

# The Effects of Reading and Writing Habit on Blog Adoption

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**Abstract:** This paper investigates how one's reading and writing habit contributes to his/her blog adoption. A survey will be conducted towards understanding the relationship between individual's reading and writing habit, in terms of attitude and behavioral pattern respectively and the adoption of blogs. Since the survey has not yet started at this point, only the theoretical and methodological approaches are reported in this paper. This study will give insights for learners on adopting blogs for actual learning effectiveness.

**Keywords:** Reading habit, writing habit, blog adoption, adoption of innovations

## Introduction

Weblogs (or blogs) had its current form around 1997. Since then, there has been a steadily growing body of bloggers and blog readers around the globe. Blogs are regularly updated web pages which include journal-like text entries, pictures as well as other multimedia content, and hyper texts linking to other web sites. Typical entries of a blog are presented in a reverse-chronological format, and many of them allow people to comment or feedback on.

There have been a number of studies attempting to understand what motivates people to use blog and why. Regarding blogging as a social activity, for example, Nardi, Schiano, Gumbrecht, and Swartz [1] found five major motivations for blogging, including documenting one's life, providing commentary and opinions, expressing deeply felt emotions, articulating ideas through writing, and forming and maintaining community forums. From the perspective of individual difference, Guadagno, Eno, and Okdie [2] found that self-expression was a consistent factor among studies that motivates people to blog or read blogs, and the personalities of openness to new experience and neuroticism can also contribute to blogging [3].

There could be numerous reasons for people to blog or read blogs. However, because both blogging and reading blogs are isomorphic to conventional writing and reading in their cognitive dimension of self-reflection [4], there should exist some intrinsic factors which motivate one to adopt blogs. From the viewpoint of diffusion of innovations [5], blogging and reading blogs have apparent relative advantages over conventional writing and reading [e.g., 6], and are compatible with the cognitive aspects of writing and reading practices [4]. Current blogging tools are user-friendly, simple to use, and have observable results. Such qualities of blogs, may have promoted the adoption of blogs as an extension of one's habitual writing and reading practices. In other words, blogging or reading blogs can be simply a result of one's writing or/and reading habit. As a preliminary investigation on the effect of one's habit on the adoption of blogs, this study will focus only on how one's reading and writing habit contributes to his/her blog adoption.

## 1. Literature Review

### 1.1 Blog Adoption

Adoption is “a decision to make full use of an innovation as the best course of action available” [5, p. 21]. It contains a psychological process leading up to one’s decision to accept an innovation [7]. Blog adoption, therefore, can be defined as one’s decision to accept and engage in the continual use of blogs.

There have been several studies investigating why people blog. Nardi, Schiano, Gumbrecht, and Swartz [1] conducted an ethnographical study on 23 bloggers. From in-depth interview, they found their informants typically found blogs through other blogs they were reading, through their friends or colleagues, or through the link included in instant messages or web pages. Guadagno, Okdie, and Eno [3] suggested that personality factors may contribute to the likelihood of being a blogger and predict who blogs. They investigated how the five measures of personality in the Big Five personality inventory [9] contribute to blogging. Their findings suggested that people who are high in the openness to new experience and high in neuroticism are likely to be bloggers. In another study, Guadagno, Eno, and Okdie [2] found that self-expression was a consistent factor across different studies investigating what motivates people to blog or read blogs.

Deng and Yuen [4] proposed a framework to structure three major blogging behaviors: blog writing, reading, and commenting. As shown in Figure 1, three blogging behaviors were considered in both the social/psychological and cognitive dimensions along the continuum between individual and community. In this framework, writing blogs allows self-expression of personal feelings and thoughts, which foster self-reflection. Reading blogs allows the reader to interact with the content and connect to the community for self-reflection and inspiration. Commenting on blogs is a way to converse with the blog author as well as the community for reflective dialogue and social support.

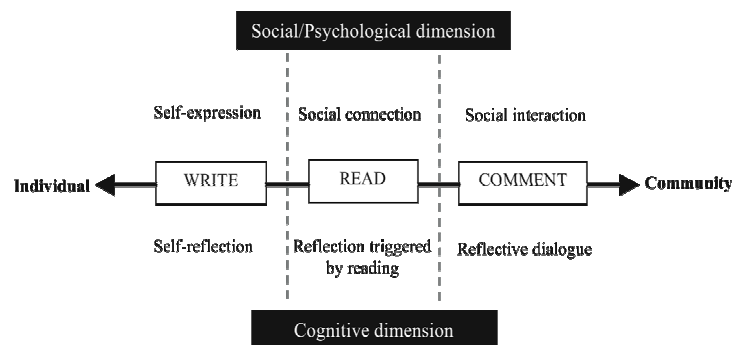


Figure 1. Deng & Yuen’s (2011) framework for the educational affordances of blogs

From the perspective of diffusion of innovations [5], blog writing, reading, and commenting are not only compatible with conventional writing, reading, and commenting practices in the cognitive dimension, but also have relative advantages of social expression, social connection, and social interaction. As Rogers (2003) pointed out, one needs to perceive at least some of the relative advantages of blogging and is willing to cope with the uncertainty of this new media before he or she can make the decision of adopting it. In addition to the social aspects of blogging [1, 8], and the personalities that make the adoption of blogs easy or difficult [2, 3], we claimed that there is still some factor that drove one to adopt blogs and sustained the continual usage of blogging. And one’s writing and reading habits are the very factors from within.

## 1.2 Reading habit and reading blogs

A habit, according to Merriam Webster dictionary, refers to “a behavior pattern acquired by frequent repetition or physiologic exposure that shows itself in regularity or increased facility of performance”. Reading habit, in this study, was defined by one’s attitude toward reading [10] and his/her behavioral pattern [11] with respect to the frequency and regularity of reading. One who has the reading habit holds positive attitude to it, and reads mostly for pleasure and enjoyment [12, 13]; this reading behavior is habitual, which occurs constantly and regularly. Liu [14] conducted a survey to understand how the burgeoning of digital media impacts reading behaviors. He found that people spend more time on reading due to information explosion and digital technology, and there is an increasing amount of people developing screen-based reading. He noticed that there emerged screen-based reading behaviors, which are characterized by “more time on browsing and scanning, keyword spotting, one-time reading, non-linear reading, and more selective reading; while less time is spent on in-depth reading and concentrated reading, and sustained attention is decreasing” (p. 705). Blogging (writing, reading, or commenting blogs), more or less, exhibits similar characteristics summarized by Liu [14].

## 1.3 Writing habit and writing blogs

Writing habit, in this study, was defined by one’s attitude toward writing [15] and his/her behavioral pattern [16] with respect to the frequency and regularity of writing. According to a definition provided by Graham, Berninger & Fan [15] “Writing attitude as an affective disposition involving how the act of writing makes the author feel, ranging from happy to unhappy”. One who has writing habit holds favorable attitude toward it, and write more often and expend greater effort when composing [15].

The students who have writing habit usually spend hours posting on their blogs and making comments to their friends’ posting. Apart from the social/psychological aspects of blogging [4], to a reader or writer, who keeps a reading & writing habit, blogging may differ from reading & writing conventional print materials in the form the content was structured and manifested. Therefore, the adoption of blogs can be regarded as an inclusion of a new medium (i.e., the web) into the habitual writing or/and reading practices.

# 2. Methodology

## 2.1 The Conceptual Model

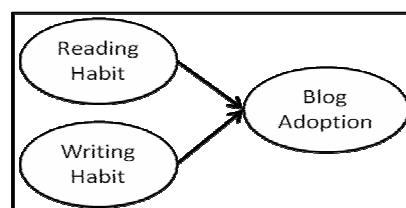


Figure 2. The research framework of this study

## 2.2 Instrument Development Procedures

We develop Questionnaire items for each construct. And then we will conduct a survey to blog users and finally to validate the instrument and test the relationship between factors.

## 2.3 Data Analysis Procedures

To verify the dimensionality and reliability of the research constructs, purification process, including factor analysis, correlation analysis, and internal consistency analysis (Cronbach's alpha) will be conducted. Multiple regressions will be conducted to evaluate for cause and effect of research variables. Independent sample t-test one way-ANOVA will be conducted for demographics. Finally Structural Equation Model (SEM) will be conducted to examine the overall research framework.

## Acknowledgements

This study is supported in part by the National Science Council, Taiwan, under contract numbers NSC97-2511-S-110-005-MY3, NSC99-2631-S-011-002, and NSC99-2511-S-110-004-MY3.

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