

**A STUDY ON THE FACTORS INFLUENCING THE INTENTION OF BLOG  
USAGE: A CASE OF UUM POSTGRADUATE STUDENTS**

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**UNIVERSITI UTARA MALAYSIA  
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USAGE: A CASE OF UUM POSTGRADUATE STUDENTS**

A thesis submitted to the Graduate School  
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By

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## **ABSTRACT**

Nowadays, there has been a dramatic proliferation in the number of blogs and several social networks; however, little is published about what factor (s) motivates universities students to participate in blog activities. The remarkable growth and use of a social networking website such as "Facebook", "Hi5", and "Friendster" among UUM international postgraduate students is more challenging for a researcher to investigate the extent to which a new media channel affects people's lives, relationships, and wellbeing, how and why it is used, and who is using it. Based on the Theory of Reasoned Action (TRA), a model was developed relating technology acceptance (TAM) and social influences. a combination of convenience and purposive sampling was used to collect the data from UUM Postgraduate students that used different blogs and Facebook regularly. A survey of 112 of UUM postgraduate students found strong support for the model. One of the major finding of this research illustrated that perceived usefulness, ease of use and social norms were positively related to attitude toward blogging and accounted for a higher variance. On the other hand, perceived enjoyment and attitude toward blogging did not significantly influence UUM postgraduate students' intention to continue to use Facebook as their favorite blogging site.

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# CHAPTER ONE

## INTRODUCTION

### 1.0 Introduction

A Blog is known as a web page that has minimal to no external editing, providing online commentary, periodically updated, and presented in reverse chronological order, with hyperlinks to other online sources (www.samizdata.net). Another definition provided by the Oxford English Dictionary Online (OEDO) notes that the noun *blog* signifies a frequently updated web site consisting of personal observations, excerpts from other sources, typically run by a single person, and usually with hyperlinks to other sites; an online journal or diary.

However, on the Internet, a blog is a personal or professional journal that is frequently updated and intended for general public consumption. The essential characteristics of the blog are its journal form, typically a new entry each day, and its informal style. Many blogs include photo, audio, and video information. The concept of 'Blogs' has evolved along similar lines to other forms of human communication in that they are a product of convenience rather than design (Williams, and Jacobs, 2004).

For instance, according to Holloway, (2006), blogging is one of the most recently developed techniques for an ordinary person to promote a message to the world. As it has been easy to use from any Internet connection point, blogging has become firmly established as a web based communications tool (Williams, and Jacobs, 2004); and people who are open to new experiences and those who are highly sensitive are likely to be bloggers (Guadagno, Okdie, and Eno, 2008).

The contents of  
the thesis is for  
internal user  
only

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