

A Comparative Study on Blog Usage Culture of Korean and Chinese Netizen

¹Seung-Yeob Yu

Abstract: Background/Objectives: In this study, blog use culture collectively refers to blog use behavior, blog role, and blog activity perception. Therefore, we compared the differences in blog use behavior, journalistic role, and blog activity perception among Korean and Chinese netizens. **Methods/Statistical analysis:** This study was conducted on 796 Korean and Chinese netizens who have experience using blogs. Factor analysis was conducted to investigate sub-factors of blog usage motive and usage pattern. We conducted t-test to confirm whether there is a difference in recognition between China and Korean netizens for each sub-factor of blog usage style. In addition, t-test was conducted to confirm whether there is a difference between blogger's journalistic role recognition and blog activity recognition or ethical awareness among Chinese and Korean netizens. Finally, the reliability of the scale used in this study was examined by Cronbach's alpha. **Findings:** The results of the study are as follows. First, blog use patterns were revealed as self-seeking use, private pleasure exchange use and social participation use, and there were significant differences in the perception among Korean and Chinese netizens in all 3 types of blog usage (self-seeking use, personal enjoyment exchange, and social participation type). Second, Korean netizens are more aware of blog journalism than Chinese netizens. Finally, Chinese netizens are more aware of blog activity than Korean netizens. These results will serve as a basis for in-depth understanding of Korean and Chinese netizen's blogging culture. **Improvements/Applications:** This study confirms that there is a difference between the use behavior of Korean and Chinese netizens and the perception of blog journalism role and perception of activities.

Keywords: Blog Culture, Blog Usage, Journalism Role, Blog Activity, Ethics Recognition

I. INTRODUCTION

With the universal use of the Internet, the broadband Internet, and the development of digital devices, the era of Web 2.0 has come to enable anyone to easily produce multimedia contents and share them on the Internet. In this situation, as the social influence of blogs spreads, interest in blogs is increasing socially. Blogs are now a huge cultural code, and they are more advanced in terms of quantity, quality, and dynamics than existing means of communication, affecting society as a whole. In addition, blogs are one of the most popular media services using the Internet as a medium, freely uploading diaries, columns, and articles, or taking various forms such as personal publishing, broadcasting and community.

The number of blogs registered in Korea's Internet portal site reached 36 million, but a handful of power bloggers seem to control the flow of information. According to an analysis of

the blog contents of the Korea Consumer Agency in 2013, there are about 36.5 million blogs in Korea including 28.8 million in Naver and 8 million in Daum. If you are an adult, you have at least one blog[1].

When I surveyed 1,000 people over the age of 20, 41% replied that they use blogs every day. The rate of visiting blogs more than three days a week was 85.8%. The reason I visited the blog was the fact that I found 88.5% of the Internet information searches by chance. 61.6% of the blogs mainly use travel, followed by cooking (39.7%), beauty and fashion (24.6%) and entertainment (24.3%). 74.7% of the respondents said that they had a blog registered in 'Favorites'. A blog is a one-person media that allows the public to freely upload diaries, columns, articles, etc. according to their interests.

In China, blog users accounted for 18.96 million users, up 24.2% from the previous year, ranking first in Internet usage. China's online data center (CNNIC) 'Internet Development Status Statistics,' according to the number of Internet users in China reaches 669 million, of which 20 to 29 year-old users account for 31.5%. The blog has already had a history of more than 10 years in China and has become a communication platform for expressing itself. The Chinese government is unable to access sites such as Facebook and Twitter, and when Internet information is censored, Wei Bo and Blog are becoming new communication channels[2].

In addition to the explosive increase in the number of blogs, blogs are attracting social attention as a new type of media because of the increased political and social influence of blogs. General citizens who witnessed large-scale disasters such as the 2001 Seattle Earthquake and the 9.11 terrorist attack, and experts who analyzed the site posted their own views on the blog, which became a big topic among netizens[3]. In March 2003, an Iraqi architect named "Salam Paks", which was not seen in the media such as CNN or Al-Jazeera in Iraq in March 2003, made a blog on the daily life of Baghdad in the midst of the Iraq war and got a response from the netizens of the world[4]. The blog, which is operated by an individual in such a special situation, has appeared as a 'war blog' as it plays another media role in the war against Iraq. There was also an evaluation of the activity of the blog at that time, "Blog is in charge of the war in Iraq" [5]. In addition, as seen in the Daegu Subway Fire incident in February 2003 and the 29th accident in Seohae Grand Bridge in October 2006, bloggers including digital cameras and mobile phones appeared in a large accident scene[6]. In the recent candlelight vigil in May 2008,

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Seung-Yeob Yu, Professor, Dept. of Advertising and Public Relations, Namseoul University, Republic of Korea

A Comparative Study on Blog Usage Culture of Korean and Chinese Netizen

the bloggers took off from the power of the old media and reported the sensitive contents that the former media did not report directly with the camera and reported in real time. Existing media have called it "the end of institutional media" [7].

In addition, although Minerva is not a personal blog, it has been supported by a lot of people by posting economic related discussions in the next Agora discussion blog. A blog called Powerlineblog.com revealed that CBS, which reported suspicions about Mr. Bush 's military service career, was misinterpreted. As a result, "Time" announced the power line as "The Blog of the Year". At the time of the London bombings in 2005, UCC (User Created Contents) sites such as Technorati, Wikipedia, Flickr, etc. exploded and reaffirmed the possibility of the blog as a media. It was not a professional journalist who was the quickest to deliver the scene of London terrorism, but a general citizen of the street. Blogs are often used to perform media functions to produce new interpretations and meanings, and to point out errors in mainstream media[8].

In China, there were things that were reported through personal blogs, such as the 2008 Beijing Olympic Torch bear Song, Carrefour Boycott, Sichuan Province Earthquake. In particular, China's citizen blogger Zhou Shuguang gained a great response from Chinese netizens by posting articles on relatively sensitive social and political contents that the Chinese media had not been able to deal with through his blog. It was named as "China's 1st People's Reporter" by domestic and foreign media and scholars[9].

The proliferation of these blogs ensures the reliability of blog information through networking and feedback between blogs [10,11]. A small number of professional and influential blogs also perform inter-blog agenda-setting functions and inverse set-up of formats in which existing media quotes them again[12].

As such, blogs have the potential to function as a kind of "media" by scrapping information of interest and adding their own opinions. If you think about media as a means of mediating information, blogs can be used as a medium for finding and analyzing data on a specific topic and adding individual opinions to form a certain group or an unspecified number of people with that information[13].

However, research on blogs of systematic and theoretical nature of Korea and China is not yet sufficient in terms of quantity and quality. In addition, research on the theoretical nature of identifying the current status of blogs and confirming the functions and developmental potentials of the media is mainly taking place. In particular, China studies that identify the phenomenon of blogs academically have failed to keep pace with the rapid development and diffusion of blogs in terms of their speed and amount. The research on Chinese blogs was insignificant in terms of quantity and quality. However, in recent years, most studies have been conducted through qualitative research, with the exception of the increasingly realistic or small number of studies. In addition, research through quantitative research methods is still small [14].

As a result of this research, it is assumed that there is a difference between the research trends of blogs. What type of blog use do Korean and Chinese netizens show? In other

words, research has become interested in the resulting aspects of blog use. How do you perceive the role of blogging in journalism? How is blog activity recognition (blog use ethics recognition)? In conclusion, the researchers of the Korean and Chinese netizens are naturally interested in the blog use culture.

Therefore, this study also has the additional purpose of verifying empirically through quantitative analysis based on the qualitative research results of Chinese netizens. Through these research interests, the researchers confirmed whether there is a difference in usage behavior of blog users among netizens who have experience using blogs in Korea and China. In other words, we tried to compare the cultural usage of blogs between Korea and China by comparing the difference in the perception of the role of journalism and the perception of activities in the usage patterns and blogs. The specific objectives are as follows. First, is there any difference in the way blogs are used by Korean and Chinese netizens? In other words, we tried to investigate whether there is a difference in the result of blog use behavior. Second, is there a difference in blog role perception between Korean and Chinese netizens? In other words, we tried to find out what kind of difference exists in the perception of the journalistic role and the direction. Finally, do Korean and Chinese netizens have different perceptions of blog activity? In other words, whether there is a difference in the ethical consciousness of using the blog or not, and the direction of the difference is the question. These findings will provide a rationale for in-depth understanding of the blogging culture of Korean and Chinese netizens.

II. RESEARCH PROBLEM

Based on the results of previous studies, we set up the following research questions to achieve our research objectives.

Research Question 1: Will there be a difference in the perception of blog usage among Chinese and Korean netizens?

Research Question 2: Will there be a difference in blog journalistic role recognition between China and Korean netizens?

Research Question 3: Will there be a difference in blog activity recognition between China and Korean netizens?

III. METHOD

3.1. Research subjects

This study was conducted on a total of 796 Korean netizens who have experience using blogs and 366 Chinese netizens. The region is limited to netizens residing in Seoul and Beijing (Korea: Hanyang University, Sungkyunkwan University, Chung-ang University, Kwangwoon University, China: Peking University, Tsinghua University, Beijing language and culture university, Chiao Tung University), 20.3% of the respondents were 20 or less, 20.0% of the respondents were 21-25 years of age,



12.1% of the respondents were 26-30 years of age, and 1.2% of the respondents were 30 years of age or older. Month, 7.3%, 6-1 and 6 months, 14.1%, 1 year and 6 months and 2 years, 12.4% and 2 years and over, 43.0%, respectively. The gender distribution was 47.2% for males and 52.8% for females.

3.2. Measurement tools

3.2.1. Types of blog use

Based on Kim's Korean netizen blog usage measurement tool[15], we measured the blog usage patterns of Chinese and Korean netizens by linking in-depth interview results for Chinese netizens. The questionnaire consisted of 14 questions and consisted of Likert type 5 point scale (1 point = not at all, 5 points = very much). The results of this study were three factors (self - seeking use, private pleasure interchange use, social participation use). The reliability analysis result showed that Cronbach ' α ' = .839.

3.2.2. Types of blog use

Blogger's concept of journalism role conceptualized bloggers as a journalist who could produce news through blogs, form public opinion, and form an agenda of the public. In this study, we used the measurement tools of the Pew's study[16]. The contents of the measurement tool are as follows. Do you think blog posts and comments can play a similar role to the news in the newspaper / broadcast? Do you think that what you post to your blog can affect many people's thoughts and opinions? Do you think that you can point out problems such as irregularities and irregularities in society through blogs and to inform the world? Do you feel responsible for telling readers who visit your blog to read the truth? And finally, do you think that a blog that asks for the entire journalism recognition is a form of journalism? The measurement tool was 5 items. Each item was measured using the Likert-type 5-point scale (1 point = not at all, 5 points = very much). The results of the reliability analysis showed that Cronbach' α ' = .746.

3.2.3. Blog activity recognition

Journalism activity scale of blog was conceptualized 5 areas of blog journalism activity, and perceived perception of each activity area. In this study, the measurement tools of the Pew study were used[16]. The contents of the measurement

tool are as follows. I spend additional time checking the facts posted on my blog. When I post an article on a blog, I directly quote other people's comments or media reports, I try to get permission when posting copyrighted posts on blogs, I post them on blogs Whenever I publish a link so that anyone can view the original material, if the content of my blog is wrong, I am posting it. The measurement tool was 5 items. Each item was measured using the Likert-type 5-point scale (1 point = not at all, 5 points = very much). The reliability analysis results showed that Cronbach ' α ' = .741.

3.3. Analysis of data

SPSS / PC + Windows 16.0 was used for data analysis. Factor analysis was conducted to investigate sub - factors of blog usage motive and usage pattern. We conducted an average difference test (t-test) to confirm whether there is a difference in recognition between China and Korean netizens for each sub-factor of blog usage style. In addition, t-test was conducted to confirm whether there is a difference between blogger's journalistic role recognition and blog activity recognition or ethical awareness among Chinese and Korean netizens. Finally, the reliability of the scale used in this study was examined by Cronbach's alpha.

IV. RESULTS

4.1. The pattern of blog usage

The first research purpose of this study was to investigate the usage patterns of blogs by Chinese netizens and to confirm the existence of difference between Korean and Chinese netizens in the form of blog use. First, we analyzed the factors of blog usage. Principal component analysis was used for factor analysis and VARIMAX method was used for rotation method. We used KMO measure to verify the appropriateness and extract factors based on Eigen value = 1. The items were selected based on a community value of .40 or higher. The results of the factor analysis are shown in Table 1.

Table 1: Factor analysis of blog usage pattern

Item	Factor			
	Factor 1	Factor 2	Factor 3	Community
Blog usage pattern 8	.808			.709
Blog usage pattern 9	.792			.691
Blog usage pattern 6	.667			.476
Blog usage pattern 10	.657			.468
Blog usage pattern 11	.595			.506
Blog usage pattern 2		.753		.632
Blog usage pattern 3		.665		.617
Blog usage pattern 4		.631		.549
Blog usage pattern 1		.580		.500
Blog usage pattern 7		.469		.357
Blog usage pattern 12			.804	.699

A Comparative Study on Blog Usage Culture of Korean and Chinese Netizen

Blog usage pattern 14			.760	.715
Blog usage pattern 13			.638	.549
Eigen Value	4.577	1.753	1.136	
Explanatory amount (%)	35.208	13.487	8.742	

The results of Table 1 are as follows. First, there are 5 items corresponding to the first factor. In other words, I record my daily life on a blog, I use blogs to express my feelings and thoughts, I have a social relationship through blogs. For me blog is a private space, I use blogs habitually. If we look at the common attributes of these questions, it can be said that it corresponds to the self-seeking use form. Therefore, it is called self-seeking use.

The second factor is 5 items. In other words, I use blogs for fun and pleasure, for me blog is a kind of hobby, I exchange various information and opinions through blogs, I share blogs with me, it is a place to communicate with others, It helps to understand the thoughts and actions of others. The common attribute of these questions is the form of private pleasure interchange usage. Therefore, it was named private enjoyment exchange.

Table 2: Results of T-test on the blog usage patterns between Korean and Chinese netizens

Dependent variable	Category of blog usage patterns	Group	Mean	SD	t
Pattern of blog usage	Self-seeking use form	Chinese netizens	3.05	.75	6.47***
		Korean netizens	2.63	1.03	
	Private pleasure exchange type	Chinese netizens	3.58	.57	5.63***
		Korean netizens	3.30	.79	
	Social participation type	Chinese netizens	2.95	.77	5.82***
		Korean netizens	2.60	.89	

p<.01, *p<.001

The results of Table 2 above show that there is a difference in perception among Korean and Chinese netizens in terms of self-seeking use, personal enjoyment exchange, and social participation type. In both Korean and Chinese netizens, the perception of private pleasure interchange usage was the highest, while the perception of social participation type was the lowest. These results suggest that blogs are mainly used as spaces for pursuing personal pleasure, while the forms of utilization of social participation are interpreted as being insufficient.

Table 3: Blog Journalism Role Recognition Differences between Korean and Chinese Netizens

Dependent variable	Sub-Items	Group	Mean	SD	t
Blog Role Recognition	Blog posts and comments can play a similar role to the news in the newspaper	Chinese netizens	2.28	.89	-12.20***
		Korean netizens	3.14	1.09	
	What you post on your blog can affect many people's thoughts and opinions	Chinese netizens	3.38	.79	-6.88***
		Korean netizens	3.81	.96	
	Through the blog, I can point out problems such as absurdity and irregularity of society and let them know it to the world	Chinese netizens	2.68	.93	-16.91***
		Korean netizens	3.81	.96	
	I feel a sense of responsibility to visit the blog and convey accurate facts to readers	Chinese netizens	3.79	.77	3.41***
		Korean netizens	3.56	1.08	

The third factor is three. In other words, I am interested in social issues through blogs, I participate in discussions on social issues and issues through blogs, blogs are helpful to my studies or work. The common attributes of these items can be said to belong to social participation type. Therefore, it is called social participation utilization.

4.2. Differences in blog usage patterns between Korean and Chinese netizens

Another goal of this study is to determine whether there are differences in the way blogs are used between Korean and Chinese netizens. In other words, the purpose of this study is to investigate whether there is a difference in recognition in the result of blog use behavior. Table 2 shows the results of the mean difference test.

4.3. Blog Journalism Role Recognition Difference

The second purpose of this study is to find out whether there is a difference between Korean and Chinese netizens in recognition of the role of blogs, ie, whether blogs play a journalistic role as a medium. Table 3 shows the results of the mean difference test to see whether there is a difference in the recognition of blog journalism between Korean and Chinese netizens.

Total	Think blog is a form of media	Chinese netizens	3.45	.89	-.75
		Korean netizens	3.50	1.07	
	Journalism Role Recognition	Chinese netizens	3.11	.51	-9.34**
		Korean netizens	3.56	.79	

p<.01, *p<.001

In Table 3 above, the first blog posts or comments can play a similar role to the news in the newspaper, and the content posted on the blog can affect many people's thoughts and opinions, and the Korean netizens are more aware than the Chinese netizens about the journalistic role of pointing out problems such as absurdity and corruption in society and informing the world. On the other hand, in the recognition of the ethical aspects of blog activities such as the responsibility to convey accurate facts to readers who read blogs, Chinese netizens have a higher perception than Korean netizens. However, both Korean and Chinese netizens are perceiving

blogs as one form of media. As a result, it is interpreted that Korean netizens have a higher perception of the journalistic role of blog than Chinese netizens.

4.4. Blog Journalism Role Recognition Difference

The third purpose of this study is to investigate whether there is a perception difference between Korean and Chinese netizens in the ethical aspect of using blogs. Table 4 shows the results of the mean difference test to see whether there is a difference in perception of blog activities between Korean and Chinese netizens.

Table 4: The difference in blog activity recognition between Korean and Chinese netizens

Dependent variable	Sub-Items	Group	Mean	SD	t
Blog activity recognition	Spend additional time to check the facts posted on your blog	Chinese netizens	2.91	.89	3.12**
		Korean netizens	2.69	1.09	
	When quoting posts on blogs, quote others' comments or press coverage directly	Chinese netizens	2.57	.85	-1.93
		Korean netizens	2.71	1.07	
	I try to get permission when posting copyrighted posts on my blog	Chinese netizens	3.10	.94	4.31***
		Korean netizens	2.77	1.19	
When posting an externally posted post to a blog, post it together so that anyone can view the original material	Chinese netizens	3.48	.92	7.82***	
	Korean netizens	2.88	1.18		
If the contents of my blog are wrong, edit it and post it	Chinese netizens	3.77	.82	5.15***	
	Korean netizens	3.39	1.18		
Total	Blog activity recognition	Chinese netizens	3.17	.55	5.41***
		Korean netizens	2.89	.85	

p<.01, *p<.001

As you can see in Table 4 above, I spend extra time checking the facts posted on my blog, trying to get permission when posting copyrighted posts in the log, When I posting, publish a link so that anyone can view the original material. If the contents of my blog are wrong, I will edit and post it. Blog activities is revealed that Chinese netizens have a higher ethical consciousness than Korean netizens in their perception of ethical aspects.

On the other hand, when posting articles on blogs, there was no difference in recognition in terms of directly quoting others' comments or media reports. Therefore, it is interpreted that the netizen of China has a higher recognition than the netizen of Korea in the recognition of activity of blog, ethical recognition of blog activity.

V. DISCUSSION

The purpose of this study is to compare blog usage culture among Korean and Chinese netizens. The usage culture of blogs refers to the overall behavior of blogs and blog activities, ie, the use of blogs, by examining the blog usage behavior of bloggers, ie, blog usage patterns. This study can deeply understand the behavioral aspects of using blogs by Korean and Chinese netizens by comparing the blog usage

culture between Korea and China. In addition, this research is worthy of note that it is possible to make a direction for the blog use culture in the future by comparing the difference of journalism role recognition of blog and activity recognition of ethical aspect. The results of this study are summarized as follows.

First, we looked at blog usage patterns to see the resultant aspects of blog use behavior of Korean and Chinese netizens. As a result of factor analysis to identify sub-elements of blog use form, three types of usage were revealed. In other words, self-seeking use, private pleasure interchange use, and social participation use. As a result of this study, it is found that the use of blogs for personal purposes is mainly used in the form of usage as well as the result of personal use motive, and it is found that the form of social participation is lacking.

As a result, it was found that there was a significant difference between Korean and Chinese netizens in all aspects of self-seeking use, private pleasure exchanges, and participation in social participation. Analyzing the directional aspect,



A Comparative Study on Blog Usage Culture of Korean and Chinese Netizen

Chinese netizens showed higher perception than Korean netizens and it was found that personal use patterns such as private pleasure exchanges are mainstream. Therefore, the results of this study for Chinese and Korean netizens are interpreted as the lack of social participatory use of blogs such as political surveillance and social surveillance in the results of research conducted on American netizens[17].

Second, it was found that there was a significant difference in recognition between bloggers and Chinese netizens. If you look at the detailed characteristics, blog posts and comments can play a similar role to the news of the newspaper, and the contents posted on blogs can affect the thoughts and opinions of many people. The blogger's role in the blogosphere, such as pointing out problems such as absurdity and irritation, and showing them to the world, showed that Korean netizens are more aware than Chinese netizens. On the other hand, it is revealed that China's netizens have a higher perception than bloggers in Korea, in that they perceive blog activities as a responsibility to convey accurate facts to readers who visit blogs. In particular, Korean and Chinese netizens are perceiving blogs as a form of media. As a result, the netizens in Korea showed a higher positive perception of the journalistic role of the blog than the Chinese netizens. However, as the results of Yu and Lee[18], it is interpreted that Chinese netizens' perception of role of blog journalism is relatively low compared to Korean and US netizens. However, the results of research on blog use motives, usage patterns and journalistic role perceptions show that blog use in personal dimension is mainstream, but it seems to be lack of social participatory use motive perception. In this context, blog journalistic role Recognition is also lacking.

Third, one of the final goals of this study was to confirm the existence of differences in ethics perception between bloggers and Korean netizens. For this purpose, we investigated the perception of blog activity in five aspects and confirmed the difference in perception. The study will take additional time to confirm the facts of the posting to the blog and to get permission when posting to the log to view the copyrighted posts, and when posting externally posted posts to the blog, Publish the link together so you can see it. Also, if the contents of my blog are wrong, I am sure that Chinese netizens are more aware of the ethical aspects of their blog activities than Korean netizens. As a result of Kim research[15], it is thought that the positive side of blog use is positively responded to privacy violation, defamation possibility and copyright infringement problem. Therefore, considering the real situation of Korea where the Internet is rapidly spreading, it is necessary to educate the Korean netizens on the desirable blog use ethics awareness.

The purpose of this study is to examine the motivation for using blogs among Korean, Chinese and American netizens. As a first step, I examined the motives and usage patterns of blogs for Korean and Chinese netizens. Furthermore, we found that there is a difference in perceptions among netizens in Korea and China in each of the motives and usage patterns of blog use. In addition, we confirmed the difference of perception of netizens in both countries in terms of blog role recognition and ethics consciousness of blog use activities. These findings will provide a useful framework for understanding the blog culture of Chinese and Korean

netizens, and will provide meaningful data necessary for establishing a desirable blog use culture in the future. Therefore, if I deduce the relevance of the research results on blog behavior (blog motivation and form) and blog journalistic role recognition and activities of Chinese and Korean netizens, In the case of Chinese netizens who mainly use blogs, the result of blog use patterns is also the highest in self - seeking use patterns. In conclusion, the lack of awareness of the social surveillance activities of blogs suggests that the perception of journalistic role of blogs is lower than that of Korean netizens. However, lack of ethical awareness about blog use activities in Korea compared to China seems to be necessary for further study.

However, this study has the limitation of sampling area and age limit. Although it was targeted at Beijing and Seoul, which are representative areas of China and Korea, it has a limit of being unable to collect nationwide data. In addition, we tried to target netizens of all ages, but they are limited in that they are mainstream students in their 20s. Therefore, it is necessary to conduct research on nationwide sampling using the online survey method in the future.

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