as early adopters. Journalists who are in charge of online content, such as web-managers/online reports, should have the greatest likelihood of being early adopters of blogs. Journalists who have worked a long time in the journalism industry are most likely to be in the last group: laggards.

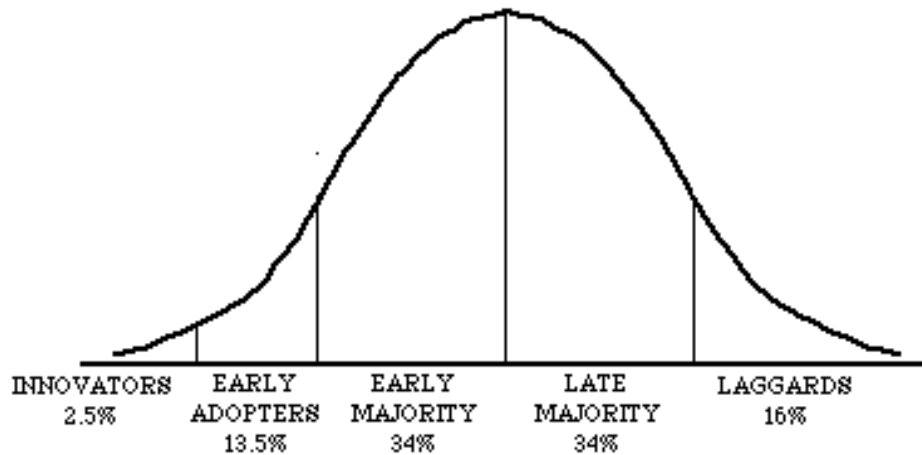


Figure 1

Diffusion and Innovation Theory. Bell shaped curve showing categories of individual innovativeness and percentages within each category

Diffusion of Innovations Theory states that individuals who are predisposed to being innovative will adopt an innovation earlier than those who are less predisposed. Figure 1 illustrates that the late majority occupies the same weight as the early majority. The journalism industry is in the process of adopting blogging. Those who are not willing to start personal blogs because they worry about blog's disadvantages still need time to accept the change.

Lopez-Nicolas, Molina-Castillo and Bouwman (2008) combined technology acceptance models with diffusion and innovation theory to evaluate the impact of various determinates on behavioral intention in the adoption of new technologies. Their study suggested social factors played an important role on people's decision to adopt new technology. Friends', colleagues' and relatives' opinions have immense impact. In

addition, social influences should also be viewed as a factor that influences the adoption process.

Social Influence

Social influence has been defined as the “degree to which individuals believed that others thought they should use a certain service or technology” (Lopez-Nicolas, Molina-Castillo and Bouwman, 2008, p. 360). Bhattacharjee (2000) has a different explanation for social influence, “normative pressure” of a “subjective norm”(p. 411-420). According to Bhattacharjee (2000), the social influence can be divided into two parts: external and interpersonal. External includes information from the non-personal influences, such as “mass media reports” and “expert opinions” (p. 411-420). Interpersonal includes the opinions of the people you know personally, such as “word-of-mouth from friends,” “colleagues,” and “superiors.” (p. 411-420). Different from Bhattacharjee (2000)’s idea, Lopez-Nicolas et al. (2008) stated that social influences should only refer to interpersonal influences. Non-personal influences are the same as media influences (p. 360). However, this study will adopt Bhattacharjee (2000)’s method to classify social influences as external and interpersonal.

The aim of this study was to evaluate the impact of different determinants on behavioral intention in the adoption of new technology, in this case blogs. In particular, based on prior studies, this study defines external social influence as age’s effect on whether journalists adopt a new technology. The assumption is journalists absorbed knowledge from outside sources as their age increased, and this study hypothesizes that this may be the key element in their intention to use new technology.

Lopez-Nicolas et al. (2008) pointed out that mass media influence was dominated in innovation adoption, “because there are too few existing users for word-of-mouth to have a major influence.” Based on their assumption, Lopez-Nicolas et al. (2008) were concerned about the influence of “media pressure on subjective norm in the adoption...” Lopez-Nicolas et al. (2008)’s concern was widespread in the blogosphere.

TAM and Related Theories

Ajzen and Fishbein (1975)’s theory of reasoned action (TRA) is a model for prediction of behavioral intention. The theory of planned behavior (TPB) is an extension of the Theory of Reasoned Action (TRA), which adds a new element - perceived behavioral control (PBC) (Ajzen and Fishbein, 1980). Ajzen (1991) said TPB is a general model designed to explain most human behaviors. One of the most influential extensions of TRA is the technology acceptance model (TAM), which applied two new acceptance measures: ease of use, and usefulness to replace TRA’s attitudes measurement.

Technology acceptance model (TAM) was widely applied to predict the attitude and behavior of users toward a certain technology, based on perceived usefulness (PU) and perceived ease of use (PE) (Davis, 1989). Both theory of reasoned action and theory of planned behavior have been widely applied to analyze the digital media industry. In 2003, Lu and Lin used TRA to explain website usage behavior. Liker and Sindi (1997) studied individual IT usage based on TRA. Additionally, many scholars have decreased the scope of applying TPB to explain online behaviors in recent years (Pavlou & Fygenson. 2006; Wu & Chen. 2005). In addition, Ajzen suggested that PBC may have a impact on the actual usage behavior directly (1991). This means that even if journalists have a strong

intention to use blogs, they may not choose to do so when they lack the necessary resources, skills and sense of control.

In this study, PBC refers to the degree to which journalists' perceived ease or difficulty of using personal blogs to achieve their various goals. TAM was used to predict the attitude and behavior of users blogging.

Hsu and Lin (2007) highlighted the assumption that the relationship between people's perception toward a new technology and people's participation might be positive. The researcher applied this assumption to this study. As people participate in the blogosphere, their perceptions about blogging technology may develop. Perceived usefulness (PU) and Perceived Ease of Use (PEOU) were interpreted in TRA in order to explain users' behavior (Hsu and Lin, 2007). PEOU, PU and PE affect users' attitude about adopting new technologies, which, in turn, explain the behavior intention (BI) (Lu, Zhou and Wang, 2008). According to Lopez-Nicolas et al. (2008), the relationship around BI could be summarized as 1) Perceived ease of use leads to perceived usefulness. 2) Perceived ease of use leads to behavior intension. 3) Perceived usefulness leads to behavior intension. Additionally, Lu et al. (2008, p. 30) suggested that BI has a positive affect on actual behavior (AB).

Lewis, Agarwal and Sambamurthy (2003) suggested that people's personal innovativeness level positively affects adopting new technologies. The attitude about adopting new technologies may increase the "perception of usefulness" (Mao, Srite, Thatcher and Yaprak, 2005). For this study, with the regard to the adoption of blogs, journalists' attitudes about innovations may predict not only the rate of adoption of blogs, but also their level of perceived usefulness toward blogs. For this study, the researcher

defined PU as the degree to which a journalist believes that adopting a blog has improved his/her performance. PE is defined as the degree to which a journalist believes that using a blog is easy. BI is defined as the extent to which journalists apply blogs.

CHAPTER 4: RESEARCH QUESTIONS AND HYPOTHESES

Building upon the literature discussed previously, this study proposes the following research questions:

RQ1: What type of content are journalists likely to write the most on their personal blog?

RQ2: Which motivation has a stronger influence on journalists' bloggers: intrinsic or extrinsic?

Based specifically on the literature, this study will also examine the following hypotheses:

H1: Those who have personal blogs are more likely to consider a blog having positive influence on journalists' work than those who do not.

H2: Those who have personal blogs are more likely to recognize blogs as a valued tool in the journalism industry than those who do not.

H3: Journalists are avoiding writing work-related issues on their personal blogs.

H4: Those who have personal blogs are more likely to render blogs as not a threat for the journalism industry than those who do not.

H5: Those who have personal blogs are more likely to think blogging will help them accomplish their professional work than those who do not.

H6: Journalists' age has a negative effect on their intention to use the new technology.

H7: How many years a journalist works in the journalism industry will have a negative effect on people's intention to use the new technology.

H8a. Journalists' attitudes toward blog innovations will have a positive effect on perceived usefulness (PU).

H8b. Perceived usefulness will have a positive effect on journalists' attitude toward participating in blogging.

CHAPTER 5: METHODS

As stated earlier, this study has two main purposes. One is to investigate journalists' blogging motivations. The other is to analyze the different attitudes toward blogs between journalists who blog and those who do not. In order to answer the above questions, a content analysis, which focuses on the content on journalists' blogs, and a Web-based survey of journalist' bloggers in regards to their motivation for and attitudes toward blogging were conducted.

Sample Criteria

Halavais (2002) said estimating the total number of blogs was a rough task because of the unavailability of a single and comprehensive directory of blogs. Meanwhile, technical difficulty exists as well. Ruggiero (2000) commented that a study might not be able to generalize all situations. Summarizing a specific population is a useful way to examine the overall blogosphere in a descriptive and exploratory fashion. This paper will focus only on journalists' blogs written in English.

To address the research questions and the hypothesis, this study first used a quantitative content analysis to analyze journalists' blogs posted on the websites Cyberjournalist and Journalistics. The two websites were selected because they distinguish journalists' blogs from citizens' blogs and provide recommendation lists on the sites.

For the study, 43 journalists' blogs were selected. The restrictions for blog filtering were strict to make the study more externally valid.

1. The blogger should present his/her own opinion in each post.

2. Restriction for words count: should be more than 200 words/post for facilitating the research study. For example: Twitter posts did not count for the study (Twitter has a character limit of 140).
3. Each blogger should complete at least 30 posts every year.

The study was designed to analyze a number of posts in the chosen journalists' blogs. Three posts were randomly selected from each journalist's blog every year.

The timeframe for the study was a 6-year period from 2006 to 2011. By searching the journalists' blogs, 2006 could be considered an early start. Before 2006, not too many posts could be found. In order to keep the trend representative, 2006 was chosen. On the other hand, all the posts in 2011 were selected before March. To some extent, the posts on personal blogs contain a unique characteristic: randomization. Unlike daily newspapers, by giving a randomly picked date, the chance that the blogger did not post on that certain day exists. If the posts were not available on a selected date, the date will be randomly picked again until a post could meet the requirements. Also, some journalists may not start their personal blogs as early as others did in 2006. In this circumstance, the posts selected began with the earliest existing date. As a result, a total of 430 posts were picked as a sample. The unit of analysis was each post.

A coding sheet (attached in the appendix 2) was developed with a focus on convenience and intensiveness, which was measured by checking for the key words in each posts. The key words were categorized into 14 primary types (7 for professional posts and 7 for personal posts). The study did not calculate how many times each type was mentioned in the posts. Otherwise, as long as the key word appeared in the posts, the

corresponding category was checked. For instance, even if key words appeared multiple times, the corresponding category was checked only once.

A series of questions was developed for the posts with a focus on the event in the posts or the issues related to it. Occasionally, journalists may mix their professional life and personal life together. The detailed questions primarily included the following:

1. Bloggers may mention a professional organization (which was suitable for the second category in professional posts), but he/she mentioned it within a personal action process. How should this key word be categorized?
2. Bloggers may attend a conference because of their work, even giving a speech on journalistic issues. How should that be counted?

These two questions were examined by applying one clear and definite standard, which required that the professional variables could be checked only if the key words directly referred to the journalist bloggers' professional daily work. In any other cases, the key words were categorized into personal posts. Meanwhile, in some situations, a company has adopted the same name for its name as well as its main product name or platform name, such as Google. In this scenario, whether the key word should be counted for organization's name or program/platform should be decided carefully by judging the bloggers' intention.

Two coders were trained to test the coding sheet. Ten percent of the total sample was randomly selected to test inter-coder reliability. As a result, the intercoder reliability was 91.64% (see appendix 3).

To build upon the research of the content analysis, the researcher also conducted an online survey to gauge journalists' opinions of blogs and if having a personal blog affected their attitudes toward new technology.

Sampling Strategy

Considering the particulars of this study, only journalists who currently work for news organizations were eligible. Citizen journalists were not surveyed. Considering that blog-tracking sites will not work well in meeting the study's needs, the researchers purchased an e-mail directory from Editor & Publisher, the trade magazine for the newspaper publishing industry. The researchers identified people from the staff directories of all the member publications in Editor & Publisher who held the position of either Web, online, or Internet editor. The assumption is that journalists who worked in the online department are the most likely people to have a personal blog. The e-mail directory had nearly 400 contacts. To increase the population, the researcher went through 1,000 newspapers' websites and looked for journalists with a title related to either "online" or "digital" editor or manager. From the Gale Directory, the researcher acquired nearly 400 contacts. Thus, the total number of sample was 756. The survey invitation was sent through Qualtrics, an online survey application. One week after sending the survey, the researcher sent reminders to those who had not completed the study. The researcher sent a total of three reminders over a three-week period.

In the survey (appendix 1), uses and gratification theory was applied to examine the relationship between blogs and their effects on various attitudes. Diffusion of innovations theory was used to investigate whether social influence and journalists' age may affect journalists' attitude toward adopting new technology. Furthermore, the

technology acceptance model was applied to test the relationship between perceived usefulness and journalists' attitudes.

The respondents were asked whether they had a personal blog at the beginning. Respondents who replied that they blogged were then guided to answer a series of questions about their blogs. The questions included how often they write on their personal blog; why they blog, what content they mention and how often they write. All the respondents were asked a series of self-reflection questions about blogging and new media. The questions included how do you describe yourself and what are your attitudes toward blogs. Some of the questions were adapted from Chung et al (Chung et al., 2007) and Rodgers and Sheldon's 12 items for Web Motivation Inventory (WMI). The questions regarding blog usage relied on a 5-point Likert scale with response options ranging from never (1) to very frequently (5). Finally, demographic questions were asked, such as age, gender race and education level. Additionally, work characteristics, such as years participating in the profession, were asked to facilitate the analysis.

Response Rate

The survey was closed one week after the third reminder was sent. The number of responses was 76. Among them, 65 had answered all the questions. Moreover, 22 respondents said they had a personal blog.

In examining e-mail surveys, many benefits were mentioned by scholars: quick response speed, low cost efficiency and easy tracking (Sheehan and McMillan, 1999; Flaherty, Honeycutt and Powers, 1998; Watt, 1999). Conversely, the response rate was hard to control and predict, and this became a lasting concern for scholars. In reality, many factors influence the survey response rate: survey length, sample size, geographic,

incentives. Many studies indicated that longer mail surveys were likely to have lower response rates (Herberlien & Baumgartner, 1978; Steele, Schwendig, & Kipatrick, 1992; Yammarino, Skinner, & Childers, 1991). Anderson, Sharp and Reynolds (2010) mentioned that in e-mail based surveys, respondents could not count the pages or questions before they actually chose to take it. Thus, respondents must rely on survey providers' prediction about the survey length.

Combined with prior studies' suggestions, the following reasons should be considered for why the response rate was not large.

1. According to a Web definition about how to define the length of a survey (www.peoplepulse.com.au/Survey-Response-Rates.htm), short-length surveys consists of up to 12 questions; Medium-length survey consists of 12-25 questions; Long-length survey consists more than 25 questions. According to this definition, this study was a long-length survey.
2. The survey was only send to journalists with the title "web master" or "web manager". The researcher assumed that if journalists work in web-related area, they should understand the new technology better and may experience blogging at work. Thus, those journalists may have a great chance to have personal blogs. To some extent, e-mail survey was only send to "web master" and "web manager" limited sample size.
3. Before launching the survey, the researcher sent it to several friends for a pre-test. The average time for them to accomplish the survey was about 10-12 minuets. This is what the researcher indicated in the introduction. However, actual responses time was around 5-8 minutes. The long expected time for accomplishing the survey may have misled journalists to choose not to take it. The main reason respondents to the pretest took longer

to finish was the survey was designed for professional journalists, who were well trained. Conversely, the people who took the pre-test were college students. Four were journalism students, but none of them were professional journalists. Considering the total population was only 756, I did not want to risk asking professional journalists to take the pre-test.

4. Right before I sent the third time reminder, the researcher received an e-mail from one of the respondents. She indicated that the link to the survey seems like a virus, which leads her to choose to not take it. The following is a quote from her email:

I think I might be able to help you by telling you why I keep on deciding to respond, as others are probably reacting the same way. First of all, anytime anybody gets email they have to wonder if it's a way to distribute a virus or to get you on somebody's mailing list. The return email address shown on your email does not inspire confidence-noreply@qemailserver; looks like a generic mail that specifically blocks you from having to actually talk to anybody who wants to respond.

I would be more likely to participate if you got me to the survey by saying something like: go to the Ohio Scripps University website, and click on links such and such or so and so to get to the survey. That way I could just google Ohio Scripps and make sure I was going to a legitimate site before getting myself involved with what could be a site set up specifically to hand out viruses.... No way to distinguish between this email and one that's sent out to distribute malware of some kind. If you put the survey on the university server and then give people directions about how to navigate there, they'll feel a lot more secure than by clicking a link in an unsolicited email.

The survey was automatically sent by Qualtrics; thus the link contains a unique prefix. It is hard for people with less knowledge of Qualtrics to recognize the prefix. I did not realize that this could be an issue. I used Qualtrics to deliver the survey because it is able to track who took the survey and who did not easily. Furthermore, Qualtrics allowed me to send reminders only to those who did not take the survey.

The number of valid responses limits the explanatory power of the study. However, the 65 responses provide a basis for an exploratory study that can lay the

groundwork for a more representative study later. The exploration here focuses on the attitude differences between journalists who have a personal blog and those who do not.

Sample Demographic

Gender, Age and education. Out of 65 valid respondents, male respondents (67.7%) outnumbered female bloggers (32.3%). Ages ranged from 19 through 64 years, but the average age of participants was 42.6 years. Half of the respondents were in the 35-54 age bracket. As for the education level, no respondents reported they had less than a high school degree. Nearly three fourths (72.3%) had a bachelor's degree. The demographics of the sample are shown below.

Table: 3

Sample demographics			
Group (N=65)		Frequency	Percentage
Gender			
	Male	44	67.7
	Female	21	32.3
Age			
	18-24	6	9.2
	25-34	13	20.0
	35-44	16	24.6
	45-54	16	24.6
	55 and up	14	21.5
Education			
	Less than High School	0	0
	High School/GED	2	3.1
	Some College	8	12.3

Table 3: continued

Bachelor's Degree	47	72.3
Graduate Degree	8	12.3

Gender, Age and education, break out by those who had a personal blog against those who didn't. The average age for journalists, who had a personal blog was 42.7, while it was 42.5 for those who did not have a personal blog. All the respondents who claimed that they had a personal blog reported some college or upper-level education background.

Table 4

Demographic for journalists who had a personal blog

Group (N=22)	Frequency	Percentage
Gender		
Male	13	59.1
Female	9	40.9
Age		
18-24	1	4.5
25-34	6	27.3
35-44	4	18.2
45-54	6	27.3
55 and up	5	22.7
Education		
Less than High School	0	0
High School/GED	0	0

Table 4: continued

Some College	2	9.1
Bachelor's Degree	16	72.3
Graduate Degree	4	18.2

Table 5

Demographic for journalists who did not have a personal blog

Group (N=43)	Frequency	Percentage
Gender		
Male	31	72.1
Female	12	27.9
Age		
18-24	5	11.6
25-34	7	16.3
35-44	12	27.9
45-54	10	23.3
55 and up	9	20.9
Education		
Less than High School	0	0
High School/GED	2	4.7
Some College	6	14.0
Bachelor's Degree	31	72.1
Graduate Degree	4	9.3

CHAPTER 6: RESULTS

RQ1. What type of topics do journalists mention the most on their personal blogs?

As mentioned in the content analysis, both professional and personal posts were categorized into 7 types/variables (see appendix 2: Coding sheet). Analysis of the total number of each variable during 2006-2011 time period could help answer what category journalists mentioned most in their personal blogs. If viewing professional and personal variables separately, as indicated in Figure 2, the second and the fourth variables had the highest numbers (The second variable is media and related organization's name and the fourth variable is scholar/boss/colleague name). Figure 3 showed similar outcomes, which demonstrated that variable 2 and 4 were the top two variables (The second variable is the organization's name and the fourth variable is family member/friend/other person name). Combining the results from Figure 2 and Figure 3 suggests journalists mention their organization's name and person's name most in their personal blogs.

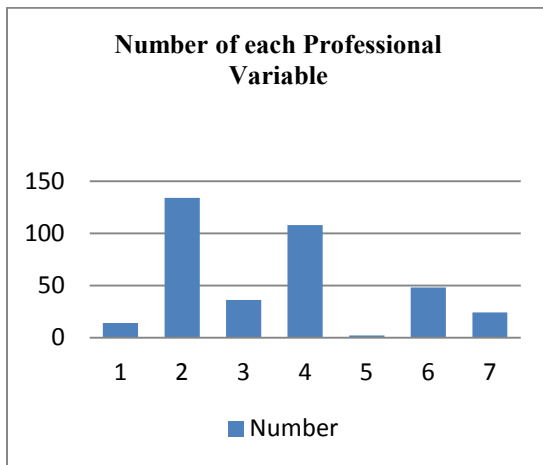


Figure 2.

Number of each Professional Variable. 1=Working location, 2=Media related organization's name, 3=Media and related terminology, 4=Scholar/boss/colleague name, 5=Media and related theory, 6=Program, 7=Emotion/attitude at work

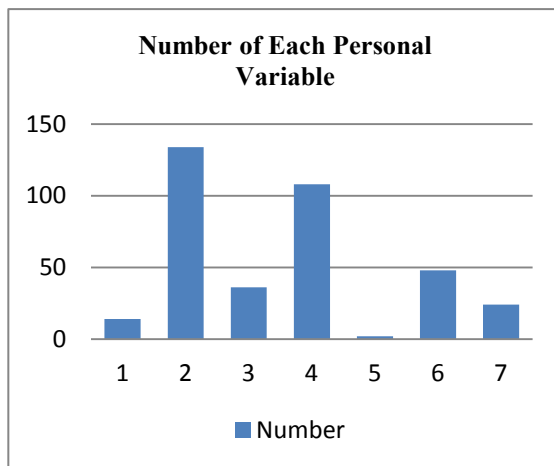


Figure 3

Number of each Personal Variable. 1=Location, but nor related to work, 2=Organization's name, except media organization, 3=Leisure/interests, 4=Family members/friends/other person name, 5=Personal action/opinion, 6=Program name, except media program, 7=Emotion, other than at work.

RQ2. What motivation has a stronger influence on journalists' bloggers: intrinsic or extrinsic?

In this study, intrinsic motivation and extrinsic motivation was distinguished by one main guideline: does the journalist pursue any kind of reward through his or her blog? The e-mail based survey addressed 15 motivations to test why journalists blogged. Among the 15 motivations, six of them were categorized as intrinsic motivations: for enjoyment; practice techniques I might use at work; think out loud about work projects; write things I am not able to at work; document personal experiences and express myself creatively. The other nine motivations were extrinsic: solicit feedback from readers; connect with the community; network and meet new people; entertain my readers; communicate with family members and friends; share my knowledge about the news; influence the way people think about the news; motivate others to action and provide information to stories I have covered at work.

Among the 22 respondents who have personal blogs, express myself creatively (intrinsic motivation) was selected 16 times. This was the most common motivation. The second most common motivation was to document personal experiences, also an intrinsic motivation. It was checked for 15 times. The third and fourth most common motivations were write things I am not able to at work (intrinsic motivation) and connect with the community (extrinsic motivation). They were checked for 13 times. The number of times the intrinsic and extrinsic motivations were selected are summarized in tables 6 and 7.

Table 6

Intrinsic motivation	
Intrinsic Motivation	Check Times
Express myself creatively	16
Document personal experiences	15
Write things I am not able to at work	13
For enjoyment	13
Think out loud about work projects	5
Practice techniques I might use at work	4

Table 7

Extrinsic motivation	
Extrinsic Motivation	Check Times
Connect with the community	13
Entertain my readers	12
Share my knowledge about the news	12
Communicate with family members and friends	10
Network and meet new people	9
Solicit feedback from readers	9
Motivate others to action	5
Provide additional information to stories I have covered at work	5
Influence the way people think about the news	4

Add the times that journalists checked each intrinsic motivation together, and the total is 66. Divided by the number of intrinsic motivations 6. The mean is 11. By the

same methodology, the mean for extrinsic motivations was 8.78. In comparing the means, intrinsic was higher than extrinsic motivation. In addition, the top two motivations that journalists checked were both intrinsic motivations. Thus, the study suggested that intrinsic motivation has a stronger influence on journalist bloggers.

H1. Those who have personal blogs are more likely to consider a blog having positive influence on journalists’ work than those who do not.

To measure this hypothesis, I operationalized blogs having a positive influence on journalists’ work with the Likert-type question blogs are useful tools that provide journalists with credible sources in the e-mail survey. The respondents who have personal blogs and who do not were grouped for t-test in SPSS. The significant level is 0.032, p value<0.05. The results are summarized in Table 8.

Table 8

T-test for blogs are useful tools that provide journalists with credible sources					
t-test for Equality of Means					
	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Blogs are useful tools that provide journalists with credible sources	2.191	63	0.032	0.455	0.207

P value is 0.032<0.05. There is significant different between the two groups.

Thus, the hypothesis was supported.

H2. Those who have personal blogs are more likely to recognize blogs as a valued tool in the journalism industry than those who do not.

In the e-mail survey, blogs as a valued tool in journalism industry was tested by respondents' attitude to the question "blogs are now standard journalistic tools". The respondents who have personal blogs and who do not were grouped for T-test in SPSS. The significant level is 0.095.

Table 9

T-test for blogs are now standard journalistic tools

	t-test for Equality of Means				
	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Blogs are now standard journalistic tools	1.693	63	0.095	0.397	0.253

The p value is $0.095 < 0.10$. As an exploratory study, there is a significant difference between the two groups. The hypothesis was supported.

H3. Journalists avoid writing work related issues on their personal blogs.

Table 11 shows that out of 430 posts examined in the content analysis, professional variables were checked 198 times. On the other hand, personal variables were checked 373 times, which is much more than professional variables.

Table 10

The times that variables checked for Professional Posts and Personal Posts			
	Total number of posts	The times of Professional variables were checked	The times of Personal variables were checked
43 Journalists	430	198	373

Furthermore, the frequency table illustrated that more than half (54 %) of posts did not talk about professional work-related issues at all. Besides that, 20.7% of the posts mentioned a professional-related issue only once. This is the second highest number in professional posts frequency table. On the contrary, only 57, which comprise 13.3% of the posts, did not mention personal issues among those 430 posts. Meanwhile, the highest frequency for personal posts was 163, more than one third of the total percentage. The results are summarized in Table 11.

Table 11

Frequency for Professional Posts and Personal Posts				
	Professional mentions	Percent	Personal mentions	Percent
0	232	54.0	57	13.3
1	89	20.7	92	21.4
2	65	15.1	163	37.9
3	32	7.4	97	22.6
4	10	2.3	16	3.7
5	2	0.5	5	1.2

Both total number and the highest frequency suggested journalists write more personal related issues on their blogs than professional work related issues. Thus, the hypothesis was supported.

H4. Those who have personal blogs are more likely to say blogs are not a threat for the journalism industry than those who do not.

In order to test whether respondents who have personal blogs and those who don't think blogs are not a threat for my industry, the respondents, who have personal blogs and who do not were grouped for T-test in SPSS. The significant level is 0.058.

Table 12

T-test for blogs are not a threat for my industry					
t-test for Equality of Means					
	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Blogs are not a threat for my industry	1.934	63	0.058	0.474	0.245

The p value is $0.058 < 0.10$. The hypothesis was supported.

H5. Those who have personal blogs are more likely to think blogging will help them accomplish their professional work than those who do not.

Blogging will help journalists accomplish their professional work was tested in the e-mail survey by asking the following attitude question: blogs eliminate intermediaries, making it easier for me to reach my audience. The respondents, who have

personal blogs and who do not were grouped for T-test in SPSS. The significant level is 0.149.

Table 13

T-test for blogs eliminate intermediaries, making it easier for me to reach my audience					
t-test for Equality of Means					
	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Blogs eliminate intermediaries, making it easier for me to reach my audience	1.460	63	0.149	0.316	0.216

The p value is $0.149 > 0.10$. The hypothesis was rejected.

H6. Journalists' age has a negative effect on people's intention to use the blogs.

Among the 65 respondents for e-mail based survey, 22 of them claimed that he/she has a personal blog. Summed up the age of those who claimed they have a personal blogs, the total number is 939, while the total number of age for journalists who do not have a personal blogs is 1828. In order to test the hypothesis, the mean of each variable was calculated. For journalists, who have a personal blogs group, the mean is 42.6. On the other hand, the mean for journalists, who do not have a personal blogs is 42.51.

Table 14

Total number and mean for blogs		
	Has personal blogs	Do not has personal blogs
Total Number of Age/year	939	1828
Mean/year	42.6	42.51

The mean for journalists, who has personal blogs is a bit higher than journalists, who do not has personal blogs, but this difference is not statistically significant Thus, the hypothesis was rejected.

H7. How many years a journalist works in the industry has a negative effect on people’s intention to use blogs.

In the e-mail based survey, how long a journalist has worked in the journalism industry was calculated by months. The total number for journalists who have a personal blog is 1561, while the total number for journalists, who do not have a personal blog is 3689. The means for two groups are 71.0 and 85.8.

Table 15

Working length and mean for bloggers		
	Has personal blog	Do not has personal blog
Total number for working length/month	1561	3689
Mean/month	71.0	85.8

The average length for how many months do journalists work in journalism industry are: 71.0 for those who has a personal blog; 85.8 for those who do not has a personal blog. Although journalists, who do not have a personal blog tend to have worked in the journalism industry longer than those who do have a personal blog, the mean difference between the two groups is less than one year. It is hard to judge whether the hypothesis was accepted or not by applying the existing data. Thus, the hypothesis was unknown.

H8a. Journalists' attitudes toward blog innovations will positively effect perceived usefulness (PU).

Journalists' attitudes toward blog innovations were measured by correlations. In this study, two journalists' attitudes were tested: "Blogs help me sort through and analyze information quickly" and "Blogs are useful tools that provide journalists with credible sources". Nine perceived usefulness measures were tested with each of attitudes.

In the first part of the correlations table, all 65 respondents were tested as a whole group. The attitude, Blogs help me sort through and analyze information quickly has a positive correlation with three perceived usefulness measures: Blogs eliminate intermediaries, making it easier for me to reach my audience, Blogs are factual and Blogs can be trusted. Among these three, Blogs help me sort through and analyze information quickly has a strong influence on Blogs eliminate intermediaries, making it easier for me to reach my audience (Correlation significant is 0.000).

Table 16

Overall correlation between journalists' attitude: Blogs help me sort through and analyze information quickly and perceived usefulness

	Blogs eliminate intermediaries, making it easier for me to reach my audience	Blogs are factual	Blogs can be trust
Blogs help me sort through and analyze information quickly	.560**	.280*	.269*

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Journalists, who replied they have a personal blog and who do not were tested separately in the second part. Among the 22 journalists who have a personal blog, considered blogs help me sort through and analyze information quickly has positive effect on Blogs eliminate intermediaries, making it easier for me to reach my audience, Blogs are useful in crisis situations and Blogs are not a threat to my industry. In the contrary, only Blogs eliminate intermediaries, making it easier for me to reach my audience had significant correlation among journalists, who do not have a personal blog. There are 43 respondents claimed that they do not have a personal blog.

Table 17

Correlation between journalists' attitude: Blogs help me sort through and analyze information quickly and perceived usefulness divided by whether they have a personal blog or not

		Blogs eliminate intermediaries, making it easier for me to reach my audience	Blogs are useful in crisis situations	Blogs are not a threat to my industry
Blogs help me sort through and analyze information quickly	Yes	.519*	.529*	.465*
	No	.563**	.033	.041

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

All 65 respondents' attitude that Blogs are useful tools that provide journalists with credible sources were tested as a whole group. The correlations showed that journalists' attitude had a positive effect on five perceived usefulness: Blogs eliminate intermediaries, making it easier for me to reach my audience, Blogs are now standard journalistic tools, Blogs are useful in crisis situations, Blogs are factual and Blogs can be trusted. Except for blogs can be trusted, perceived usefulness stated a strong correlation. Blogs eliminate intermediaries, making it easier for me to reach my audience (significant level is 0.009); Blogs are now standard journalistic tools (significant level is 0.001); Blogs are useful in crisis situations (significant level is 0.001); and Blogs are factual (significant level is 0.001).

Table 18

Overall correlation between journalists' attitude: Blogs are useful tools that provide journalists with credible sources and perceived usefulness

	Blogs eliminate intermediaries, making it easier for me to reach my audience	Blogs are now standard journalistic tools	Blogs are useful in crisis situations	Blogs are factual	Blogs can be trusted
Blogs are useful tools that provide journalists with credible sources	.322**	.391**	.408**	.414**	.304*

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

The attitude Blogs are useful tools that provide journalists with credible sources has a positive effect on journalists' perceived usefulness were tested separately based on whether journalists own a personal blog. For the group who has a personal blog, Blogs are useful tools that provide journalists has positive effect on three perceived usefulness: Blogs eliminate intermediaries, making it easier for me to reach my audience, Blogs are now standard journalistic tools and Blogs are useful in crisis situations. Among the three perceived usefulness, Blogs eliminate intermediaries, making it easier for me to reach my audience and Blogs are useful in crisis situations stated a strong correlation. The significant level is 0.004 and 0.003. There is no relationship between the attitude: Blogs are useful tools that provide journalists with credible sources and the perceived usefulness: blogs eliminate intermediaries, making it easier for me to reach my audience for journalists, who do not have a personal blog. The same attitude has a positive effect on the other two perceived usefulness: Blogs are now standard journalistic tools

(significant level is 0.044) and Blogs are useful in crisis situations (significant level is 0.034).

Table 19

Correlation between journalists' attitude: Blogs are useful tools that provide journalists with credible sources and perceived usefulness divided by whether they have personal blog or not

		Blogs eliminate intermediaries, making it easier for me to reach my audience	Blogs are now standard journalistic tools	Blogs are useful in crisis situations
Blogs are useful tools that provide journalists with credible sources	Yes	.591**	.446*	.611**
	No	.144	.308*	.324*

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

The study results suggested that some journalists' attitudes toward blogs innovation positively effect perceived usefulness. The hypothesis was partly supported.

H8b. Perceived Usefulness will positively affect on journalists' attitude toward participating in blog. (Actual Behavior)

Participation in blogging could be refereed as the Actual Behavior in this study. Specifically, Actual Behavior was represented by two elements: whether journalists have a personal blog and how often journalists write on their personal blogs.

The study applied T-test in SPSS to test the first part of H8a. There are three perceived usefulness out of 10 will positively affect whether journalists have a personal blog. They are Blogs are now standard journalistic tools, Blogs are useful tools that provide journalists with credible sources and Blogs are not a threat to my industry.

Among the three perceived usefulness, Blogs are useful tools that provide journalists with credible sources had a strong positive influence on determine whether journalists have a personal blog. The p value is $0.032 < 0.05$.

Table 20

T-test for PU and AB

	t-test for Equality of Means				
	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Blogs are now standard journalistic tools	1.693	63	0.095	0.397	0.235
Blogs are useful tools that provide journalists with credible sources	2.191	63	0.032	0.455	0.207
Blogs are not a threat to my industry	1.934	63	0.058	0.474	0.245

The second part of Actual Behavior can only be tested on journalists, who have a personal blog. By testing 10 perceived usefulness, none of them has correlation with how often do journalists write on their personal blogs.

The study results suggested that some perceived usefulness positively affect whether journalists have a personal blog. Conversely, perceived usefulness has no

correlation with how often does a journalist write on personal blog. Thus, the hypothesis was partly supported.

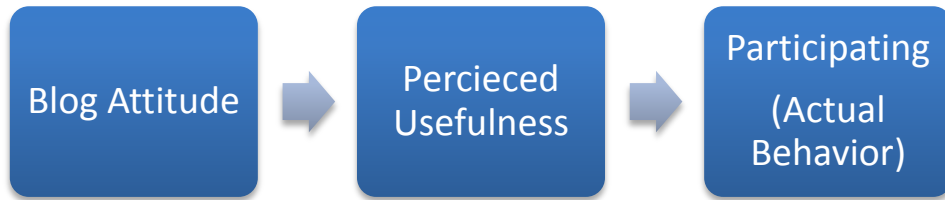


Figure 4

The structure for BA, PU and AB

CHAPTER 7: DISCUSSION

The first part of this study examined the content on journalists' personal blogs to find out what they write. More specifically, the expectation of the study was to come up with the number of professionally related issues and personally related issues on their blogs. As the literature stated earlier, it is meaningful to look at the content on journalists' personal blogs as analyzing the content is the most obvious way to understand a blog. The special functions that journalists play in society have to be considered carefully.

The findings suggested that journalistic bloggers write more personally related issues than professionally related issues on their personal blogs. Although the number of professional posts was not as high as expected, almost all the content on journalists' blogs was connected with the journalism industry more or less. One of the main purposes for the study was not to distinguish professional posts and personal posts by considering each post as either one or the other, but to count the number of each variable under professional and personal groups. As mentioned before, sometimes it was extremely hard to distinguish professional posts from personal posts (Papacharissi, 2007). The reason is that different from other bloggers, journalist bloggers mix the two kinds of motivations together. They may start blogging with an intrinsic motivation. But in order to meet readers' needs and stay motivated by positive feedback, they tend to write what readers want to read instead of what they would like to write. In addition, being a journalist is a never-ending job. Journalists' personal life was filled with journalistic issues. For instance, a journalist blogger may devote himself/herself into a non-work related club by contributing his/her professional knowledge. However, by following the coding rules, only the blogger who mentioned journalistic issues directly related to their professional

work would be counted for professional posts. This may be one reason that the number of professional posts was less than personal posts. In fact, it could be seen from the number of posts that journalist bloggers shared their professional knowledge and discussed journalism-related issues in their personal blogs even if it was not directly connected to their job. Normally, the approaches journalist bloggers adopted were to share conference and publication information, introduce fascinating programs and encourage a young generation to participate in journalism.

In addition, the topics journalists mention the most on their personal blogs are names in both professional and personal variable groups. In fact, the top two variables in both groups are all name variables. In professional groups, the top two variables are media-related organization's name and scholar/boss/colleague name. On the other hand, in personal groups, the top two variables are organization's name, except media-related organization and family members/friends/other person's name. According to Huang, Chen and Lin (2005)'s study, there were five motivations that affect bloggers writing intention: express one's self; anonymous; information/contact information; social interaction and public comments. No matter what motivations drive journalist bloggers to write, in order to express emotion and tell stories clearly, names are indispensable factors. Thus, the fact that names were mentioned the most on journalists' personal blogs was reasonable and predictable.

The e-mail survey was the second part of the study. Three major questions were tested in the survey: 1. The relationship between blogs and their effects on various attitudes. 2. Whether social influence and journalists' age affect journalists' attitude toward adopting new technology. 3. The relationship between perceived usefulness and

journalists' attitudes. Although 65 respondents was not a large sample, the study did find statistical significance on a number of tests and serves as a viable exploratory analysis of an understudied phenomenon.

The first examination of motivations in the survey was whether they were intrinsic or extrinsic. Table 8 showed that the mean for journalists who checked the intrinsic motivations was 11; while the mean for extrinsic motivations was 8.78. In general, the study suggested intrinsic motivation has a stronger influence on journalists' bloggers, which answered research question 2. Some journalistic bloggers may be motivated by positive feedback from readers, which means they were driven by extrinsic motivations and tend to write what readers want. The study indicated that most journalists insist they write what they would like to write. According to Herring et al. (2007); Huang et al. (2007) and Papacharissi (2007), intrinsically motivated journalist bloggers would write content on their blogs that focuses on "relating personal experiences and thoughts". Table 6 supported this idea. Express myself creatively and document personal experiences were the most two popular motivations and they are both intrinsic motivations. Over all, there are seven motivations checked by more than half of the respondents (The total number for journalists who replied they have a personal blog is 22. Thus, the motivation should be checked at least 11 times). Among these seven motivations, four are intrinsic motivations: express myself creatively (16 times); document personal experiences (15 times); write things I am not able to at work (13 times) and for enjoyment (13 times). The other three are extrinsic motivations: connect with the community (13 times); entertain my readers (12 times) and share my knowledge about the news (12 times). These seven motivations match prior scholars (Huang, Chen and Lin,

2005)' achievement on bloggers writing intention. Express myself creatively, document personal experiences and write things I am not able to at work match the intention of expressing one-self. In addition, as bloggers do not have to identify themselves on personal blogs, the intention being anonymous could be applied to write things I am not able to at work as well. Connect with the community fulfills the social interaction and information/contact information intentions. Besides what prior scholars concluded, entertain my readers and share my knowledge about the news are two unique motivations for journalists. Although some may argue that everyone can share knowledge about news, journalists' professional ideas enhance what is presented online. In addition, share my knowledge about the news explains Chu (2012)'s point that journalist bloggers "used blogs to make journalistic lives and professional ideology". This trait renders journalists' blogs different from other blogs. Meanwhile, they can play a unique and important role in society.

Motivations influence what bloggers are going to write. Intrinsic motivation was one of the main reasons that journalists' bloggers write about more personal issues than professional issues on their personal blogs. The statistic in table 11 for Hypothesis 3: journalists are avoiding writing work-related issues on their personal blogs also showed similar results. Out of 430 posts, professional variables were checked 198 times. On the other hand, personal variables were checked 373 times, which is much more than professional variables. Meanwhile, the frequency table 12 illustrated a huge difference between professional posts and personal posts. More than half of the posts did not talk about professional work-related issues at all; while around 60% posts mentioned personal related issues more than twice. As the literature mentioned before, whether a journalist

could or should become a blogger has been debated for almost a decade (Blood, 2003; Andrews, 2003; Domingo and Heinonen, 2008; Singer, 2005, 2007). A number of scholars pointed out that the problem for journalism is a lack of professional boundaries (De Bruin, 2000; Johnstone et al., 1976; Tunstall, 1971; Weaver and Wilhoit, 1986; Winch, 1997). As a profession, “journalists have never had a shared sanctioned knowledge base in the way that doctors or lawyers have (Singer, 2003).” The problem lays even more stress on the blogosphere. Rector (2008) stated that journalists’ personal blogs may bring unwanted attention to their news organizations. Some news organizations, for instance: *New York Times* and *Los Angeles Times*, have precise guidelines to direct their journalists’ blogs, which concluded that journalists should avoid to write work related issues on their personal blogs. Driven by intrinsic motivation and restrict by guidelines, journalists bloggers write more personal related issues on their personal blogs than professional work related issues.

Digital journalism is transforming traditional media in many ways, including the shift from modernism to postmodernism (Melissa, 2005) and from one-to-many communication to many-to-many communication (Gillmor, 2004a). Just as digital media transformed the mainstream media, digital technologies changed how journalists accomplish their work as well (Pavlik, 2001, p. xiii). The change can be good or bad. It mainly depends on how journalists applied blogs to their work. On one hand, if speed is the only factor that bloggers pursue from blogging, then the change may become a threat for the media industry. Conversely, based on prior literature, this study assumes that as long as journalists adopted blogs, they will realize the advantages of blogs are more important than disadvantages. Especially when applied to blogs as a journalist tool,

journalists might “expose the raw material of their stories in progress,” ask “readers for their expert input” or “write follow up stories” based on the feedback from readers (p. 74). H2 and H4 were accepted. This means that journalists who already adopted blogs do not deem blogs a threat to journalism. On the contrary, they valued blogs as a standard tool in journalism industry.

H1 and H5 both questioned the relationship between blogs and journalists’ work. H1 suggested that those who have personal blogs are more likely to think blogs have a positive influence on journalists’ work than those who do not. The tests of H5, however, did not suggest that those who have personal blogs were more likely to think blogging will help them accomplish their professional work than those who do not. The difference illustrated that although journalists positively consider that blogs could benefit their professional work, they are less likely to apply blogging in a real-world situation. From my analysis, the reasons that caused differences between H1 and H5 are the following: 1. Today, blogs are a standard journalist tool, but are not an indispensable tool. 2. How many years a journalist works in the journalism industry may have a negative effect on people’s intention to use blogs, which was tested in H7. 3. Not all journalists need to apply blogs to their work. As diffusion and innovation theory suggested, the journalism industry is in the process of adopting blogging. This means that some journalists have the intention to apply blogs to their work; however, the journalism industry as a whole has not built an environment for blogs to play a predominant role yet.

Hypothesis 6, journalist’s age has a negative effect on people’s intention to use the new technology, was rejected. As the literature stated, age’s effect on a journalist adopting a new technology was identified as an external social influence. The rejection

on hypothesis 6 illustrated that external influences are not the only determining factors for adoption. This study adopts Bhattacharjee (2000)'s method to classify social influences as external and interpersonal. Thus, interpersonal elements have a strong influence on social influences as well. As the hypothesis 6 was rejected, it means interpersonal influences play an important role in journalists' adoption of a new technology. According to Bhattacharjee (2000), interpersonal includes the opinions of the people you know personally, such as "colleagues," and "superiors" (p. 411-420). It seems that journalists spurred by their counterparts to adopt a new technology, such as a blog, can overcome the influence of age. This result suggests that instead of considering blogs as a threat to the journalism industry, journalists now tend to consider blogs as standard journalism tools, which can benefit their work. Considering the unique features of blogs, as well as the facilitations that blogs bring to journalists' work, that journalism industry should reconsider blogs' status. Journalists, audiences and news organizations are both able to benefit from journalists' blogging. Additionally, journalists who played the early adopters from diffusion and innovation theory should contribute more on driving the social influence to move forward and develop the adoption of blogs.

Hypothesis 7, how many years a journalists works in the industry, having a negative effect on people's intention to use new technology was unknown. With the existing data, the difference between the two groups is less than one year. Although the small difference may not be able to answer the hypothesis 7, the statistic may illustrate interesting stories. The Journalists pursue persistent value, which means normally they do not change things much. In the literature, many argue that blogs are a threat because they are changing traditional media as well as journalists (Schultz and Sheffer, 2007;

Christopher, 2006). The assumption is if a journalist joined the industry before blogs become a standard tool, he/she has gotten used to working without using blogs. Thus, when blogs entered the journalism industry, these journalists are more likely to consider blogs as a threat and have lower potential to adopt the blogs. The study results supported this assumption. The mean working length for journalists who had a personal blog is 71.0 months, while it is 85.8 months for journalists who do not have personal blog.

On a related note, Schultz and Sheffer (2007) explained diffusion theory suggests that journalists who worked in journalism industry for a long period of time are more likely to lag behind in implementing new media technologies such as blogging. This could also include active resistance to changes brought about by blogging. The longer a journalist worked, the more difficult his/her habits are to change. Journalists who are charged with the online content of news should be the early majority. Other journalists will be late majority. But even among this group, those who have worked a long time in journalism remain laggards. In general, the journalism industry is in the process of adopting blogging. Those who are not willing to start personal blogs still need time to accept the changes. The more news organizations applied blogs as a journalistic tool, the easier journalists adopted blogs for professional work.

The study applied Pearson's correlations to test the relationship between journalists' attitudes toward blog innovations and perceived usefulness. Generally speaking, the study tested two attitudes: "blogs help me sort through and analyze information quickly" and "blogs are useful tools that provide journalists with credible sources". The first attitude tested the relationship between blogs and information in general. The second attitude focused on how journalists think blogs are able to facilitate

their work. The study first tested all 65 respondents as one group, then separated the journalists into two groups: those who have personal blogs and those who do not. The intention was to investigate whether attitudes influence the differences in perceived usefulness among people who already adopted new technology and those who do not. Many scholars suggested that people's innovativeness level positively affects adopting new technologies (Lewis, Agarwal and Sambamurthy, 2003; Mao, Srite, Thatcher and Yaprak, 2005). The study results suggested that prior scholars' ideas were partially workable when applied in journalists and blog aspects.

Among the 65 respondents, the attitude "Blogs help me sort through and analyze information quickly" has a positive effect on three perceived usefulnesses: "Blogs eliminate intermediaries, making it easier for me to reach my audience"; "Blogs are factual" and "Blogs can be trusted". It seems that if journalists can trust the information on blogs, they tend to trust blogs as a whole. In addition, the more journalists trust blogs the more blogs can help them sort through and analyze information, and the more they believe blogs could help them reach their audience. The strong correlation suggested that when journalists considered that they could apply blogs as an information filter and analyze information quickly, they were more likely to deem that blogs are a useful tool for information seekers.

Following the same attitude, journalists who have a personal blogs may have stronger perceived usefulness compared with those who do not. Table 18 suggested that journalists who have personal blogs consider that "blogs help me sort through and analyze information quickly" have strong positive influences on three perceived usefulness: "Blogs eliminate intermediaries, making it easier for me to reach my

audience”, “Blogs are useful in crisis situations” and “Blogs are not a threat to my industry”. Conversely, journalists who do not have blogs only consider “Blogs help me sort through and analyze information quickly” has positive effect on “Blogs eliminate intermediaries, making it easier for me to reach my audience”. Journalists who already applied blogs understand the advantages of blogs better. Even journalists who do not have a personal blog acknowledged that blogs are a convenient and efficiently tool to reach audiences.

Many scholars mentioned the interaction between bloggers and the audience. Schultz (2000) suggested that the Internet offers different forms of interaction that enable journalists and readers to communicate with each other. “Interaction” and “fast” are the two unique features for blogs. These features made blogs useful in crisis situations. By applying blogs, journalists could keep readers updated quickly. Meanwhile, readers are able to discuss the situations with fewer limitations in time and location. Other journalists’ tools, newspapers and television programs, do not qualify for the “interaction” and “fast” features. Thus, blogs is unbeatable.

Compared with the first attitude, which confirmed blogs functions as filters to analyze information, the second attitude resonated more among journalists. The second attitude, Blogs are useful tools that provide journalists with credible sources, suggested blogs as a journalistic tool and brought up a function of blogs: providing credible sources. It seems that the more journalists trust blogs as a useful tool, the more they will consider blogs as standard journalistic tools.

The study results for H8a showed that no matter how we discussed the general relationship between blogs and information or studied blogs’ influence on journalists’

work, most journalists considered that blogs are factual; blogs can be trusted and they did not deem blogs as a threat to journalism industry. In addition, they recognized blogs' advantages: interaction and fast publishing and response. They thought blogs' unique advantages could help them reach audiences and blogs were useful in crisis situations. Based on above results, I summarized the following:

1. Blogs are changing the journalism industry. Even journalists who do not have a personal blog trust blogs.

2. Journalists do a great job utilizing the advantages of blogs in their work.

Avoiding the disadvantages of blogs, blogs may become a standard journalist tool in the near future.

Although the results for H8b showed that perceived usefulness has no effect on how often journalists write on their personal blogs, the results suggested that some perceived usefulness has a positive effect on whether journalists have a personal blog. It was interesting to see that even though the response was toward personal blogs, all the influential factors were somehow related to journalists' professional work. The results suggested that as the literature mentioned, journalists relied on both intrinsic motivation and extrinsic motivation to write blogs. The diffusion and innovation theory explained that journalism industry is in the process of adopting blogs as a new standard journalistic tool. As time passes, the extrinsic motivation may outweigh the intrinsic motivation because blogs will be applied more to journalists' work and meet audiences' needs. Blogs' unique functions could facilitate journalists' work. Thus, it may become a standard journalistic tool.

CHAPTER 8: LIMITATIONS AND SUGGESTIONS FOR FURTHER RESEARCH

This exploratory study has several limitations. First, the disadvantages of content analysis affected the study. The time-consuming issue and the high level of interpretation both had negative influence on the study. Only 10% of the posts, which is 43, were tested with two coders. The inter-coder reliability was 91.64%. Conversely, most of the posts were coded by the researcher only. Thus, researcher's education level and personal intentions may have influenced the content analysis' results. Moreover, the content analysis only analyzed the posts on journalists' blogs from 2006 to 2011. The sample time may not be long enough to conclude journalists' writing habits.

The second study aimed to analyze journalists' attitudes and perceived usefulness based on journalists who have personal blogs and those who do not. Conversely, the sample provided unequal data for the two groups. Among the 65 respondents, only 22 of them had personal blogs. The sample size was small, which hurts the study's ability to represent the entire population.

Not all the bloggers started blogging at the same time, with means that the data collected from each blogger was not equal. In each given year, the number of posts was not the same. Therefore, the ability of this study to represent all journalists who blog was limited. It was also difficult to discriminate whether these bloggers were paid to write.

In addition, the study believes that journalists' blogs played a unique and important role in the society because journalist bloggers post from a journalistic point of view. This made journalists' blogs different from other blogs. However, the unique and important status of journalists' blogs may need more relative studies to prove.

The study creates a baseline for future research by analyzing the content on journalists' personal blogs, as well as investigation of journalists' bloggers' attitudes toward blog innovation and their perceived usefulness. In order to better understand the specialties for journalists' blogs, a combination of qualitative and quantitative study methods needs to be employed in future studies on blogging motivations. Keeping tracking of one journalist blogger, then analyzing every post on his/her blog would provide a good start. A bigger sample size may generate more representative data for the blogger population. In addition, why journalists blog was influenced by both intrinsic and extrinsic motivations; those forces should be professionally sorted and examined to offer better predictions for blogging behaviors.

CHAPTER 9: CONCLUSION

Blogging journalism is redefining traditional journalism as well as the journalism industry. The blogosphere itself is transforming the way people read, gather and collect information. By playing the role of gatekeeper and observer at the same time, journalists were required to behave better not only at work, but also in their personal blogs. The study results suggested that journalists would like to write more personal-related issues on their personal blog compared with professional work-related issues. Intrinsic motivation was one of the main reasons that journalist bloggers write more personal-related issues than professional-related issues on their personal blogs. The guidelines from the news organization, which they worked for may restricted journalists from blogging work-related issues on their personal blog. The study suggested that journalists might be driven by intrinsic motivation to start blogs. At the same time, they may be satisfied by the positive feedback from readers, which means they are also driven by extrinsic motivations.

Although perceived usefulness in this study was related to a journalistic point of view, the results from content analysis suggested that content on journalists' blogs is more personal related. News organizations' strict guidelines, which forbid journalists from posting work-related information, may obstruct journalists' writing intention. If journalists are able to blog with no guidelines like other bloggers, the content on journalists' blogs may contain more work-related issues.

The study suggested that most journalists appreciated the interaction and fast features blogs provide. Blogs' unique functions could facilitate journalists' work. Thus, blogs are qualified to be a standard journalist tool. Journalists who already have a

personal blog tend to apply blogs as a standard journalistic tool more, which can be useful in a crisis situation and help them to reach audiences. In addition, journalists do not deem blogs a threat to journalism industry. As the study results stated earlier, interpersonal influence also has a strong influence on people adopting technology. Thus, journalists who were the early adopters from diffusion and innovation theory, should contribute more on developing the adoption of blogs.

Considering the advantages of blogs, news organizations should not only allow journalists to blog, but also re-write constructions for guiding journalists' blog. News organizations do not put their reputation at risk by letting journalists blog. Moreover, normalizing the blog format would help journalists resist mistakes. Lasica (2003) mentioned several traits of blogs that go beyond gatekeeping. Journalists might "expose the raw material of their stories in progress," ask "readers for their expert input" or "write follow up stories" based on the feedback from readers (p. 74). It seems that blogging will help journalists communicate with readers. In addition, blogging can benefit the news by making the process "transparent" and "inclusive" (Painar and Perrin, 2010). With fewer restrictions, journalists are able to share more information from a journalistic point of view, which is a huge benefit for audiences as well. News organizations should encourage their journalists to blog.

It is not easy to define the relationship between blogs and journalist' work. The study results suggested that those who have personal blogs are more likely to think blogs have a positive influence on journalists' work than those who do not. Conversely, those who have personal blogs do not more likely to think blogging will help them accomplish their professional work than those who do not. The main reason caused the difference

may be that blogs are a standard journalists toll in today's society, but are not an indispensable tool yet. Although journalists positively consider that blogs could benefit their professional work, they are less likely to apply blogging in a real world situation due to the big picture of the journalism industry. Like the study stated earlier, according to diffusion and innovation theory, the journalism industry is in the process to adopt blogs. The more journalists adopt blogs as a standard journalist tool, the more blogs are able to benefit journalist on their work. The hypothesis in this study proved idea by showing that journalists who already adopted blogs less deem blogs a threat to the journalism industry than those who do not.

The study may not be able to conclude big suggestions due to the sample size; however, the existing data and results illustrated interesting traits toward journalists and blogs. General speaking, blogs may not become a threat to the journalism industry like some scholars predicted. As a new journalistic tool, its disadvantages are as obvious as its advantages. Blogging journalists' ethical part was highly tested as journalists may attract by blogs quick feature, then pay less attention on news accuracy. Thus, news organizations have strict deadlines for guiding their journalists blogging and keep journalists away from writing work-related issues on personal blog. Conversely, organizations' guideline may restrict what journalists want to write more or less. In addition, journalists may be restricted by organizations' guidelines to write journalistic point of view on their personal blogs. This is a loss to blog readers, especially who follow journalists' blogs in order to read more news and ideas. The dilemma is crucial, and may not easy solved in a short time period. It requires the effort from journalists' bloggers, news organizations and blog readers.

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APPENDIX 1: EMAIL SURVEY

1. Do you have a personal blog?

Yes

No

If not, skip to question 4

2. How often do you talk about the following on your blog?

Stories I'm covering

Sources I'm talking to

Other reporters and editors I work with

Breaking news

My hobbies

Family issues

Politics

Feedback I've received on my stories

3. I use my personal blogs to

	Never	Infrequently	Sometimes	Frequently	Very Frequently
Motivate others to action					
Influence the way people think about the news					
Share my knowledge about the news					
Express myself creatively					
Communicate with family members my readers					
Entertain my readers					

Document personal experiences
 Network and meet new people
 Write things I'm not able to at work
 Provide additional information to stories I've covered at work
 Think out loud about work projects
 Practice techniques I might use at work later
 Connect with the community

4. How often do you do the following on your blog?

	Never	Infrequently	Sometimes	Frequently	Very Frequently
Quote people or media sources directly					
Post corrections to something I've written					
Include links to original source material I've cited					
Hyperlink to other news reports					
Spend extra time trying to verify the facts in my post					
Get permission to use material from other blogs and websites					
Shoot photos or videos just for my blog					
Add multimedia content, such as sideshows, audio clips or videos					
Offer advice for other journalists					

5. How do you describe yourself?

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I am a good communicator					
I am willing to experiment new technology					
I do not mind re-writing articles					
I am a creative thinker					

6. Please state your opinion of the following statements:

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Blogs help me sort through and analyze information quickly					
Blogs eliminate intermediaries, making it easier for me to reach my audience					
My colleagues are concerned about blogs					
Blogs are now standard journalistic tools					
Blogs are not a threat to my news audiences					
Blogs are useful in crisis situations					
Blogs are useful tools that provide journalists with appropriate sources					
Blogs are factual					
Blogs can be trusted					
Blogs are not a threat to my industry					
Blogs and bloggers are challenging conventional notions of my industry					
Blogs are important to my industry					

7. Demographic Questions

7.1 How often do you write on your personal blog?

Every day

Several times a week

Once a week

Several times a month

Once a month

Other

7.2 Gender

Male

Female

7.3 Age

Younger than 25

25-30

31-40

41-50

51-60

Older than 60

7.4 How many years do you work in the journalism industry?

_____ Years

APPENDIX 2: CODING SHEET

Blog/Case Number _____

Post Date _____ **Y**____ **M**____ **D**____

Professional Post

1= Working location Y__ N__

2= Media related organization's name Y__ N__

3= Media and related terminology Y__ N__

4= Scholar/ boss/colleague name Y__ N__

5= Media and related theory Y__ N__

6= Program Y__ N__

7= Emotion/ attitude at work Y__ N__

Personal Post

The post, which does not mention any of above elements, was considered as personal post.

1= Location, but not related to work Y__ N__

2= Organization's name, except media organization Y__ N__

3= Leisure/interests Y__ N__

4= Family members/ friends/other person name Y__ N__

5= Personal action/ opinion Y__ N__

6= Program name, except media program Y__ N__

7= Emotion, other than at work Y__ N__

APPENDIX 3: INTER-CODER RELIABILITY

Blog/Case Number _____

100%

Post Date _____ **Y**____ **M**____ **D**_____

100%

Professional Post

1= Working location	Y__ N__	93.3%
2= Media related organization's name	Y__ N__	90.1%
3= Media and related terminology	Y__ N__	73.3%
4= Scholar/ boss/colleague name	Y__ N__	86.6%
5= Media and related theory	Y__ N__	93.3%
6= Program	Y__ N__	86.6%
7= Emotion/ attitude at work	Y__ N__	83.3%

Personal Post

The post, which does not mention any of above elements, was considered as personal post.

1= Location, but not related to work	Y__ N__	100%
2= Organization's name, except media organization	Y__ N__	86.6%
3= Leisure/interests	Y__ N__	100%
4= Family members/ friends/other person name	Y__ N__	100%

5= Personal action/ opinion Y__ N__ 93.3%

6= Program name, except media program Y__ N__ 86.6%

7= Emotion, other than at work Y__ N__ 93.3%

Total inter-coder reliability: 91.64%



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