

**Social Impacts of Blogging  
on Young Adults:  
How It Shapes Individual  
Opinions and Actions**

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# Research Objectives

1. To understand blogging activities of young adults, aged between 17 and 25
2. To categorize individual goals of blogging
3. To understand individual trust toward information posted on blogsites
4. To explore the influence of blog contents on individual opinions and actions

# Target Population

- Young adults:
  - ❑ Students in public universities in Malaysia
  - ❑ Aged between 17 and 25
  - ❑ Active bloggers
  - ❑ Have at least one year of blogging experience

# Research Methodology

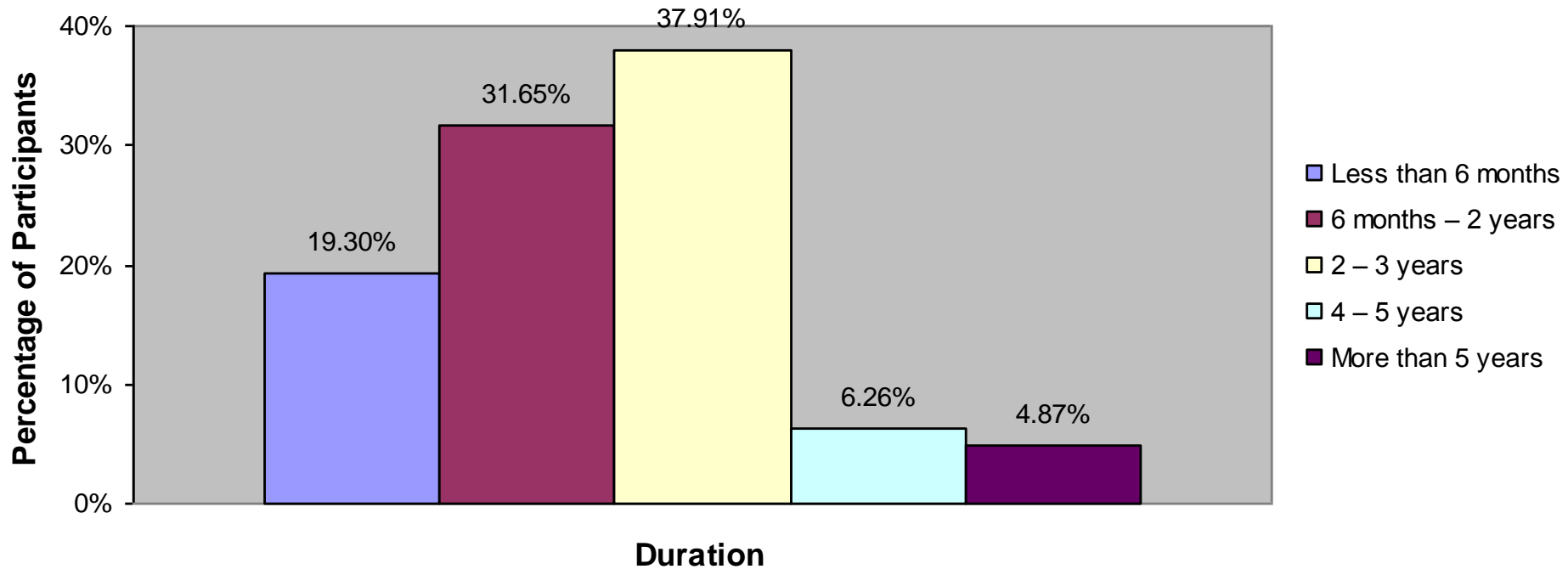
- Phase 1 – Focus Group Study
  - 18 participants – four groups
  - Two moderators, followed a list of preset questions, guided the discussion
  - On average, the discussion in each group lasted about 75 minutes
  - All discussions were tape-recorded and transcribed

# Research Methodology

- Phase 2 – Survey Questionnaire Study
  - 576 participants from five public universities (UM, UKM, UPM, UTM, USM)
  - Approached willing participants in different locations on campus

**What are their blogging patterns?**

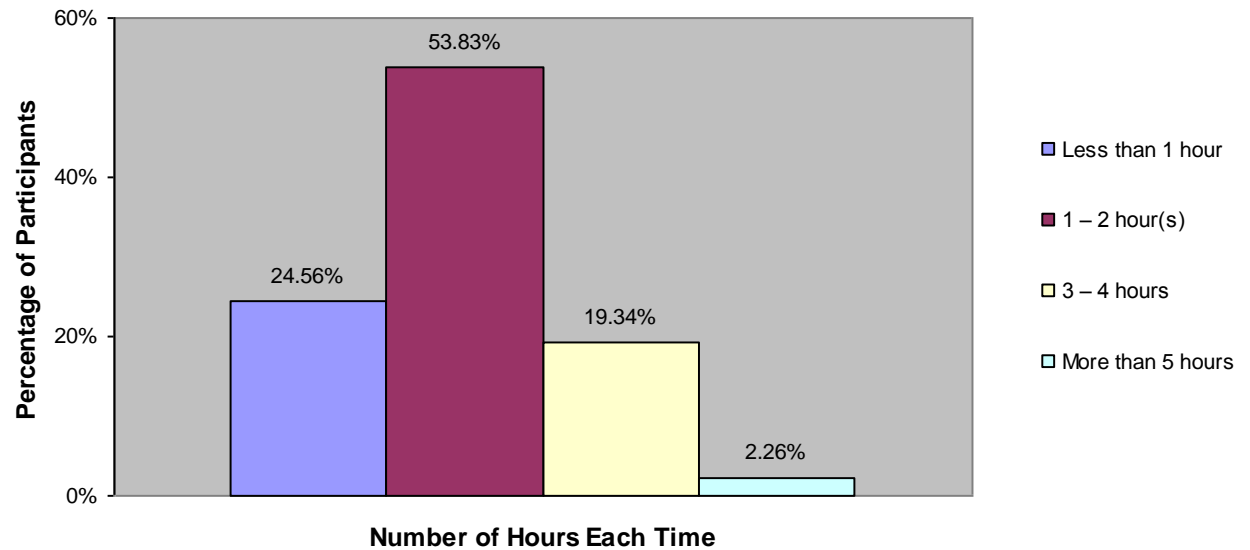
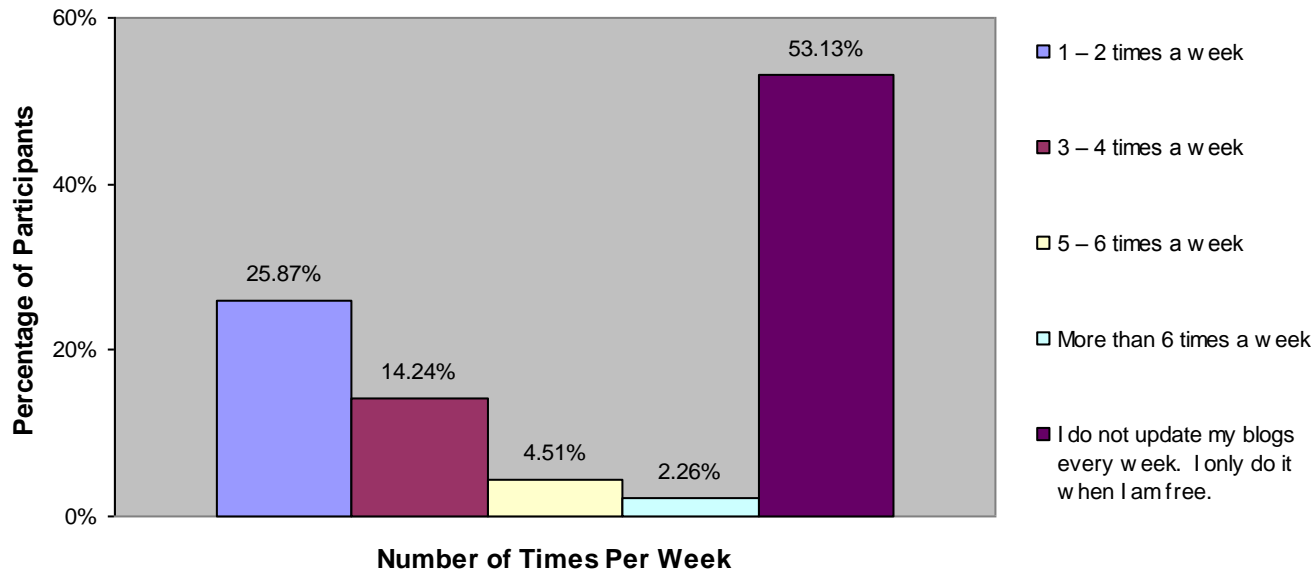
# Historical Experience of Blogging



\*575 data points

- Mean age of participants = 22
- The majority of participants are introduced to blogging when they enter universities

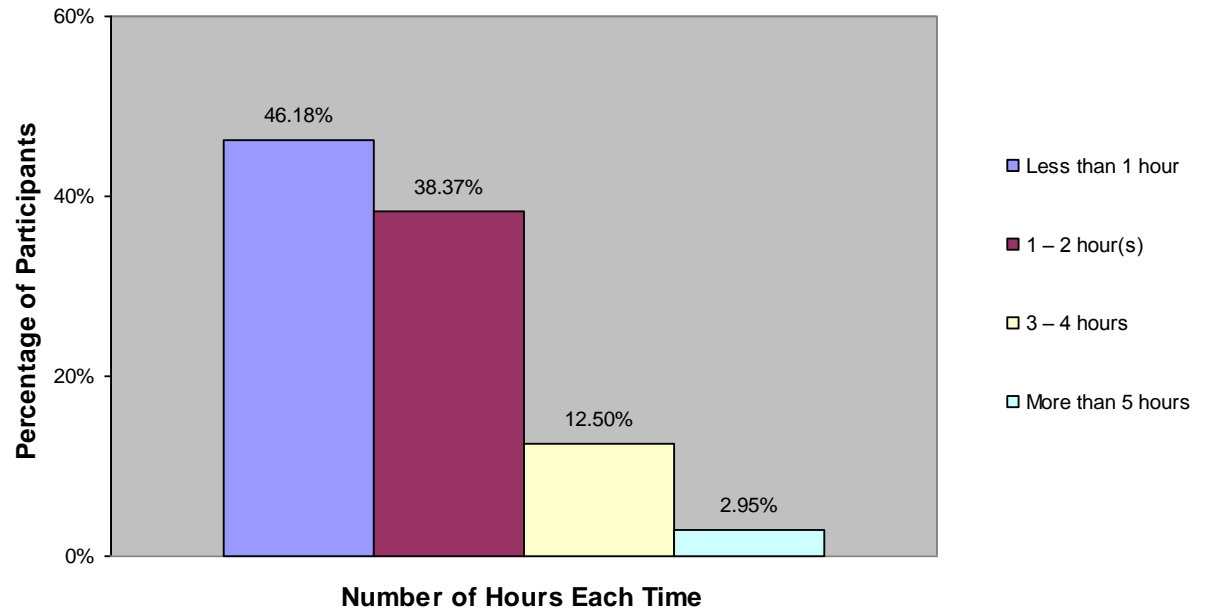
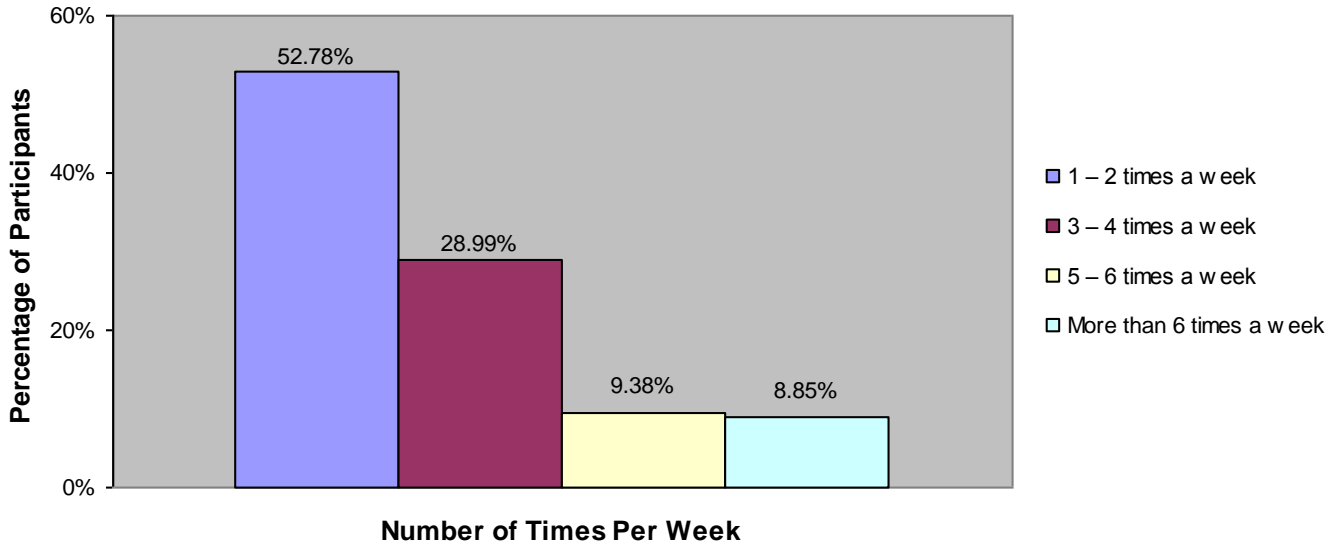
# Time Spent on Updating Personal Blogs



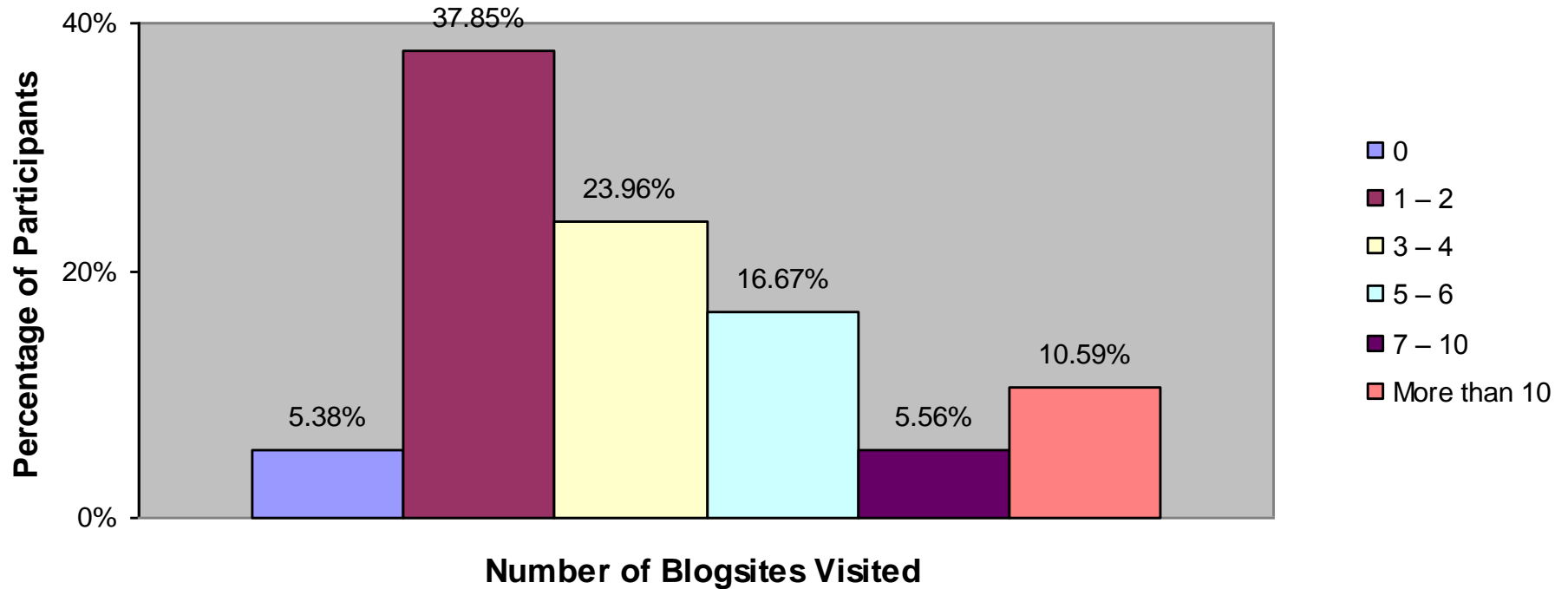
\*574 data points



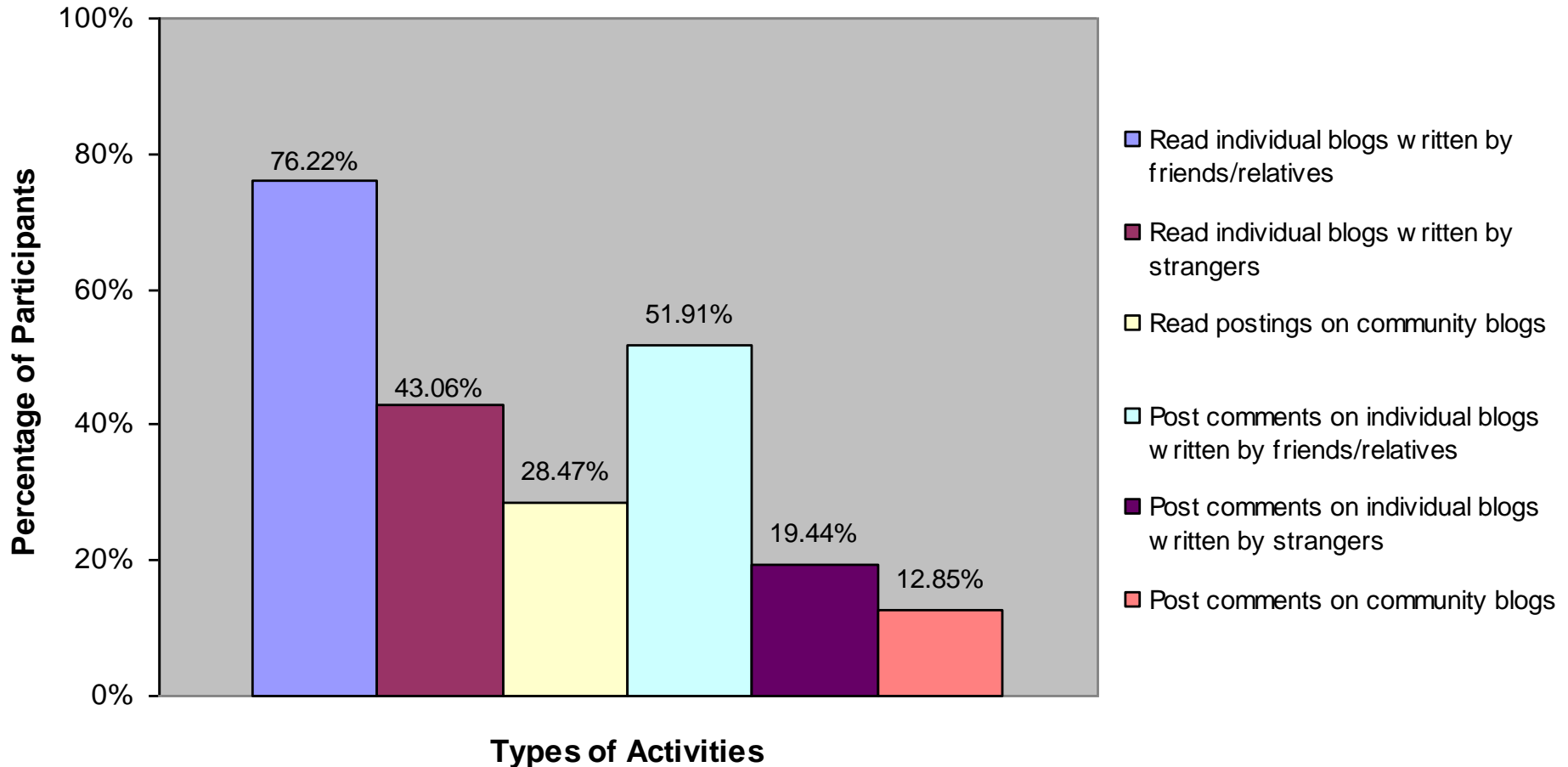
# Time Spent on Visiting Others' Blogs



# Number of Blogsites Visited Every Week

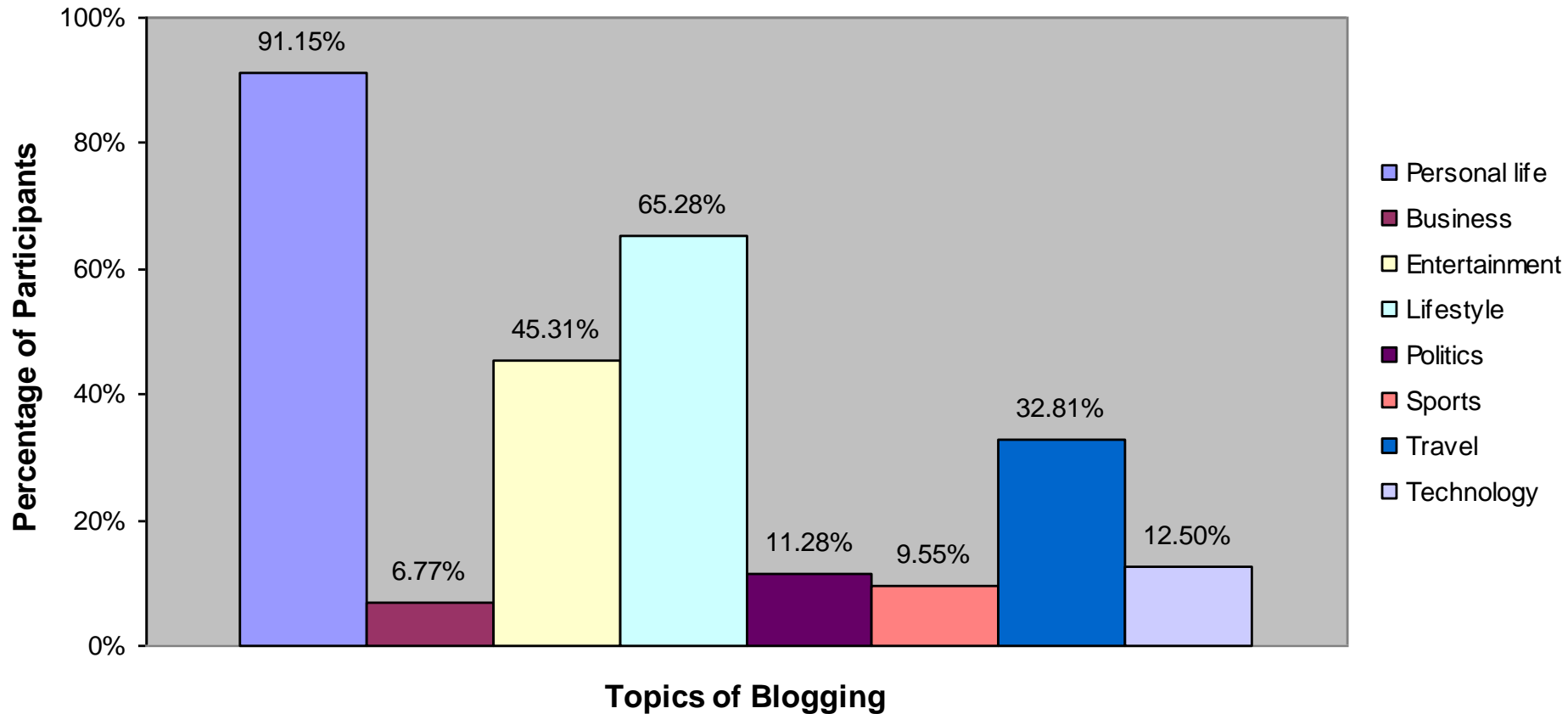


# Types of Blogging Activities



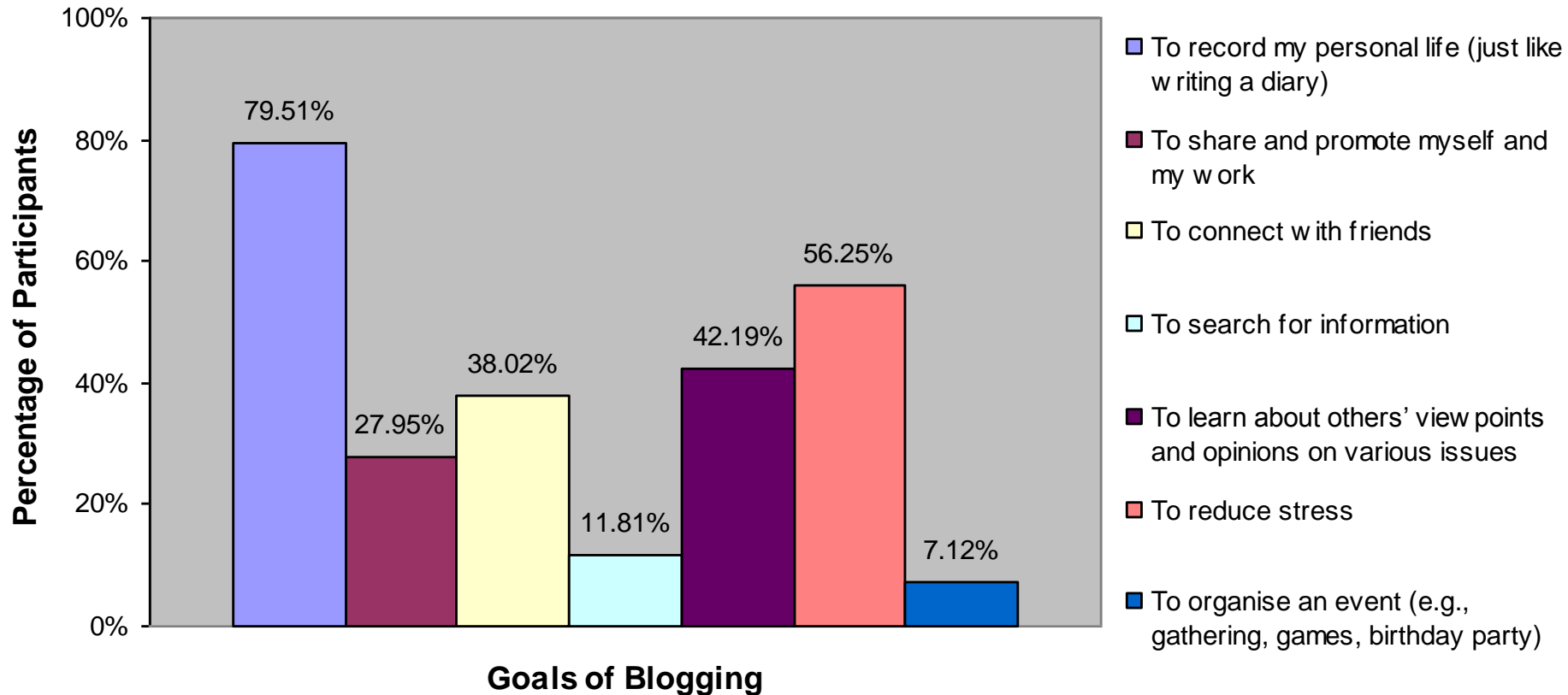
- Participants tend to focus on blogs owned by friends/relatives

# Topics of Blogging



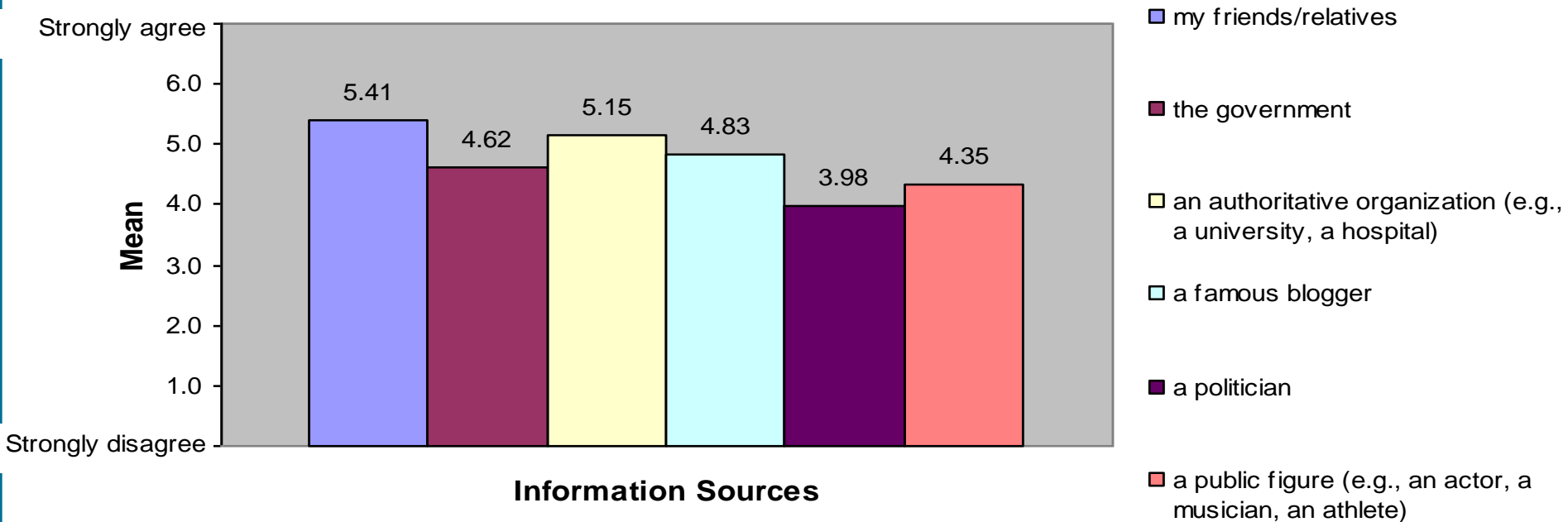
- Participants tend to focus on topics that surround their personal life and daily activities

# Why Do They Blog?



# Influence of Blog Information

# Trust of Information Source



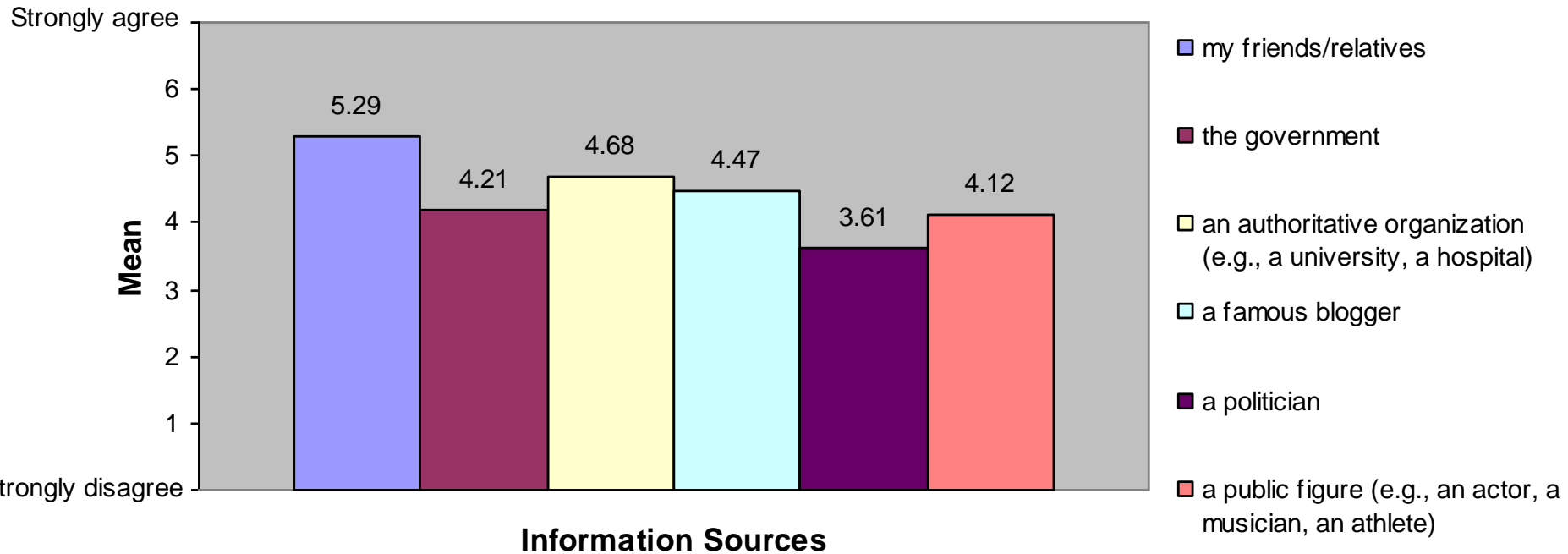
- Participants tend to trust information posted by friends/relatives, and authoritative organizations such as universities or hospitals

# Reputation of Blog Post Owners

- ▶ Reputation of blog post owners also affects the degree at which participants believe the information posted on blogs
- ▶ The better the reputation a blog owner has, the more the likelihood that the participants will believe the content of the information posted on a particular blog site
- ▶ Reputation of blog post owners also have significant impact on the extent to which participants rely on the posted information for decision-making.

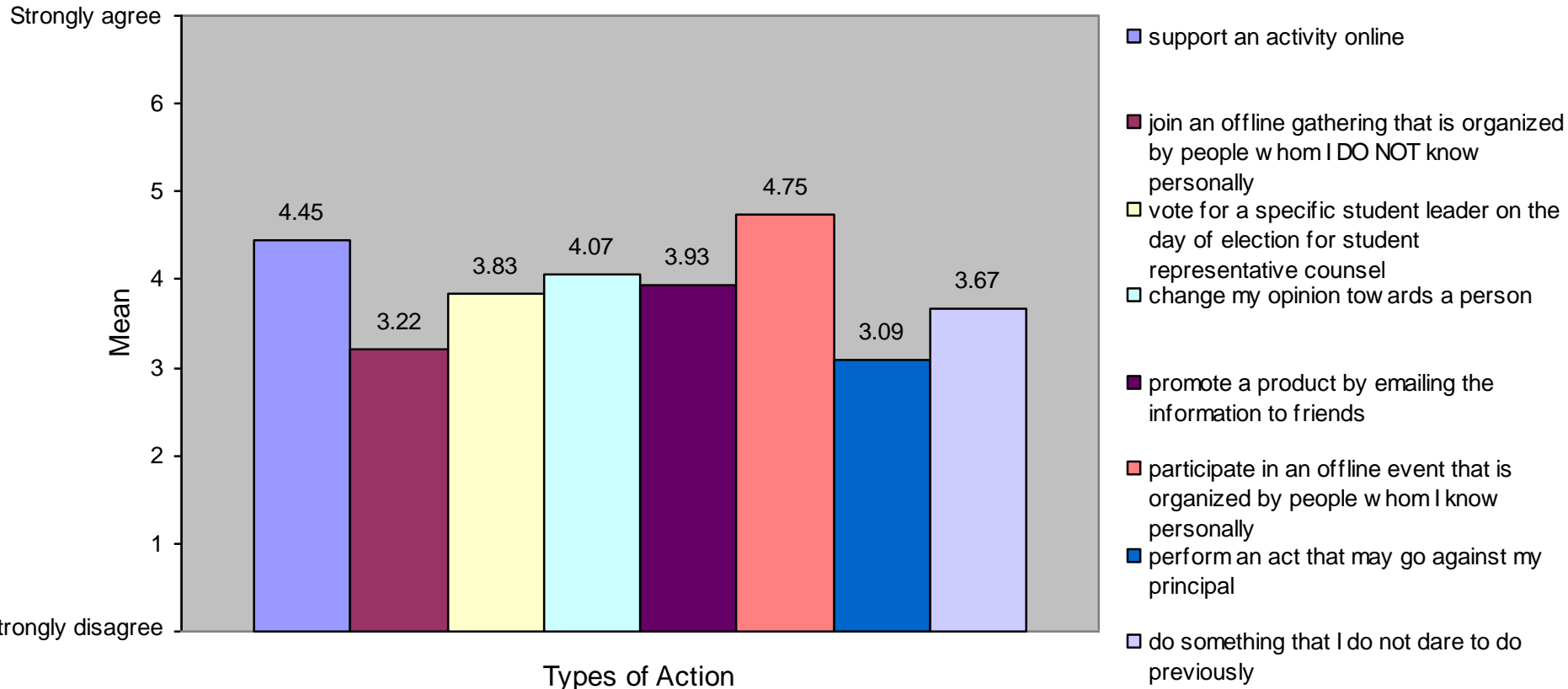


# Following Suggestions Posted on Blogs



- Participants are more likely to follow suggestions posted by friends/relatives, and authoritative organizations such as universities or hospitals
- Compared to mere believing the information, participants show slightly lower resistance toward following suggestions posted on blog sites

# Types of Suggestions Followed



- Participants are more likely to follow suggestions that requires only online actions
- For offline activities, participants tend to follow only those that are organized by people they know personally

# Reliance on Blog Information for Decision-Making

- The extent to which the participants rely on blog information for decision-making is significantly impacted by the reputation of blog owners and their evaluation of the blog contents
- When participants believe that the information posted on blogs are believable, reliable, fair, and trustworthy, they tend to use these information as the basis for making a decision.

# Change of Opinion

- Participants' evaluation on the believability of information posted on blog sites has significant impact on changes in their opinions/viewpoints
- The more a participant believes the information to be reliable, fair, and trustworthy, the higher the likelihood that they will change their opinion to fit what they read on blog sites

# Future Blogging Activities

# Intention to Blog in the Future

- Participants have strong tendency to continue blogging (mean score of 5.83)
  - They have positive attitude toward blogging
  - They think blogging is entertaining, interesting, good, and fun
  - They think blogging is useful as a social networking tool to improve their relationships with others

# Intention to Blog in the Future

- Receiving positive feedbacks further encourage them to continue blogging
- Their friends' blogging activities affect their intention to blog

# Recommendations



# Recommendations

- Intention to blog
  - Respondents exhibit strong intention to blog in the future
  - Since bloggers may be influenced by blog contents, it is essential that governing agencies manages these activities to ensure positive messages are sent across to bloggers

# Recommendations

- Trust of information sources / reputation of blog post owners
  - Young adults put higher level of trust toward certain information sources (e.g., an authoritative organization vs. a politician)
  - When rolling out certain policies or implementing certain plans, governing agencies can leverage on trusted information sources to reinforce the message they intend to bring across to young adults
  - Embedding positive messages through reputable bloggers can direct young adults into positive directions

# Recommendations

- **Believability of information posted on blog sites**
  - Establishing the trustworthiness of a blog site is important because young adults have the tendency to alter their opinions based on what they read on blog sites as long as they believe the information to be trustworthy and fair
  - If governing agencies plan to shape the mindset of young adults in a certain positive manner, it first needs to establish and instill the believability of the information posted on its blog sites
  - One way to do so is to use trustable information sources

**Thank You**