

American University in Cairo

## AUC Knowledge Fountain

---

Archived Theses and Dissertations

---

6-1-2007

### Videoblogging as an online news phenomenon : an exploratory study

Tauheed Ramjaun

Follow this and additional works at: [https://fount.aucegypt.edu/retro\\_etds](https://fount.aucegypt.edu/retro_etds)

---

#### Recommended Citation

##### APA Citation

Ramjaun, T. (2007). *Videoblogging as an online news phenomenon : an exploratory study* [Master's thesis, the American University in Cairo]. AUC Knowledge Fountain.

[https://fount.aucegypt.edu/retro\\_etds/2312](https://fount.aucegypt.edu/retro_etds/2312)

##### MLA Citation

Ramjaun, Tauheed. *Videoblogging as an online news phenomenon : an exploratory study*. 2007. American University in Cairo, Master's thesis. *AUC Knowledge Fountain*.

[https://fount.aucegypt.edu/retro\\_etds/2312](https://fount.aucegypt.edu/retro_etds/2312)

This Thesis is brought to you for free and open access by AUC Knowledge Fountain. It has been accepted for inclusion in Archived Theses and Dissertations by an authorized administrator of AUC Knowledge Fountain. For more information, please contact [mark.muehlhaeusler@aucegypt.edu](mailto:mark.muehlhaeusler@aucegypt.edu).

The American University in Cairo  
School of Business, Economics and Communications

**VIDE BLOGGING AS AN ONLINE NEWS PHENOMENON:  
AN EXPLORATORY STUDY**

A Thesis submitted to  
The Department of Journalism & Mass Communication

in partial fulfilment of the requirements for  
the degree of Master of Arts

by Tauheed Ahmad Ramjaun  
B.Sc. (Hons) Management Studies

The American University in Cairo

**VIDE BLOGGING AS AN ONLINE NEWS PHENOMENON:  
AN EXPLORATORY STUDY**

A Thesis submitted by Tauheed Ahmad Ramjaun  
to the Department of Journalism & Mass Communication  
May 2007

in partial fulfilment of the requirements for  
the degree of Master of Arts

has been approved by

Dr. Rasha Abdulla  
Thesis                      Committee                      Chair                      /                      Adviser

\_\_\_\_\_  
Affiliation  
\_\_\_\_\_

Dr. Naila Hamdy  
Thesis                      Committee                      Reader                      /                      Examiner

\_\_\_\_\_  
Affiliation  
\_\_\_\_\_

Dr. Kevin Keenan  
Thesis                      Committee                      Reader                      /                      Examiner

\_\_\_\_\_  
Affiliation  
\_\_\_\_\_

\_\_\_\_\_  
Department Chair                      Date                      Dean                      Date

## **ACKNOWLEDGEMENTS**

I wish to convey my profound gratitude to Dr. Rasha Abdulla, my thesis supervisor, for having diligently guided me throughout this research and for providing me with valuable support, advice and recommendations. I would also like to extend my thanks to Dr. Naila Hamdi and Dr. Kevin Keenan, members of the thesis committee, for having reviewed this work and for their constructive feedback. An additional word of thanks to Dr. Keenan who has also been my academic advisor throughout the program.

This thesis would not have been possible without the benevolent fellowship awarded by the American University in Cairo which has enabled me to undertake full-time graduate studies on campus. In this context, I wish to acknowledge the sponsors and administrators of the African Graduate Fellowship Program and thanks to Ms. Sawsan Mardini and her amiable staff from the Office of Graduate Studies & Research for their efficacious support during the whole period of my studies.

A final word of thanks to all faculty, colleagues and friends who have contributed to the broadening of my intellectual, creative and cultural horizons.

I dedicate this work to my parents, family and friends for their immutable love and support.

## **ABSTRACT**

This study explores the emergence of videoblogging as an online news phenomenon and investigates how this new technology is being adopted as a innovative mode of news diffusion. Rogers' diffusion of innovations theoretical framework is being used to analyze the characteristics of this innovation and that of its adopters with particular reference to online news diffusion. Findings indicate that the early adopters tend to be predominantly young male adults located in the higher income regions of the world. Video content posted is predominantly related to arts and entertainment with a substantial minority related to current affairs and politics. While the majority of videos posted are produced by videobloggers themselves, a substantial minority of videos consist of images shot from television screens, extracted from other digital sources, or downloaded from other websites. Based on these findings, the impact of videoblogging in the online media environment is also discussed.

## TABLE OF CONTENTS

List of Tables	3
List of Figures	4
<b>1. Chapter One: Introduction</b>	<b>6</b>
1.1. Context	6
1.2. Statement of the problem	8
1.3. Scope of the study	8
1.4. Limitations of the study	9
<b>2. Chapter Two: Theoretical Framework</b>	<b>10</b>
2.1. Introduction	10
2.2. The diffusion of innovations model	11
2.3. The information-decision process	14
2.4. The adopter categories	18
2.5. Criticisms of the diffusion of innovation theory	20
2.6. Applications of diffusion research	22
<b>3. Chapter Three: Literature Review</b>	<b>26</b>
3.1. Diffusion research in new media and online communication	26
3.1.1. Diffusion research in new media technologies	26
3.1.2. Diffusion research in online media	28
3.1.3. Diffusion research and blogs	33
3.2. Videoblogging	35
3.2.1. A primer on blogs	35
3.2.2. News blogs	37
3.2.3. Videoblogs	40
<b>4. Chapter Four: Research Methodology</b>	<b>45</b>
4.1. Introduction	45
4.2. Content analysis	45
4.3. Sampling	46
4.4. Research questions	48
4.5. Operational definitions and variables	48
4.6. Coding	50

<b>5. Chapter Five: Results &amp; Analysis</b>	<b>51</b>
5.1. Rate of diffusion of videoblogging	51
5.2. Profile of innovators	52
5.3. Topic of interest	54
5.4. Video characteristics	57
5.5. The Arab World	60
5.6. North America	63
5.7. Latin America & the Caribbean	66
5.8. Europe	69
5.9. Asia	72
5.10. Africa	75
5.11. Oceania	78
<b>6. Chapter Six: Discussion</b>	<b>81</b>
6.1. Innovation adoption	81
6.2. Videoblogging and online news	83
6.3. Legal and copyright issues	86
6.4. Conclusion & recommendations	87
<b>References</b>	<b>89</b>
<b>Appendix 1: Coding Sheet</b>	<b>102</b>
<b>Appendix 2: Geographical Classification of Countries</b>	<b>105</b>

## TABLES

Table 5.1. Frequency for geographical region of videoblogs (%)	53
Table 5.2. Topic of interest and gender crosstabulation (%)	55
Table 5.3. Topic of interest and age group crosstabulation (%)	55
Table 5.4. Topic of interest and geographical region crosstabulation (%)	56
Table 5.5. Age and video source crosstabulation (%)	58
Table 5.6. Region and source of video crosstabulation (%)	59



## FIGURES

Fig. 2.1. Rate of adoption of an innovation	13
Fig. 2.2. The Information-Decision process	15
Fig. 3.1. Krishnamurthy's model of blog classification	36
Fig. 3.2. Text-based blog with video links	40
Fig. 3.3. Videoblog on YouTube.com	41
Fig. 3.4. Rocketboom videoblog channel	44
Fig. 4.1. Geographical classification of countries	49
Fig. 5.1. Rate of diffusion of videoblogging	51
Fig. 5.2. Frequency for age of innovators	52
Fig. 5.3. Geographical origin of innovators	53
Fig. 5.4. Frequency for topic of interest	54
Fig. 5.5. Frequency for video length	57
Fig. 5.6. Source of video posted	58
Fig. 5.7. Gender of Arab videobloggers	60
Fig. 5.8. Topic of interest of Arab videoblogs	61
Fig. 5.9. Source of videos posted on Arab videoblogs	62
Fig. 5.10. Length of videos posted on Arab videoblogs	62
Fig. 5.11. Gender of North American videobloggers	63
Fig. 5.12. Topic of interest of North American videoblogs	64
Fig. 5.13. Source of videos posted on North American videoblogs	64
Fig. 5.14. Length of videos posted on North American videoblogs	65
Fig. 5.15. Gender of Latin American videobloggers	66
Fig. 5.16. Topic of interest of Latin American videoblogs	67

Fig. 5.17. Source of videos posted on Latin American videoblogs	67
Fig. 5.18. Length of videos posted on Latin American videoblogs	68
Fig. 5.19. Age group of European videoblogs	69
Fig. 5.20. Topic of interest of European videoblogs	70
Fig. 5.21. Source of videos posted on European videoblogs	70
Fig. 5.22. Length of videos posted on European videoblogs	71
Fig. 5.23. Age group of Asian videobloggers	72
Fig. 5.24. Topic of interest of Asian videoblogs	73
Fig. 5.25. Source of videos posted on Asian videoblogs	73
Fig. 5.26. Length of videos posted on Asian videoblogs	74
Fig. 5.27. Age group of African videobloggers	75
Fig. 5.28. Topic of interest of African videoblogs	76
Fig. 5.29. Source of videos on African videoblogs	76
Fig. 5.30. Length of videos posted on African videoblogs	77
Fig. 5.31. Age group of Oceania videoblogs	78
Fig. 5.32. Topic of interest of Oceania videoblogs	79
Fig. 5.33. Source of videos posted on Oceania videoblogs	79
Fig. 5.34. Length of videos posted on Oceania videoblogs	80

# 1. INTRODUCTION

## 1.1. Context

Videoblogging is a recent online communication phenomenon that is growing in popularity and which is encouraging more and more ordinary citizens to engage in the creation and diffusion of news. Videoblogging can be described as the process of shooting video sequences with a portable digital device and posting them on the web for public viewing through a videoblog. A videoblog is an innovative method of online broadcasting which combines the usability of a blog with video files.

Today there are “several significantly different technical solutions which claim to be videoblogs, ranging from simply uploading unedited video files, via play-lists to edited sequences, sometimes with complex interactivity” (Hoem, 2004), such as user-created video channels on video sharing sites like YouTube.com. Launched in February 2005, YouTube.com is currently the web’s most popular video sharing site with an estimate of 20 million visitors every month according to Nielsen/NetRatings (BBC News Online, 2006). Apart from allowing users to upload and share videos on the site, YouTube also allows users to have their own personal space or “channel” which can be customized to a certain extent by the user. Such video hosting sites have risen in popularity very rapidly and many internet service providers like MySpace, MSN, Google and Yahoo have also started to offer various types of videoblogging services with a view to attract more and more videobloggers to their sites. YouTube’s overwhelming success

caused Internet giant Google to acquire the site for a record \$1.65 billion dollars only a few months after its launch (BBC News Online, 2006).

The web's first ever videoblog news channel *Rocketboom* made a big leap in the online broadcasting world by providing a daily three-minute show on global news with reports from vloggers located around the world. The irreverent and unconventional news style of the videoblog attracted more than 250,000 viewers daily turning its anchor Amanda Congdon into a worldwide celebrity (Knight, 2006). Replicating this model, other news videoblogs cropped up rapidly. For example, *Geek Entertainment TV* in San Francisco was launched to provide quick and unconventional news reports on the rising stars of Silicon Valley (Lee, 2006). Bloggers pioneering the medium of videoblogging seem to have varying motives. Bob Cox, founder of the Media Bloggers Association, declared to the BBC recently that while some bloggers are only experimenting with videoblogging, others are already producing good video content and are trying to earn revenue from this medium (Boyd, 2005). With the shrinking prices of mobile phones equipped with video shooting capabilities and the affordability of broadband Internet connection, the videoblogging population is increasing at an exponential rate. For Dan Gillmor, author of the book *We the Media*, videobloggers today constitute a wide community of first instance reporters that traditional news organizations should start acknowledge and collaborate with (Boyd, 2005). In 2006, Time Magazine declared "You" as Person of the Year as a symbolic way to praise the public for "seizing the reins of the global media, for founding and framing the new digital democracy, for working for nothing and beating the pros at their own game" (Grossman, 2006).

## **1.2. Statement of the problem**

Videoblogging is an innovative communication medium that has been introduced recently and academic research on this new media phenomenon is still very scarce. While there are millions of videoblogs populating at an exponential pace on the Internet, little research has been undertaken to analyze the patterns of diffusion of this innovative medium, the characteristics of its adopters, and how this new media is being used for news diffusion. This study will therefore explore the emergence of videoblogging as an innovative news medium using Roger's diffusion of innovations theoretical framework. Findings are likely to give media scholars and practitioners a better understanding of this new phenomenon and provide grounds for future academic research.

## **1.3. Scope of Study**

A content analysis will be carried out where the focus will be on videoblogs which are news-related. The study will attempt to analyze the patterns of diffusion of this innovative mode of news dissemination, the profile of the adopters, and the type of news content that is being posted on these videoblogs.

#### **1.4. Limitations of the study**

There are millions of videoblogs that are being created everyday on the Internet and which are hosted on various video sharing sites. Hence, as in most Internet related research, establishing a random sampling frame for this study will not be possible and therefore a purposive sample will be used. This implies that results are meant to provide data indications and may not be used as a basis for generalization.

## **2. THEORETICAL FRAMEWORK: DIFFUSION OF INNOVATIONS**

### **2.1. Introduction**

The origins of diffusion research lie in the work of various independent studies in the fields of anthropology and sociology (Katz, Levin & Hamilton, 1967; Rogers, 1983), the most influential one being that of French sociologist Gabriel Tarde who published in 1903 the first version of diffusion of innovation theory entitled “The Law of Imitations” where he introduced the process of how an innovation could be introduced and adopted in a particular society (Rogers, 1983).

Inspired by this concept, communication scholar Everett Rogers introduced a more elaborate theory in 1962 in his seminal work *The Diffusion of Innovations*. A major revision was made in 1983 based on research evidence from several decades of empirical studies. Rogers’ diffusion of innovation theory has since become very popular among social scientists (Severin & Tankard, 2001) and has been used extensively over the past fifty years in diverse research settings (Valente & Davis, 1999). This theoretical framework has proved useful in providing conceptual generalizations about the characteristics of an innovation, the way it is communicated, and the characteristics of its adopters, while giving scope for researchers to apply conceptual and methodological creativity (Roman, 2004).

## **2.2. The Diffusion of Innovations Model**

In Rogers' diffusion of innovations theory, diffusion is defined as "the process by which an innovation is communicated through certain channels over time among the members of a social system" (Rogers, 1983, p.5). The four main elements of this process are (1) the innovation, (2) the communication channels, (3) time, and (4) the social system. These are explained in detail below.

### **2.2.1. The Innovation**

Rogers (1983) defines innovation as "an idea, practice or object that is perceived as new by an individual or other unit of adoption" (p.11). Different types of innovations may have different rates of adoption depending on their characteristics of relative advantage, compatibility, complexity, triability and observability (Rogers, 1983). The relative advantage of an innovation can be economic, social or other, depending on the expectations of the individual. For some, status-giving may be an important motivation while for some economic gains may be the prime motivation. Compatibility is the extent to which the innovation is compatible to the existing norms and values of the social system, with past experiences of the potential adopters, or with the expected needs of the individual. Complexity is the degree to which the innovation is perceived as being hard to understand and/or difficult to use. The simpler the idea the faster it will likely to be adopted. Triability is the degree to which the innovation can be used or experimented with on a trial basis for a short period time in order for the individual to test its potential benefits. Observability is the degree to which the



results of a particular innovation are being visible to others. Some innovations are more visible than others and hence are likely to be adopted more easily since other people can visualize them easily.

Hence, an innovation will have a faster rate of adoption when it is perceived as being relatively advantageous by the individual (relative advantage); when it is perceived as being consistent with the existing norms and values of the individual's social system (compatibility); when it is easy to understand and use (complexity); when it can be experimented and tried easily (triability); and when its results can be easily seen by others (observability) (Rogers,1983).

### 2.2.2. The Communication Channels

A communication channel is defined by Rogers (1983) as “the means by which the messages get from one individual to another” (p. 17). The main communication channels likely to create awareness and knowledge of an innovation are mass media channels and interpersonal channels. Mass media channels allow the source to transmit knowledge about an innovation to a wide audience rapidly while interpersonal channels will involve face-to-face exchanges between two or more individuals and may be more effective than mass media channels in causing change in strongly held beliefs.

### 2.2.3. Time

Rogers (1983) argues that time is an important variable in the diffusion process and determines the rate of adoption of the innovation. The rate of adoption is defined as “the relative speed with which an innovation is adopted by members of a social system” (p. 23). The rate of adoption of an innovation would tend to follow the path of an S-shaped curve when plotted on a cumulative frequency chart where the percentage of adoption rises with time. This is illustrated in the following figure as follows:

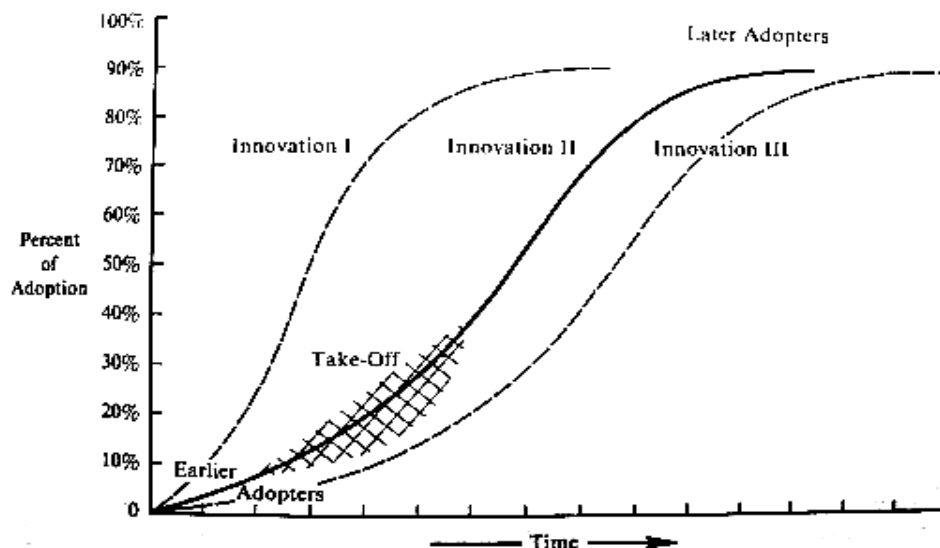


Fig. 2.1. Rate of adoption of an innovation

(Source: Rogers, E. M. (1983), *Diffusion of Innovations*, p. 11.)

Rogers (1983) states that in the beginning only a few individuals adopt the innovation and can be referred to as the innovators. The diffusion curve shifts progressively as more and more individuals start to adopt and then gradually

levels off as fewer and fewer individuals remain who have not yet adopted. The diffusion process is finished when the s-shaped curve reaches its asymptote.

#### 2.2.4. The Social System

A social system is defined as “a set of interrelated units that are engaged in joint problem solving to accomplish a common goal” (Rogers, 1983, p. 24). Rogers argues that the social structure of a social system can “facilitate or impede the diffusion of innovations in the system” (p. 25). Norms and values that prevail within the system will also affect the innovation decision process. The presence of opinion leaders or change agents in a particular social system will also determine the way information about the innovation will be diffused.

### **2.3. The Innovation-Decision Process**

One main component of the diffusion of innovations model is what Rogers (1983) called the Innovation-Decision process which is the “process through which an individual (or other decision-making unit) passes from first knowledge of an innovation to forming an attitude toward the innovation, to a decision to adopt or reject, to implementation of the new idea, and to confirmation of this decision” Rogers (1983). In his theory, Rogers conceptualized five main stages in this process: (1) knowledge, (2) persuasion, (3) decision, (4) implementation, and (5) confirmation.

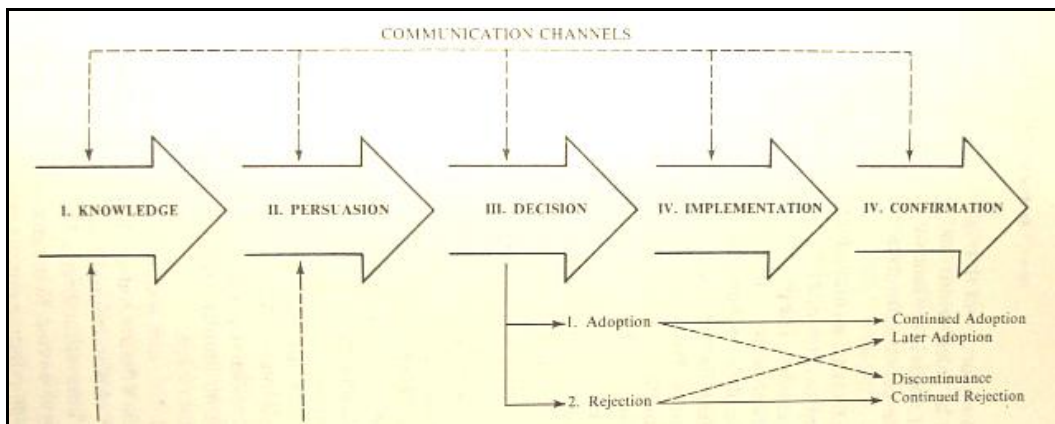


Fig. 2.2. The Information-Decision Process

(Source Rogers, E. M. (1983), *Diffusion of Innovations*, p. 165).

### 2.3.1. The Knowledge Stage

In the knowledge stage, the person becomes aware of the existence of the innovation and gets some basic understanding on how it functions (Rogers, 1983). Here, Rogers raises the question of the active or passive role of the individual in seeking knowledge about an innovation. While some researchers claim that individuals get to discover innovations by accident or chance since one cannot look for an innovation until one knows it really exists, other researchers claim that individuals play a more active role in the seeking of knowledge for an innovation and they do not just discover it by chance. These active knowledge-seeking individuals tend to be more attentive to messages and ideas that will have an impact on their particular needs. Hence, individuals in need of an innovation will be more likely to discover the innovation more rapidly.

### 2.3.2. The Persuasion Stage

In the persuasion stage, the individual seeks information about the innovation in order to form an opinion (favorable or unfavorable) about it. The individual begins to actively seek for information about the innovation in order to overcome the degree of uncertainty that he/she may face. Rogers (1983) states that the main behaviors to investigate at this stage are: (1) where the individual seeks the information (2) what kind of messages the individual receives (3) and how does the individual interpret the information. At this stage a general perception of the innovation is likely to be formed.

### 2.3.3. The Decision Stage

In the decision stage, the individual takes the decision of either accepting or rejecting the innovation. According to Rogers (1983) adoption is “a decision to make full use of an innovation as the best course available” (p. 172) and rejection is “a decision not to adopt an innovation” (p. 172). He posits that innovations that can be easily tried and tested by the individual are more easily adopted than innovations which are difficult to use on a trial basis. Hence, the distribution of free samples of a product for example will usually accelerate the decision process. The trial of the innovation by an opinion leader will also influence the individual’s decision about the innovation.

#### 2.3.4. The Implementation Stage

This is the stage where the individual actually puts the innovation into use. Rogers (1983) points out that some individuals may decide to adopt a new idea but never actually implement it and hence never reach the implementation stage. In this stage, the individual starts to learn how to operationally use the innovation effectively and problems related to the use of the innovation may arise. Here, the individual will be actively seeking technical and operational information about the innovation. The implementation stage will last until the innovation becomes part of the routine and loses its distinctive characteristics of a new idea.

#### 2.3.5. The Confirmation Stage

At the confirmation stage, the individual seeks reinforcement for the decision made and may reverse the decision if “exposed to conflicting messages about the innovation” (Rogers, 1983, p. 206). At this stage, the individual will be seeking supportive messages that will make him continue using the innovation. However, if exposed to conflicting or adverse messages about the innovation, the individual may discontinue the use of the innovation. Discontinuance is defined as “a decision to reject an innovation after having previously adopted it” (p. 186). Two types of discontinuance may occur: (1) a replacement discontinuance where the user rejects the innovation to replace it with a better innovation that has just been created and (2) a disenchantment discontinuance where the user rejects the innovation because he/she has been dissatisfied with its performance.

## **2.4. The Adopter Categories**

Innovativeness is “the degree to which an individual or other unit of adoption is relatively earlier in adopting new ideas than the other members of a system” (Rogers, 1983, p. 242). Rogers proposes five ideal types of innovation adopters which are mainly “conceptualizations based on observations of reality and designed to make comparisons possible” (p. 247). Rogers points out that these adopter categories are based on abstractions from empirical research and are intended to serve as a guide for researchers. In any case, they are not meant to substitute actual research. The four main types of adopters are: (1) innovators (2) early adopters (3) early majority (4) late majority (5) laggards. Over a given period of time, innovators are those that will adopt an innovation first and laggards are those that would adopt an innovation last. The classification of the different adopter categories are based on the relative time they take to adopt an innovation. The five adopter categories are described in detail below.

### **2.4.1. Innovators**

Innovators are venturesome and tend to be more open to new ideas and to try new things. They usually engage into more cosmopolitan social relationships which leads them out of their local social circles. They tend to be hazardous, daring and risk-takers with necessary resources to absorb the possible loss of trying an innovation. Their level of education also allows them to understand and apply technical knowledge more easily (Rogers, 1983).

#### 2.4.2. Early Adopters

Early adopters usually have an opinion leadership role on the rest of the population. They are usually well-established and well-respected in their local communities as opposed to the innovators. Early adopters have a powerful influence on the local community and are usually taken as role models. If they decide to adopt the innovation brought by the innovators then the rest of the population will be likely to follow their example (Rogers, 1983).

#### 2.4.3. Early Majority

Alexander Pope's "Be not the first be whom the new is tried, nor the last to lay the old aside" would summarize the attitude of the early majority. They are usually inclined towards adopting an innovation but would never choose to take the lead in the adoption process. They tend to be prudent but with a positive attitude towards the innovation (Rogers, 1983).

#### 2.4.5. Late Majority

The late majority are those who tend to be always skeptical about innovations. They tend to be very cautious and would only adopt the innovation if they see that most people around them have adopted it. Hence social norms and peer pressure are strong determinants in the decision-making process of the late majority category (Rogers, 1983).



#### 2.4.6. Laggards

Laggards are the last in a social system to adopt an innovation. They tend to be very traditional and their decisions are always based on what has been done in the past. They tend to be suspicious about innovators and change agents. Laggards usually form part of the low economic class of society which is also a factor that causes their inability or difficulty to try as innovation. Since their resources are limited, their decision to wait before adopting an innovation maybe completely rational from their point of view. Rogers (1983) also pointed out that the term “laggard” should not be viewed as a negative or disrespectful term.

### **2.5. Criticisms of the Diffusion of Innovation Theory**

#### 2.5.1. The Pro-Innovation Bias

One of the main shortcomings of the diffusion of innovation theory is the existence of a pro-innovation bias within the framework (Rogers & Shoemaker, 1973 as cited in Rogers, 1983). This pro-innovation bias occurs when the concept of innovation is implicitly associated with progress, a fact which may not necessarily be true in real life. Moreover, many diffusion researchers tend to regard innovation as having a positive value and hence design their research with this bias in mind. To avoid this pro-innovation bias, Rogers (1983) advised diffusion researchers to be more critical about their innovation of study and also try to better understand the audience to be investigated.

### 2.5.1. The Individual-Blame Bias

The individual blame bias is the “tendency to hold an individual responsible for his or her own problems, rather than the system of which the individual is a part” (Caplan & Nelson, 1973 as cited in Rogers, 1983, p. 103). In many past diffusion research, there have been various forms of individual-blame bias from the part of the researchers (Ryan 1971; Whiteside, 1972; Caplan & Nelson, 1974, as cited in Rogers, 1983). This sort of bias occurs when the researcher tends to side with the change agents rather than with the audience of potential adopters. They would tend to blame the individual for his or her problems rather than investigating whether the whole system is to be blamed. In the words of Rogers (1983) this attitude can best summarized with this maxim: “If the shoe doesn’t fit, there’s something wrong with your foot.”

### 2.5.1. The Social Structure Bias

It has also been argued by Bordenave (as cited in Rogers, 1983) that the classical model of the diffusion of innovations theory is based on a Western social structure and hence may not be appropriate for developing nations which tend to have social structures and norms that are differently from the Western society.

## **2.6. Applications of Diffusion Research**

Diffusion research has been traditionally applied in various fields of social sciences. This research approach has been particularly used to analyze: the earliness of knowing about innovations, rate of adoption of different innovations in a social system, innovativeness, opinion leadership, who interacts with whom in diffusion networks, rate of adoption in different social systems, communication channel usage, and consequences of innovation (Rogers, 1983). The following section reviews applications of diffusion studies in the some of the main diffusion research traditions.

### **2.6.1. Anthropology**

Anthropology is one of the earliest research traditions in which diffusion research has been applied. Anthropologists have been using this method mainly in a qualitative way, that is, through participant observation and field studies. Some examples of anthropological diffusion research are those of Wissler (as cited in Rogers, 1983) who conducted studies on the diffusion of horses from Spanish explorers to American Indian tribes and Wellin (as cited in Rogers, 1983) who conducted an anthropological investigation on the failure of the introduction of water-boiling in the village of Los Molinos. Due to the constraints associated with participant observations, most diffusion studies in anthropology tend to be however limited to a very small scale and cannot be easily replicated.

### 2.6.2. Rural sociology

Rural sociology has been a fertile field for diffusion studies during the first part of the twentieth century being a sub-field of sociology that focuses on the problems of rural life. One of the most influential diffusion studies in rural sociology is that conducted by Ryan & Gross (as cited in Rogers, 1983) on the diffusion of hybrid-seed corn among Iowa farmers. This study, which used a combination of qualitative and quantitative data analysis, influenced considerably the methodology, theoretical framework and interpretations of later researchers in the rural sociology field.

### 2.6.3. Education

Diffusion research in the education sector has been mainly concerned with the adoption of educational innovations in educational establishments. Mort (as cited in Rogers, 1983) was one of the pioneers of diffusion research in education and conducted a series of studies on the factors that influenced innovativeness in schools. Afterwards, Rogers (1983) noted that the U.S. Department of Education sponsored numerous studies on the rate of adoption of innovativeness in educational institutions “as a means to evaluate the various diffusion programs that this government agency carries out” (p. 64).

#### 2.6.4. Medical sociology

Diffusion research in this field of study has been mainly concerned with the introduction of new drugs or other medical ideas where the adopters are doctors, and family-planning methods or health innovations where the adopters are patients. The most influential study in this tradition, known as the Columbia drug study, as conducted by Coleman et. al. (as cited in Rogers, 1983) who analyzed the diffusion of a new antibiotic among medical practitioners. Since this classic study of drug diffusion, many studies in the areas of public health and family planning having been carried out in different parts of the world.

#### 2.6.5. Communication

The first types of diffusion research in the field of communication were concerned with the diffusion of news. One of the most typical news diffusion studies carried out in this tradition is that conducted by Greenberg (as cited in Rogers, 1983) who conducted an analysis of the diffusion of news on the assassination of President Kennedy. As from the early 1960s, communication scholars also started to study the introduction and diffusion of technological ideas, specially agricultural, health, educational, and family-planning innovations in developing nations. One of the most noted studies during that period was of Deutschmann (as cited in Rogers, 1983) who conducted a study on the diffusion of innovations in a Colombian village. Communication researchers have been traditionally more focused on the process of innovation diffusion and their multidisciplinary backgrounds have

helped them integrate methods from other diffusion research traditions. Many diffusion studies have also been carried out on the introduction and adoption of new products and services within particular target audiences (Glazer & Montgomery as cited in Rogers, 1983). Diffusion research has also been applied in the field of social marketing, that is, the promotion of socially beneficial ideas such as family planning programs to diffuse birth control pills in various developing countries (Rogers, 1973 as cited in Rogers, 1983). As from the 1990s, communication scholars have been applying diffusion research in the field of new media technologies and online communication. This is reviewed in more detail in the next chapter.

### **3. LITERATURE REVIEW**

This chapter is divided into two main sections: The first section reviews the literature on prior research undertaken in the field of new media technologies and online communication where the diffusion approach has been used, with particular attention to studies related to online communication media. The second section of this chapter reviews the literature about blogs, the rising popularity of news blogs, and the emergence of videoblogging.

#### **3.1. Diffusion Research in New Media and Online Communication**

##### **3.1.1. Diffusion Research in New Media Technologies**

Dupagne (1999) used the diffusion theoretical framework to analyze the emergence of HDTV (high definition television) as an innovative media technology. His study was aimed at determining the level of awareness of this innovation and at analyzing the characteristics of its early adopters. Findings indicated that awareness was positively related to education, income, sex (male), newspaper use, and importance of picture sharpness. HDTV interest was negatively related to age and positively related to income, moviegoing, ownership of home entertainment products, and importance of picture sharpness. HDTV purchase intention was positively related to sports viewing and importance of screen size.

Ting Lee & Shik Kim (2003) conducted a study to analyze the characteristics of DVD home theatre adopters and their attitudes toward this new media technology when introduced on the consumer market as a competitor to VCRs. Their findings allowed them to derive three categories of early adopters: audiophiles, technophiles, and recreation seekers. Audiophiles were described as those who use DVD for audio quality, technophiles as those who are attracted to the innovation due to its technological potential, and recreation seekers as those found in the innovation a means to satisfy the need for entertainment, enjoyment, and escape. While those three distinct groups had different patterns of uses and gratifications, their main motivation for adopting this new technology was because of its technological superiority of the VCR.

Chan-Olmsted & Chang (2006) investigated the level of awareness of digital television as an innovation. They also explored the different perceptions that the potential adopters had on this new media technology in terms relative advantage, characteristics and importance. They found that potential early adopters had developed misconceptions about this innovation and that the level of knowledge about digital television varied according to the personal characteristics of the individuals and their level of internet use.

Rhodes (2004) employed the diffusion of innovation theory to better understand consumer behavioral attitudes towards the introduction of digital television. He found that to increase the rate of adoption of digital television among the population consumers needed to acquire more technical knowledge about the technology and gain more awareness of its innovative attributes. He also



concluded that if the relative advantage of digital television is more visible to potential consumers, the rate of adoption of this new technology will be faster.

Li (2004) examined the different factors that determined the adoption of interactive cable television services. Variables such as age, personal income, relative advantage, ownership of interpersonal technologies, innovativeness, and newspaper reading were found to be significantly related to the adoption of interactive cable television services.

### 3.1.2. Diffusion Research in Online Media

Williams, Rice & Rogers (1988) applied the diffusion of innovations theory to analyse how the interactivity aspect of online communication could affect the rate of adoption of online interactive media such as electronic mail and computer bulletin boards. They found that interactive media required a critical mass of adopters before the diffusion could really take off, hence implying that the rate of adoption of interactive media will tend to be slower than other non-interactive innovations in the early stage but would then diffuse more rapidly at the later stages of adoption.

Markus (1987) also analyzed the diffusion of interactive media such as electronic mail, voice messaging, and computer conferencing. He found that due to its specific characteristics which entail a form of reciprocal interdependence, the successful diffusion of interactive media would depend on reaching a critical mass where “earlier users are influenced by later users as well as vice versa” (p.491).

Parthasarathy & Bhattacharjee (1998) used Roger's innovation-decision process framework to study the post-adoption behavior (continued adoption versus discontinuance) of users within the context of online service use. One of the main focuses of their study was to investigate the reasons behind discontinuance. They found that the late adopters of the innovation were more likely to discontinue due to disenchantment than replacement and were more influenced by interpersonal channels of communication in their decision making process.

Hahn & Schoch (1997) applied the diffusion of innovation framework to study the emergence of electronic publishing online. They found that the innovation tended to be diffused among clusters of users who would, either individually or in combination, influence adopter perceptions of the relative advantage, complexity, compatibility, visibility, and triability of the innovation. Their findings concluded that the successful adoption of electronic publishing would depend on a simultaneous acceptance by the social community in which it is diffused.

Ledoux-Book & Barnett (2006) examined the potential for the adoption of "PCTV" or watching television on a PC. They found that while most of the potential adopters were aware of this innovation, they usually perceived the relative advantage of watching television on a PC as low and hence showed little interest in this innovation.

Brown & Barkhuus (2006) investigated the change in television-watching practices amongst early adopters of personal hard-disk video recorders and Internet downloaders of shows. They found that the more they downloaded shows

from the Internet, the less they watched traditional TV. Findings also suggested that for internet downloaders of TV shows, TV watching has become less of a passive process since they would actively take part into the searching, downloading and storing of shows.

Marshall (2004) conducted an exploratory survey to examine the emergence of online Video-On-Demand (VOD) services with a view to identify the characteristics of the early adopters of this new media technology. His findings indicated that early adopters of Video-On-Demand were young married male adults who tended to have a higher level of education.

Wu (2005) used the Rogers' diffusion of innovation framework to analyse the characteristics of the early adopters of Multimedia-On-Demand (MOD) services. Results showed that the early adopters tended to be of higher education level, income, individual innovativeness, opinion leader tendencies and newspaper exposure.

Kangis & Rankin (1996) investigated consumer attitudes regarding the introduction and development of new interactive services on the web. Findings indicated that early adopters had different needs and attitudes towards interactive services and could be divided into various significant sub-segments "which were positively predisposed to using education services, travel, news/information and video-on-demand through the new interactive technologies" (p. 44).

Chan & Leung (2005) conducted a study to examine the characteristics of the different adopter-categories of online news. They qualified the early-adopters as experiencers with a “savouring the new” lifestyle attitude with more exposure to international media and the laggards as “survivors” or those who lived “narrowly focused lives” and hardly viewed online news. The interactivity attribute of online news was identified as the strongest predictor for adopting this new medium followed closely by the multimedia characteristic. The researchers concluded that “interactivity can satisfy the need for seeking fun among strivers, a desire for self-expression among makers and aspiration for new ideas on the part of innovators. Furthermore, as practical people, makers enjoy multimedia features for their functional purpose” (p. 357).

Lin (2001) conducted a study to investigate the factors that could predict the adoption of online news by the early adopter category. She found that “the younger babyboomers and post-babyboomers fit the profile of a likely online media service adopter, as characterized by their age and educational level” (p.3). She also posited that online news was perceived as more of a complement to traditional news and was not as a substitute.

Jeffres, Atkin, Bracken, & Neuendorf (2004) conducted a research to investigate the relationship between the cosmopolite characteristic of the earlier adopters and the use of new media. They found that earlier adopters of the Internet showed higher levels of knowledge in terms of different cultures, higher awareness of current events, and greater cultural diversity of media content. It was also found

that the early adopters had more diverse interpersonal and mass communication networks.

Sun, Youn, Wu, & Kuntaraporn (2006) analyzed the diffusion process of information in online communities with particular reference to assessing the role of online opinion leadership in the diffusion of innovation. They found that the opinion leaders tended to have innovative personality traits and that opinion seekers of information would be more likely to seek opinion within strong online social networks consisting of members sharing similar interests and hobbies.

Garrison (2001) studied the diffusion of online information technologies within United States daily newspaper newsrooms over a span of six years. He found that “the use of interactive information-gathering technologies in newsrooms had reached a critical mass for (1) general computer use, (2) online research in newsrooms, (3) non-specialist content searching, and (4) daily frequency of online use” (p. 33). The use of the Internet for research purposes by journalists had achieved a critical mass while causing a merging of job responsibilities in newsrooms “breaking from traditional news-researcher, reporter, and editor roles” (p. 33).

Boczkowski (2004) conducted a similar study on the adoption of online technologies in newsrooms by examining the dynamics through which news professionals adopted innovative multimedia and interactive online technologies. By comparing different news organizations, he found that the differences in

organizational structure, work practices, and representations of the users had a direct influence on the way news professionals adopted these technologies.

Chung (2007) conducted a qualitative research through in-depth interviews with online news producers to their perceptions of interactivity and reasons for adopting or not adopting interactive features that facilitate interpersonal communication. Her findings indicated that online news producers while showing an interest in these innovative features, tended to be prudent in implementing those features. The online migrating process was also found to be an uncomfortable transition for journalists.

### 3.1.3. Diffusion Research and Blogs

Milner (2004) investigated the emergence of blogging as an Internet social practice and as a new media technology that arose under particular historical circumstances. His findings confirmed that blogging, like any technological innovation, originated within an online social community of innovators who were promoting a change in the online social practice of communication. However, Milner argued that it is not the new technology that caused the shift in social practice but it is the change in the social practice of the individual that facilitated the diffusion of the new technology.

In a study on the diffusion of information on blogs, Gruhl, Guha, Liben-Nowell & Tomkins (2004) analyzed the dynamics of information propagation in the blogging environment using a large collection of weblogs over time. They found

that information on weblogs was diffused in a viral way and this process could be explained in a graphical way. The first type of information diffusion was in a linear continuous way, an “ongoing chatter” among blogs which are always active and on which information flows continuously. The second type of information diffusion were in the form of “spikes”, that is information diffused by blogs which were predominantly inactive but which could become suddenly very active from time to time. The third type of information diffusion was from blogs which were highly active and were highly influenced by information “spikes” from other blogs.

O’Donell (2006) used diffusion of innovation as one of the theoretical approaches to examine the users and marketing efficacy of MP3 music blogs. He found that while music blogs could be useful for artists to diffuse innovative music tracks to an early adopter audience, they were not likely to generate sales in the core audience categories. Analyzing his findings from a diffusion of innovation perspective, O’Donell also suggested that “blog readers are part of the early adopter crowd for music blogs, and by extension, often new music. Many bands may become popular among music-loving blog readers, but never diffuse to the much larger casual music audience” (p. 27).

Gill (2005) used the diffusion of innovation framework to analyze the effects that blogs had on the adoption of web syndication by online news web sites. An investigation of the relationship between the adoption of blogs and the adoption of web syndication technology in the diffusion of news was carried out. The study

concluded that blogs provided a social need for this new technology and acted as an accelerator in the diffusion of the innovation.

### **3.2. Videoblogging**

#### 3.2.1. A Primer on Blogs

A weblog or blog is a more simplified and dynamic version of a personal website which is updated frequently with the most recent entries appearing first (Blood 2002; Herring 2004; Wall, 2005). Blogs have become increasingly popular mainly due to the fact that they are much easier to create and maintain than websites (Blood, 2002; Kahn & Kellner, 2004). The weblog technology was brought to the mass when online service providers like Blogger.com introduced the possibility to anyone having access to the web to create a blog for free without any advanced technical prerequisites (Blood, 2002). Rapidly, bloggers started to adopt this medium within their own online community which blogger Michael Quick (2002) coined as *blogosphere* to describe the distinct intellectual space bloggers occupied on the web. According to latest data from Technorati, a specialized company in blog tracking and data analysis, there are currently 57 million blogs with around 75,000 new blogs created every day (Technorati, 2006). The latest Pew Internet & American Life Project study on bloggers conducted by Lenhart & Fox (2006) found that bloggers were mostly young, racially diverse, heavy users of the Internet, who were maintaining a blog mainly as a form of creative expression and/or sharing of personal experiences. The researchers also found at least one-third of bloggers see their practice as a form of amateur journalism.



Researchers have identified various blog types and blog genres and many researchers have proposed to classify blogs based on various parameters. Krishnamurthy (2004) developed a matrix to help categorizing blogs into four main quadrants types based on the dimensions of personal vs. topical and individual vs. community (as cited in Herring, Scheidt, Bonus, Wright, 2006).

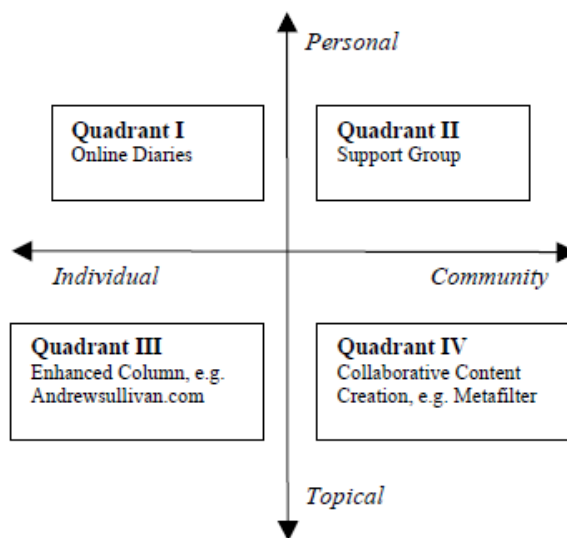


Figure 3.1. Krishnamurthy's model of blog classification

(Source: Herring, Scheidt, Bonus, & Wright (2006). *Bridging the Gap: A Genre Analysis of Weblogs*, p. 3).

Quadrant I would consist of personal blogs maintained in the form of personal diaries such as personal journals on LiveJournal.com. Quadrant II would consist of blogs that are maintained collaboratively by a group of people sharing a common interest. Quadrant III would consist of filter blogs that also select and provide commentary on information from the web. Quadrant IV would include the community blog types such as Metafilter where anyone can contribute a link or a comment to the blog (Herring, Scheidt, Bonus, & Wright, 2006).

Herring, Scheidt, Bonus, & Wright (2006) analyzed different blog genres on the web using the following three dimensions of comparison: frequency of update, symmetry of communicative exchange and multimodality. They concluded that “the flexible, hybrid nature of the blog format means that it can express a wide range of genres, in accordance with the communicative needs of its users” (p.11).

### 3.2.2. News Blogs

Blood (2004) described news blogs as a form of black market journalism to emphasize its informal nature as compared to the formal mainstream media. News blogs seemed to exhibit certain aspects of black market journalism in varying degrees where news are written with a personal or opiated voice without any gatekeeper intervention with the possibility for the audience to participate in content creation through the posting of comments on the blog.

Wall (2005) found that blogs could be considered as a new genre of journalism with “distinct characteristics that emphasizes personalization, audience participation in content creation and story forms that are fragmented and interdependent with other websites” (p. 153). She found that the narrative style on news blogs were more personal and opiated with the possibility for the author to “cultivate a relationship with the audience” (p. 163) by giving the possibility for readers to post their own comments and feedback about the news story.

In analyzing the contribution of weblogs in online journalism, Matheson (2004) noted “epistemological differences to the dominant Anglo-American news form of

online journalism” (p. 443). He argued that weblogs were redefining the relation between journalists and users allowing for a better interactivity than in the traditional news format. He also found that weblogs were redefining the authority that the traditional journalist had in the news text and of the news text as product since weblogs were allowing more people who are not employed as journalists to provide their own accounts and opinions about a particular news story. News provided on blogs were generally of “ephemeral and informal quality, with little attempt to impose a hierarchy on material, and often irreverent commentary or opinion accompanying the links” (p. 449).

Lasica (2003) argued that news blogs were redefining the media landscape by providing the possibility for an open participation of the audience in the process of news making:

Call it participatory journalism or journalism from the edges. Simply put, it refers to individuals playing an active role in the process of collecting, reporting, sorting, analyzing and disseminating news and information—a task once reserved almost exclusively to the news media. (p.71)

In an analysis of weblogs as a new form of journalism, Blood (2003) proposed a categorization of news blogs according to the author of the blog content. She differentiated news blogs between those written by journalists, those written by professionals about their industry, those written by individuals at the scene of a major event, and those that link primarily to news about current events.

News blogs became increasingly popular as they started challenging traditional media in certain aspects of news coverage. For instance, in the early hours of the September 11 attacks, the first news sources were from blogs run by eye-witnesses of the tragedy who were reporting in the heart of the action (Andrews, 2003). During the Iraq War in 2002, a young architect blogged from Baghdad under the pseudonym Salam Pax providing unfiltered news about what was happening in Iraq (Wall, 2004). During the tsunami disaster in 2005, some news blogs were providing “breaking news” style content overtaking the traditional media as acknowledged by John Schwarz of the New York Times “for vivid reporting from the enormous zone of tsunami disaster, it was hard to beat the blogs” (as quoted in McIntosh, 2005).

Most major international events such as the World Summit for Sustainable Development, the World Social Forum, and the G8 forums are now being covered live by bloggers providing alternative news coverage in real time (Kahn & Kellner, 2004). Some news blogs are also being engaged in challenging reports made by traditional media such as when some bloggers exposed flaws in the *60 Minutes* report by Dan Rather about President George W. Bush’s National Guard service (McIntosh, 2005). In many countries, especially those run under authoritarian regimes where traditional media is government-controlled, news blogs are being increasingly used as a means for independent reporting, but not without risks, since according to Reporters without Borders (2006) there have been numerous news bloggers arrested since 2002.

### 3.2.3. Videoblogs

The first videoblogs that appeared on the web were traditional text-based blogs to which video files were linked. They contain a screenshot (image) of the actual video file which is hosted on a different web server. The image provides a link to the server and when one points on the image it will open a different window where the video will be played. Hence Bryant (2006a) defined a videoblog as “a collection of video files posted to the Internet using a method that makes it easier to update content - combining the usability of a blog, with video files”. Felix & Storlaz (2006) defined videoblogs as blogs that contain links to multimedia files that have been stored on a web server.

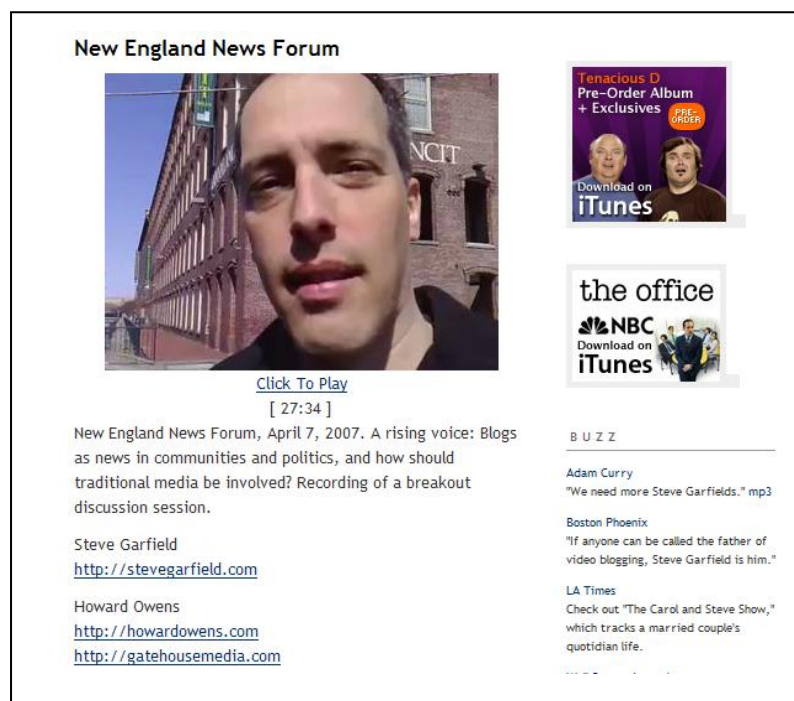


Fig. 3.2. Text-based blog with video links

(Source: Partial screen capture from <http://www.stevegarfield.blogs.com>)

However, with rapid technological developments in the videoblogging world, new forms and practices of videoblogging have emerged making it even more difficult to provide a generic definition solely based on technical criteria. As pointed out by Hoem (2004) “we have to distinguish between several significantly different technical solutions which claim to be videoblogs, ranging from simply uploading unedited video files, via play-lists to edited sequences, sometimes with complex interactivity”. For instance, YouTube.com offers the possibility for videobloggers to have their own space on the site where video files can be posted and archived for free (Youtube.com, ¶ 1). The following is a screenshot of a videoblog channel on YouTube.com:



Fig 3.3. Videoblog on YouTube.com

(Source: Screen capture from <http://www.youtube.com/EasyRaoul>)

YouTube.com was created with the objective of allowing anybody to have a free space on the web where video files can be uploaded, shared and archived freely. Youtube’s mission being to empower ordinary citizens “to become the

broadcasters of tomorrow” (YouTube.com, ¶ 2). This new facility has caused many videobloggers to set up their individual videoblog channels on YouTube.

Many videobloggers or vloggers have been at the forefront of live news coverage and sometimes superseding traditional media. For instance, vloggers provided the world with video images of the Indian Ocean tsunami disaster (Sherwin, 2005) and the July Bombings in London (Hua, 2005) which were subsequently seized upon by international news broadcast organizations. As digital technology becomes more and more accessible to the masses, more and more videobloggers are also being involved in citizen or grassroots journalism. The following example provided by Lasica (2003) in the *Nieman Reports* illustrates the how this new medium is prompting ordinary citizens to get involved in video news reporting:

During the peace demonstrations in February, Lisa Rein took to the streets of San Francisco and Oakland, California, camcorder in hand, and taped video footage of the marchers and speakers, such as Representative Barbara Lee, Harry Belafonte, and antiwar activist Ron Kovic. She posted the video on her Weblog, complete with color commentary, providing much deeper coverage of the events than a viewer would get by watching the local news. (p.70)

Bloggers pioneering the medium of videoblogging have varying motives. Bob Cox, founder of the Media Bloggers Association, declared to the BBC that while some bloggers are only experimenting with videoblogging, others are already producing good video content and are trying to earn revenue from this medium

(Boyd, 2005). A good example is Steve Garfield who is not only getting advertising revenue out of his videoblog, but is also acting as a videoblogging service provider for other clients, one of them being Boston City councillor John Tobin. For, Dan Gillmor, author of the book *We the Media*, videobloggers today constitute a wide community of first instance reporters that traditional news organizations should start acknowledge and collaborate with (Boyd, 2005).

Videoblogging has also evolved from personal news videoblogs to a new wave of videoblog channels. These are videoblogs that are hosted and maintained by a team of amateur and/or professional reporters and providing news reports in a similar format as professional television broadcasting. The web's first ever videoblog news channel *Rocketboom* made a big leap in the online broadcasting world by providing a daily three-minute show on global news with reports from vloggers located around the world.

The irreverent and unconventional news style of the videoblog attracted more than 250,000 viewers daily turning its anchor Amanda Congdon into a worldwide celebrity (Knight, 2006). Replicating this model, other news videoblogs are cropping up such as *Geek Entertainment TV* in San Francisco which provides "quick, quirky news reports on high-tech geeks, treating them as the rock stars of Silicon Valley" (Lee, 2006).



 **ROCKETBOOM**  
daily with joanne

monday may 28, 2007 : daily [past](#)

  
the universe 3 trillion years from now

[flash](#) | [quicktime](#) | [wmv](#) | [HD](#) | [phone](#) | [tivo](#) | [fireant](#) | [democracy](#) | [itunes](#) | [more](#)

**comments (8)** | [story links: solar eclipse in 585 b.c., san francisco zombie mob 2007 \(images\), the universe 3 trillion years from now, milky way mashup, rocket pun?, photoshop contest, the iraq rug, bicycle soccer, on demand crossing, the wisdom of obi-wan + \(3\) wise yoda is + \(2\) sony's flexible oled screen + \(8\)](#)



Fig. 3.4. Videoblog channel

(Source: Screen capture from <http://www.rocketboom.com>)

## **4. RESEARCH METHODOLOGY**

### **4.1. Introduction**

An exploratory content analysis of news videoblogs will be undertaken with a view to search for data indications about the emergence of videoblogging as an innovative online news medium. The significance of this study lies in the fact that there has been little empirical data gathered related to videoblogging and news videoblogs exclusively. Hence findings will give media scholars and practitioners a better understanding of this new phenomenon and provide ground for future academic research.

### **4.2. Content Analysis**

For such type of study, the content analysis research method has been found most appropriate since as per Kerlinger's (2000) definition cited in Wimmer & Dominick (2006), content analysis is "a method of studying and analyzing communication in a systematic, objective, and quantitative manner for the purpose of measuring variables" (p.150). Content analysis offers several advantages to mass media researchers. First, it allows large volumes of data to be examined with relative ease and in a systematic fashion (Stemler, 2001). It also enables content to be analyzed in a consistent way following a defined set of rules (Wimmer & Dominick, 2006). It also allows for both quantitative and qualitative operations that may provide valuable insights over time (Colorado State University, 2006).

The content analysis research method may also have some limitations. For instance, findings of a particular content analysis are limited to the framework of the categories and operational definitions used in the study. Another limitation is that media content, especially Internet content, may be highly volatile in nature and hence findings of a study made in a particular month may not yield the same results when performed in the next month due to changes in content. Content analysis may also prove to be a tedious and time-consuming process, sometimes involving high costs in the data gathering process (Wimmer & Dominick, 2006).

### **4.3. Sampling**

Researchers are usually faced with the problem of establishing sample frames when conducting content analysis on the Internet (Wimmer & Dominick, 2006) since there is currently no standardized method of sampling content featured on the World Wide Web (Jones, 1999, as cited in Ribisl, Lee, Henriksen & Haladjian, 2003). Hence most researchers use either the category listings provided by a search engine as a sample base, such as Dominick (1999) who used the listing provided by Yahoo! in his content analysis of personal web pages (Wimmer & Dominick, 2006). Other researchers simply use the results generated by a search engine after entering a keyword query such as Ribisl, Lee, Henriksen & Haladjian (2003) in their content analysis of web sites promoting smoking culture and lifestyle, or some use a purposive sample such as Wall (2005) in her recent study on news blogs.

This study will focus on vlogs that are particularly related to news and which are not personal in nature. Hence, a purposeful set of news-oriented vlogs will be chosen for analysis. The sampling method used is purposive sampling, a type of sampling that selects a number of exemplary cases to help assess a particular phenomenon.

Vlogs will be located through the YouTube online video hosting site. A purposive sample of 300 vlogs will be analyzed and searched from YouTube's channel directory. When users post their videos on the site, they have to provide tags (keywords) that would best describe the nature of the video posted. These tags facilitate the search of videos on the site. Hence, news related videos would normally have tags such as news, reports, events, journalism, etc. To locate vlogs that are likely to be news-related, keywords such as news, events, reports, channels, journalism, etc will be inputted as search queries to get a listing of the videos. Then to locate the individual channels, we will instruct the search engine to "list channels only" so as to get a listing of channels with user profiles. Moreover, vlogs listed on YouTube's various directories such as "Most Subscribed" and "Most Viewed" will be reviewed and user channels that satisfy our definition of news vlogs will be analyzed. Vlogs with incomplete user profiles will be rejected. For research consistency, only the main video that features on the vlog at the time it is accessed will be analyzed for content.

#### **4.4. Research Questions**

The following main research questions will guide the study:

- R1. Who are the videobloggers?
- R2. What news topics do they cover?
- R3. What kinds of videos are being posted?
- R4. How is this innovation being adopted?

#### **4.5. Operational Definitions and Variables**

For the purpose of this study, a videoblog will be defined as a space on the web where an individual has uploaded short video files that can be viewed freely by the public. Only videoblogs that are news-related will be analyzed and hence a definition for news is required. Various sociologists, communication scholars and journalists have proposed different definitions of news (Halberstam, 1992) without reaching consensus since research has shown that “there is no reliable rule about exactly what constitutes news because there are too many variables to predict” (Burns, 2003, pg. 50). Hence, our definition of news will be of a more generic nature based on Halberstam’s definition of news as being a report of current events (Halberstam, 1992). Hence a news videoblog will be defined as a videoblog showing videos that contain reports of events that are likely to be of interest to a mass audience and are not of a personal nature.

R1: Who are the videobloggers ?

The profile of videoblogger will be measured in terms of age, gender and geographical location. Geographical locations will be based on the United Nations Statistics Division geographical classification of countries as follows: Africa, Asia, Europe, Latin America and the Caribbean, Northern America and Oceania.

The following figure illustrates this regional classification:

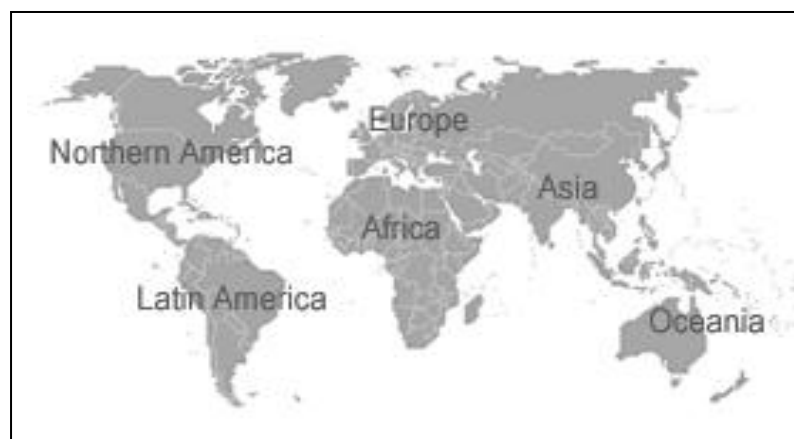


Fig 4.1. Geographical classification of countries

(Source: <http://www.un.org/depts/dhl/maplib/maplib.htm>)

A detailed list of countries for each region is provided in Appendix 2. We shall also have a particular sub-category to identify news videoblogs from the Arab world.

R2. What news topics do they cover?

News topics will be categorized as follows: Arts & Entertainment, Science & Technology, Business, Sports, Politics, Social & Humanitarian, Religion,

Nature & Wildlife, Travel & Tourism. The “Other” category will include any news topics that do not fall into the above-mentioned categories.

R3: What kinds of videos are being posted?

Source of the video will be defined as follows: (a) shot and/or edited by the videoblogger himself/herself, (b) shot from a TV screen (c) downloaded from other websites.

R4: How is this innovation being adopted?

A rate of adoption curve will be derived based on Rogers’ model with a view to assess the pattern of diffusion. Characteristics of the adopter types will be investigated.

#### **4.6. Coding**

Coding of videoblogs was carried out during the second and third week of March 2007. Three hundred videoblogs were selected for content analysis mainly from YouTube.com. The researcher was the only person doing the coding hence no intercoder reliability test was required. An intracoder reliability test was however carried out on 10% of the data collected using the Holsti formula with a view to assess reliability of coding procedure and data collected. Results showed 100 % reliability indicating data collected was reliable for analysis.

## 5. RESULTS & ANALYSIS

### 5.1. Rate of diffusion of videoblogging

Videoblogs analyzed were all hosted on YouTube video hosting site which was launched in February 2005. By analyzing the date at which the first videos were posted on each videoblog, a frequency curve was been derived to analyze the pattern of diffusion.

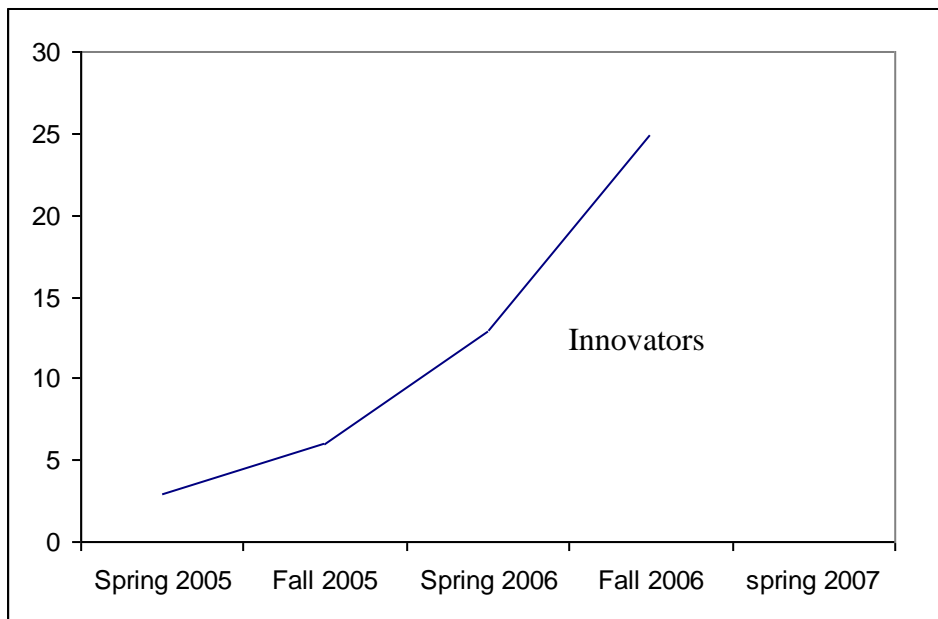


Fig. 5.1. Rate of diffusion of videoblogging

The above frequency curve illustrates the rate of adoption of videoblogging. It indicates that the diffusion process is currently still at its take-off stage with a fast upward progressive rate. Hence, at this stage, only one adopter category has been identified: the innovator adopter type. As illustrated in Roger's model, the innovators are those that are active at the take-off stage in the diffusion process.



## 5.2. Profile of the innovators

The innovators were predominantly young adults between 20 and 39 years old (82%), followed by 11.7% of teenagers of age between 11 and 19 years old. There were very few mature adults between 40-59 years old (6%) and a negligible amount of senior citizens aged 60 and above (0.7%).

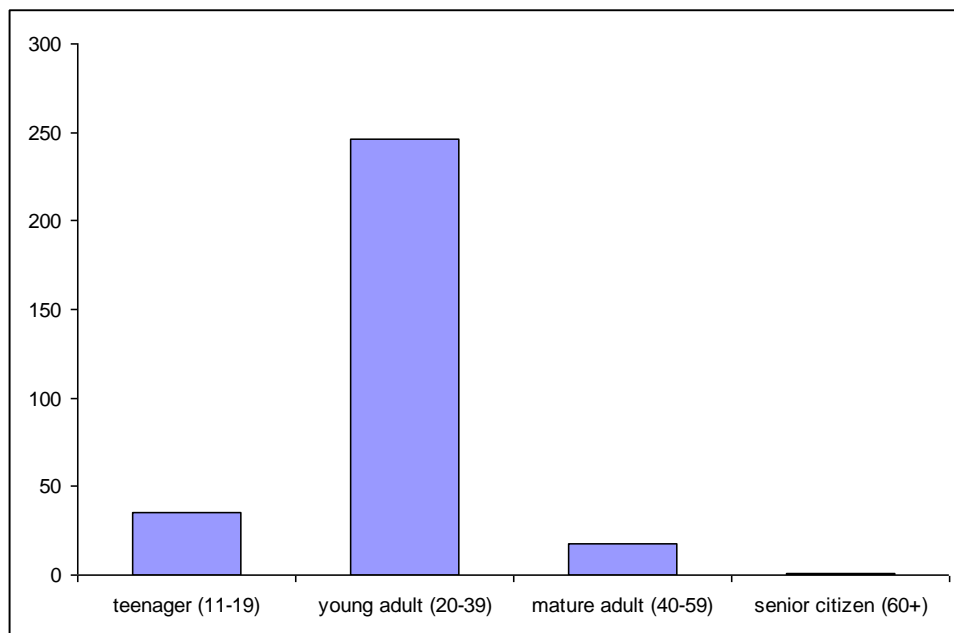


Fig. 5.2. Frequency for age of innovators

The majority of innovators were predominantly males consisting of 77% of the population while females amounted to 23 % of population.

Most of the innovators were (49.3%) were from the North American region followed by Europe (25%) and Asia (13.7%). Nearly 8% of videoblogs created were from Latin America and the Caribbean and around 3% were from the Oceania region. Only 0.7% of videobloggers were from Africa. Due to the macroscopic nature of our study individual countries were not identified.

Table 5.1. Frequency for geographical region of videoblogs

	Frequency	Valid Percent
Valid Africa	3	1.0
Asia	40	13.3
Europe	75	25.0
Oceania	10	3.3
latin america & the carribbean	24	8.0
northern america	148	49.3
Total	300	100.0

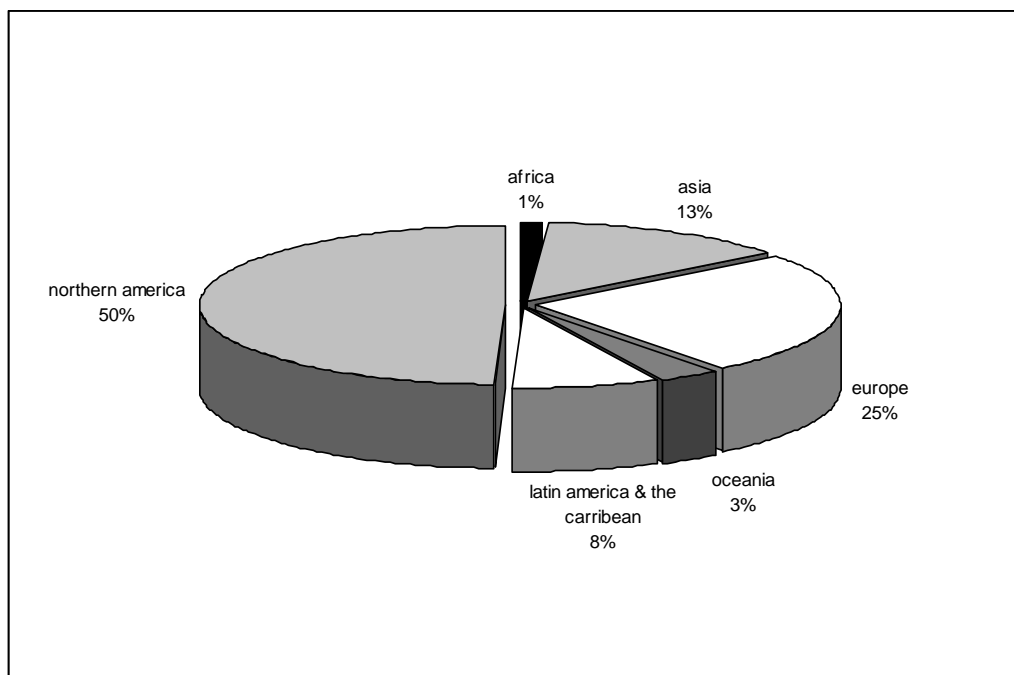


Fig. 5.3. Geographical origin of innovators

### 5.3. Topic of interest

The majority of news videoblogs were related to arts and entertainment topics (55%). The other popular topics identified are current affairs and politics (12.7%) and sports (11%). A substantial minority (5%) of news videoblogs were not related to real news but were news parodies mainly in the form of mock news reports and TV show parodies meant for fun and creative purposes.

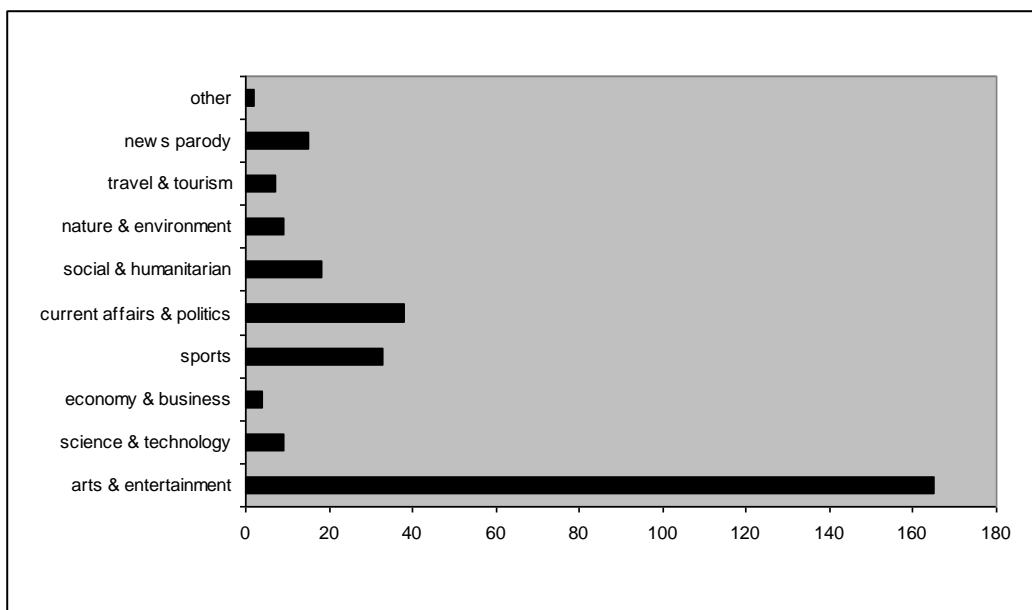


Fig. 5.4. Frequency for topic of interest

Males were more interested in topics related to arts and entertainment (51%), current affairs and politics (14%) and sports (13%). Females were mostly interested in topics related to arts and entertainment (68%) current affairs and politics (9%) and social and humanitarian issues (6%).

Table 5.2. Topic of interest and gender crosstabulation (%)

		gender		Total
		male	female	
topic	arts & entertainment	50.9%	69.1%	55.0%
	science & technology	2.6%	4.4%	3.0%
	economy & business	1.7%		1.3%
	sports	13.4%	2.9%	11.0%
	current affairs & politics	13.8%	8.8%	12.7%
	social & humanitarian	6.0%	5.9%	6.0%
	nature & environment	2.6%	4.4%	3.0%
	travel & tourism	3.0%		2.3%
	news parody	5.2%	4.4%	5.0%
	other	.9%		.7%
	Total	100.0%	100.0%	100.0%

Most teenagers tended to be interested in topics related to arts and entertainment (66%) and in making news parodies (15%). Young adults (21-39 years) were mostly interested in arts and entertainment topics (54%), current affairs and politics (13%) and sports (13%). Mature adults (40-59 years) were mostly interested in arts and entertainment (50%) and current affairs and politics.

Table 5.3. Topic of interest and age group crosstabulation

		age				Total
		teenager (11-19)	young adult (20-39)	mature adult (40-59)	senior citizen (60+)	
topic	arts & entertainment	65.7%	53.7%	50.0%	100.0%	55.0%
	science & technology		3.3%	5.6%		3.0%
	economy & business		1.2%	5.6%		1.3%
	sports	5.7%	12.6%			11.0%
	current affairs & politics	2.9%	13.4%	22.2%		12.7%
	social & humanitarian	8.6%	5.7%	5.6%		6.0%
	nature & environment		3.3%	5.6%		3.0%
	travel & tourism	2.9%	2.0%	5.6%		2.3%
	news parody	14.3%	4.1%			5.0%
	other		.8%			.7%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%

Results also indicated certain significant differences between topic of interest and geographical location. For instance, most news videoblogs from Africa were more related to social and humanitarian issues (66%) while most news videoblogs from the other regions of the world were predominantly related to arts and entertainment. There were more news videoblogs dealing with current affairs and politics in Asia, Europe and Oceania than in other regions of the world.

Table 5.4. Topic of interest and geographical region crosstabulation (%)

	region						total
	africa	asia	europa	oceania	latin america & the caribbean	northern america	
arts & entertainment	33.3%	65.0%	52.0%	40.0%	58.3%	54.7%	55.0%
science & technology			2.7%		8.3%	3.4%	3.0%
economy & business					4.2%	2.0%	1.3%
sports		2.5%	9.3%	30.0%	16.7%	12.2%	11.0%
current affairs & politics		25.0%	17.3%	20.0%	4.2%	8.1%	12.7%
social & humanitarian	66.7%	2.5%	4.0%		8.3%	6.8%	6.0%
nature & environment		2.5%	2.7%			4.1%	3.0%
travel & tourism			5.3%			2.0%	2.3%
news parody			5.3%	10.0%		6.8%	5.0%
other		2.5%	1.3%				.7%
Total	100%	100%	100%	100%	100%	100%	100%

Topics related to travel and tourism were only present in videoblogs created from the higher income regions such as North America and Europe and were inexistent in news videoblogs from the lower income regions such as Africa and Latin America.

#### 5.4. Video characteristics

The majority of video clips on videoblogs analyzed had a duration of more than three minutes (46.3%) and a substantial proportion of videos have a playback length between one and three minutes (31%). Only 7 % of videos analyzed are less than 30 seconds.

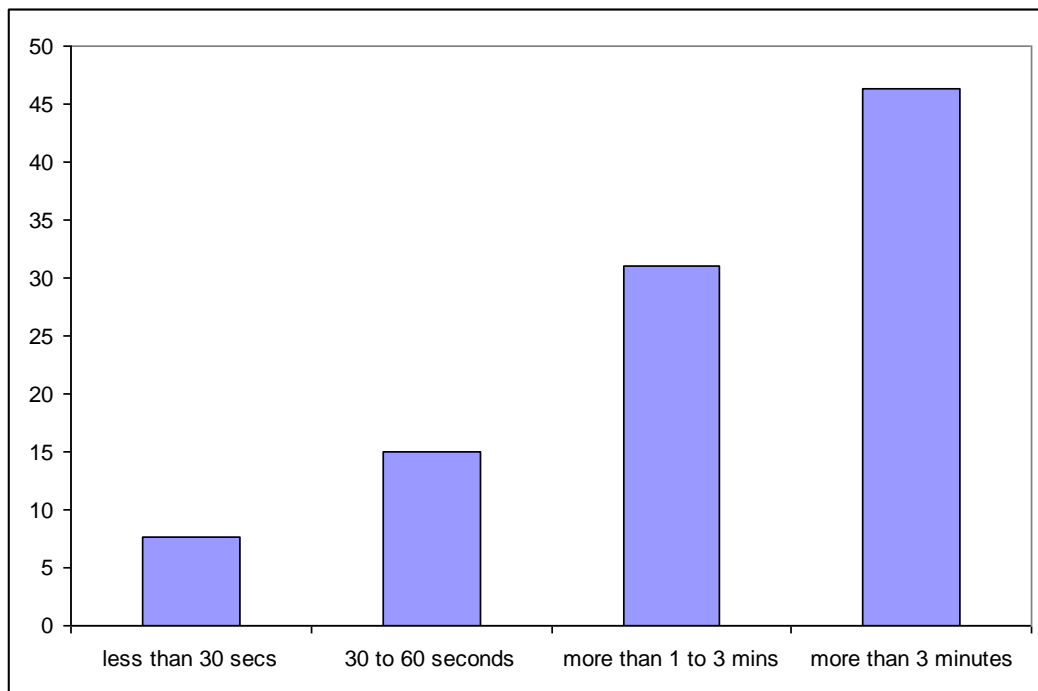


Fig. 5.5. Frequency for video length

Most videos posted on news videoblogs are produced by the videobloggers themselves (79%). A substantial minority (11%) of videos posted has been shot from television screens and around 10% of videos have been extracted from other sources (DVDs, websites, etc). Videos extracted from others sources were usually promotional video clips and trailers downloaded from other websites or video

sequences extracted from DVDs and other digital files. Examples of videos shot from TV screens include music video clips and news segments from TV news channels.

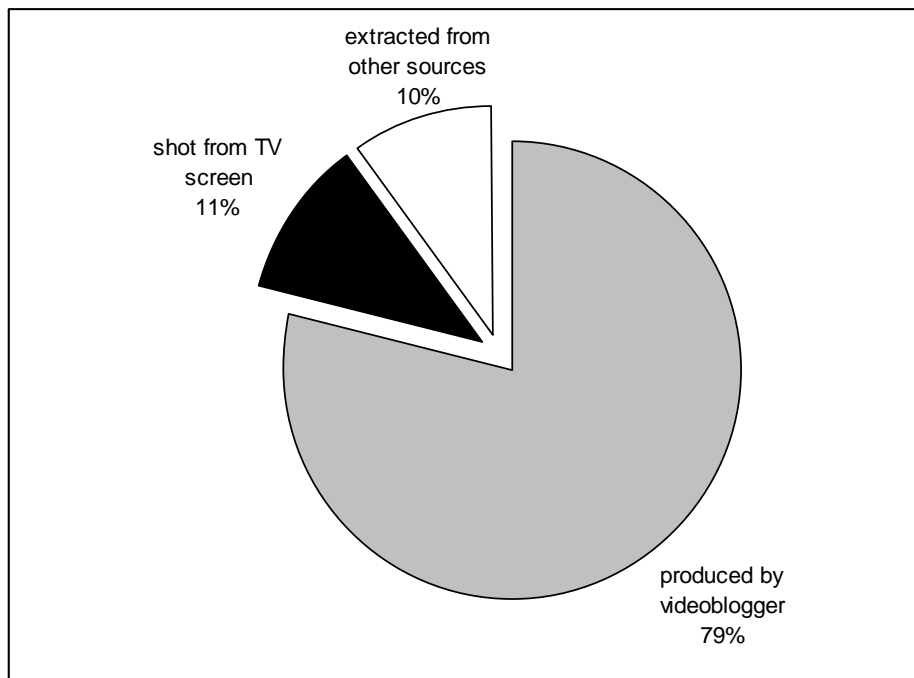


Fig. 5.6. Source of video posted

The teenager age group category (11-19 years) has the highest percentage of videos shot from TV screens (14%) and videos extracted from other sources (14%).

Table 5.5. Age and video source crosstabulation

% within age

		source			total
		produced by videoblogger	shot from TV screen	extracted from other sources	
age	teenager (11-19)	71.4%	14.3%	14.3%	100.0%
	young adult (20-39)	79.7%	10.6%	9.8%	100.0%
	mature adult (40-59)	88.9%	5.6%	5.6%	100.0%
	senior citizen (60+)				100.0%
total		79.0%	11.0%	10.0%	100.0%

Regions from the higher income groups had fewer videos shot from TV screens and videos extracted from other sources than the lower income regions. For instance, videos posted from the African region consisted of 33% shot from TV screens and 33% extracted from other sources as compared to videos posted from the European region where only around 11% were shot from TV screens and 9% were extracted from other sources.

Table 5.6. Region and source of video crosstabulation

% within country

		source			total
		produced by videoblogger	shot from TV screen	extracted from other sources	
country	africa	33.3%	33.3%	33.3%	100.0%
	asia	67.5%	22.5%	10.0%	100.0%
	europa	80.0%	10.7%	9.3%	100.0%
	oceania	80.0%	20.0%		100.0%
	latin america & the caribbean	91.7%	4.2%	4.2%	100.0%
	northern america	80.4%	8.1%	11.5%	100.0%
total		79.0%	11.0%	10.0%	100.0%



The sections that follow below provide results of analysis by world region.

### 5.5. The Arab World

The Arab World consists of Arab countries located across the Northern part of Africa and the Arabian Peninsula. Videobloggers from the Arab World amounted to 3% of the total population analyzed. Due to the macroscopic nature of our study, individual countries were not analyzed.

The profile of innovators from the Arab World was found similar to that of the rest of the world with a majority of young male adults between the 21-39 years age group. Around 80% of Arab videobloggers were males and 20% were females.

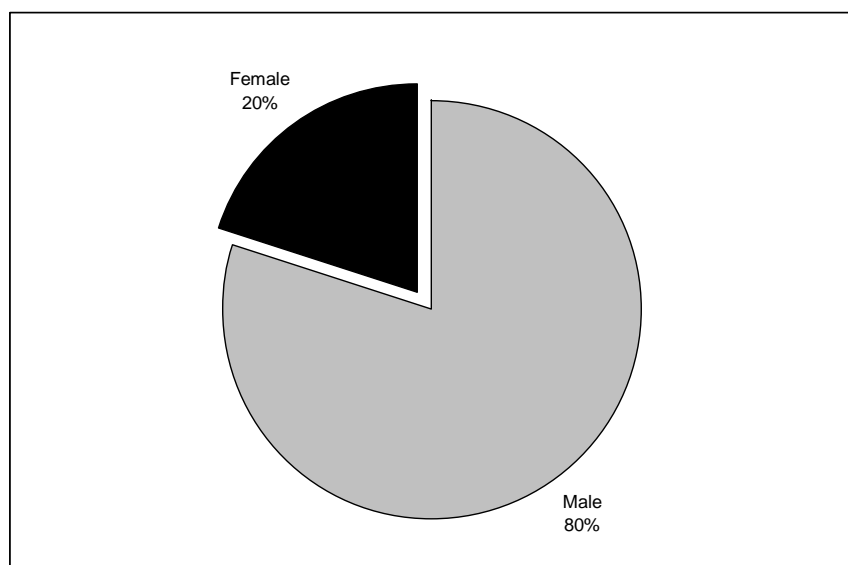


Figure 5.7. Gender of Arab videobloggers

The age groups identified in the Arab World were mainly young adults (80%) and teenagers (20%). There were no mature adults (40-59 yrs) and senior citizens (more than 60 yrs) identified within that region.

The topics of interest on news videoblogs from the Arab World mainly dealt with arts and entertainment (60%), social and humanitarian issues (20%), current affairs and politics (10%) and sports (10%).

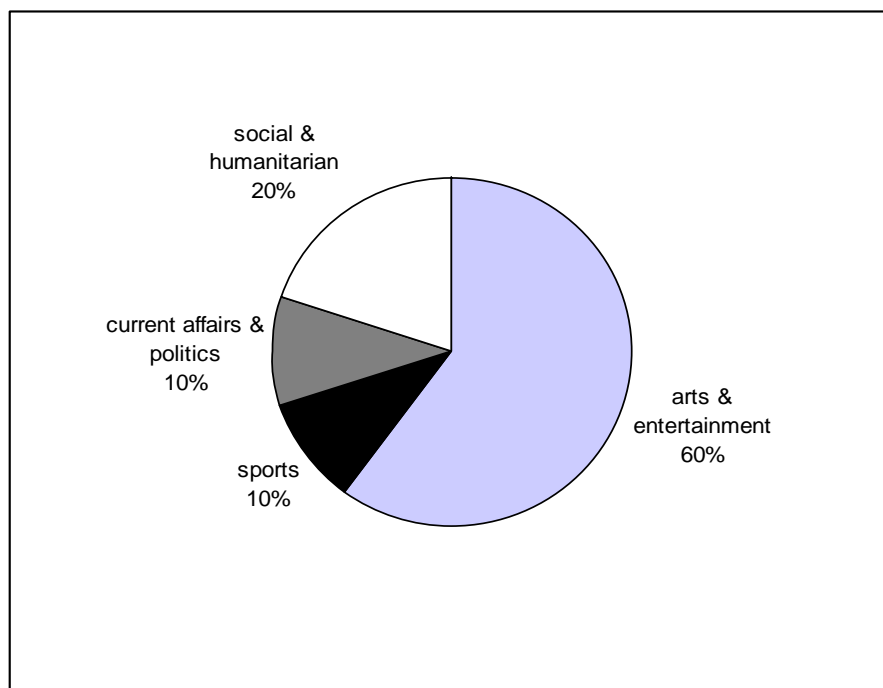


Fig. 5.8. Topic of interest of Arab videoblogs

Most of the videos posted on Arab videoblogs (50%) were shot from TV screens. Music video clips and news segments from satellite channels are examples of videos that were shot from TV screens. Around 20% of videos posted were extracted from other sources and 30% of the videos were produced by the videobloggers themselves.

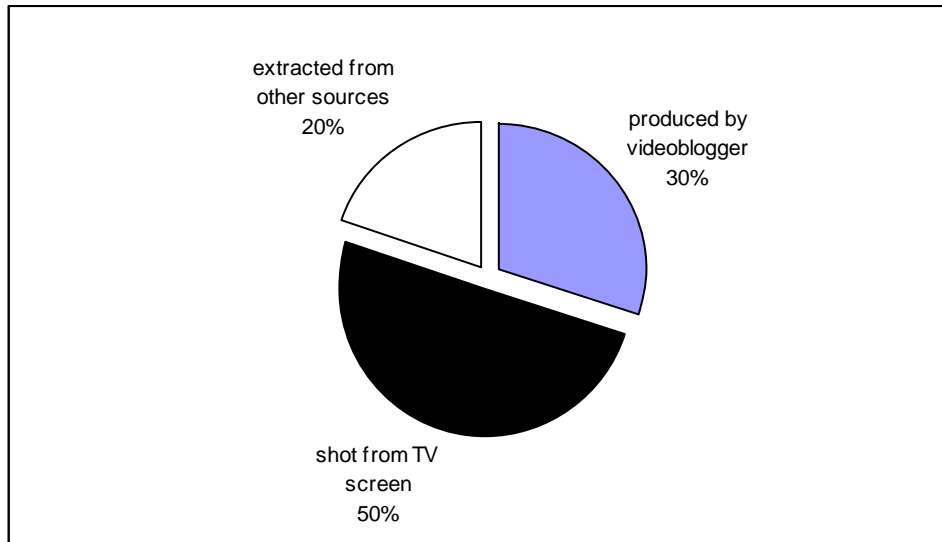


Fig. 5.9. Source of videos posted on Arab videoblogs

Most videos were more than three minutes in duration (60%) and 30% of the videos were between 30 and 60 seconds. Only 10% of the videos were between one and three minutes.

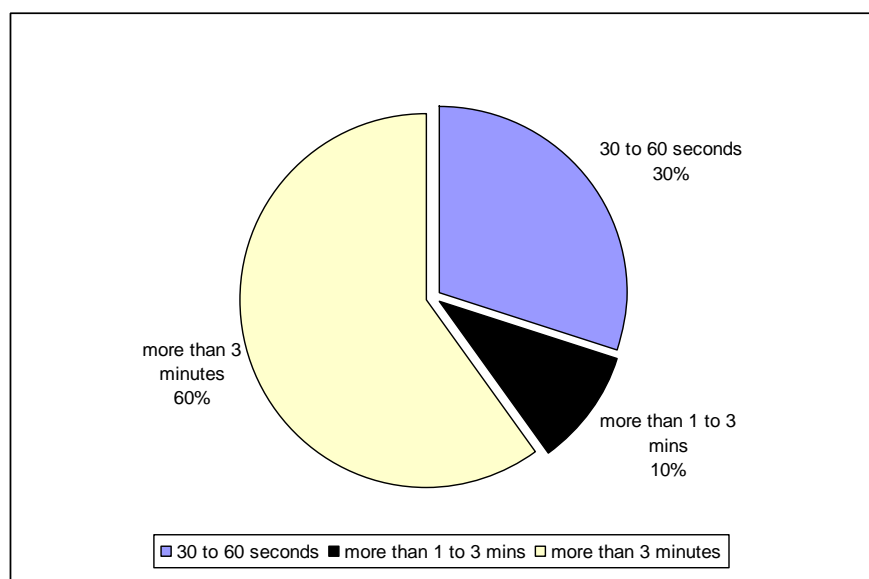


Fig. 5.10. Length of videos posted on Arab videoblogs

## 5.6. North America

The Northern American region stretches across the United States and Canada. The profile of innovators from the Northern American region was found similar to that of the rest of the world with a majority of young male adults. Around 76% of videobloggers from this region were males and 24% were females.

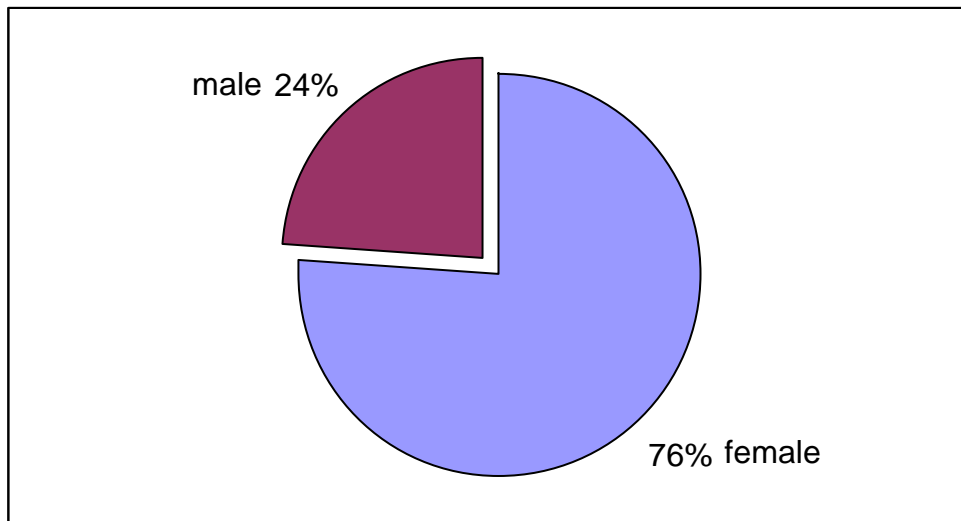


Figure 5.11. Gender of North American videobloggers

The age groups identified in the Northern American region were mainly young adults (77%) and teenagers (15%). There were few mature adults (7%) and a very small percentage of senior citizens (1%) within this region.

The topic of interest on news videoblogs from the Northern American region were mainly concerned with arts and entertainment (55%), sports (12%), current affairs and politics (8%) and social & humanitarian issues (7 %).

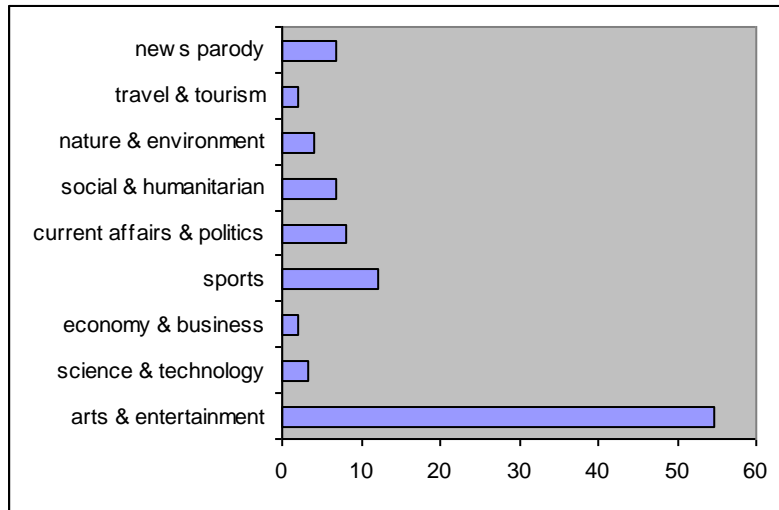


Fig. 5.12. Topic of interest of North American videoblogs

Most of the videos posted on North American videoblogs (80%) were produced by the videobloggers themselves. Videos ranged from amateur home-made clips to professionally edited video sequences using advanced video editing software. Around 12% of videos posted were extracted from other sources and only 8% of the videos were shot from TV screens.

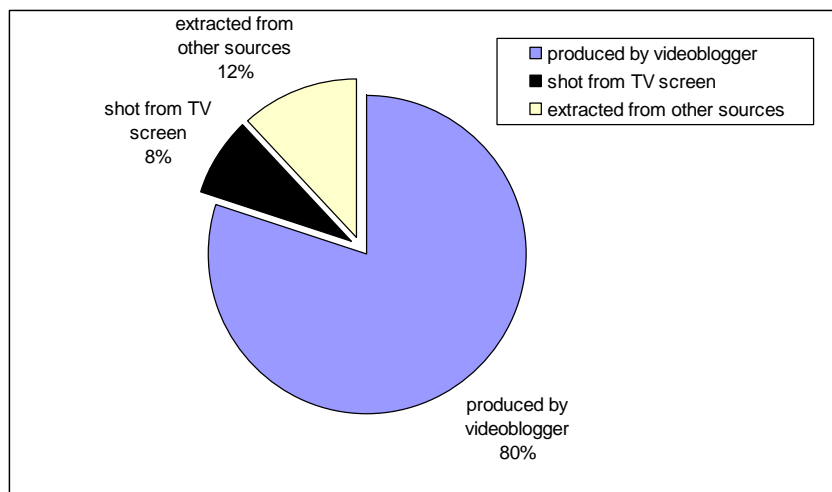


Fig. 5.13. Source of videos posted on North American videoblogs

Most videos from that region were more than three minutes in duration (42%) and between 1 and 3 minutes (34%). 14% of videos posted were between 30 and 60 seconds. Only 10% of the videos were under one minute.

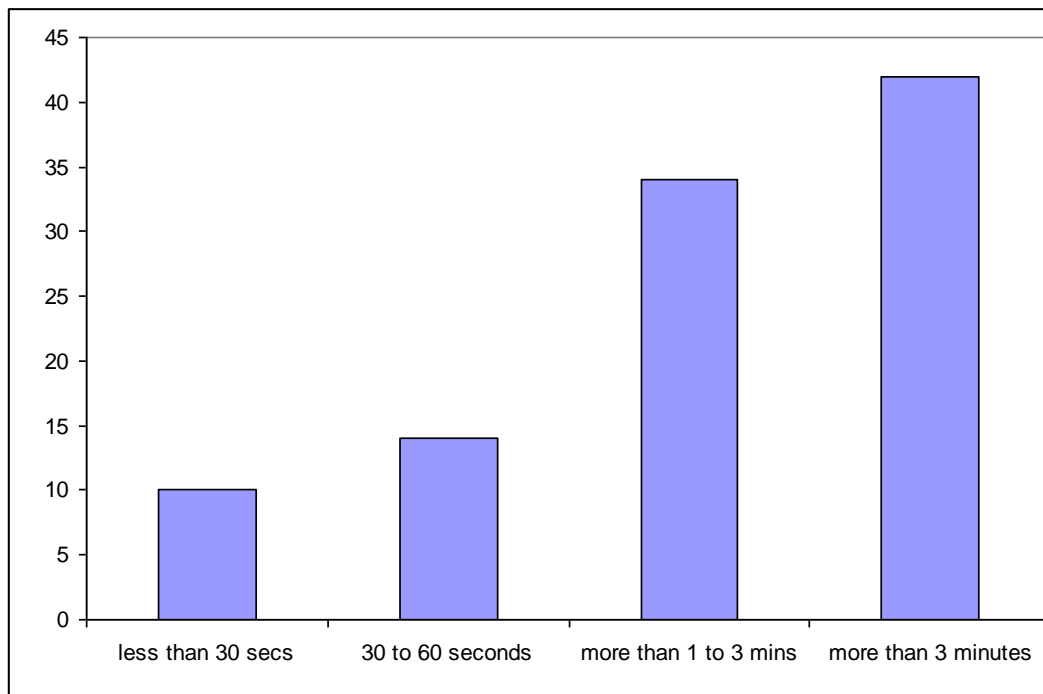


Fig. 5.14. Length of videos posted on North American videoblogs

## 5.7. Latin America & the Caribbean

The profile of innovators from the Latin American region was found similar to that of the rest of the world with a majority of young male adults. Around 83% of videobloggers from this region were males and 17% were females.

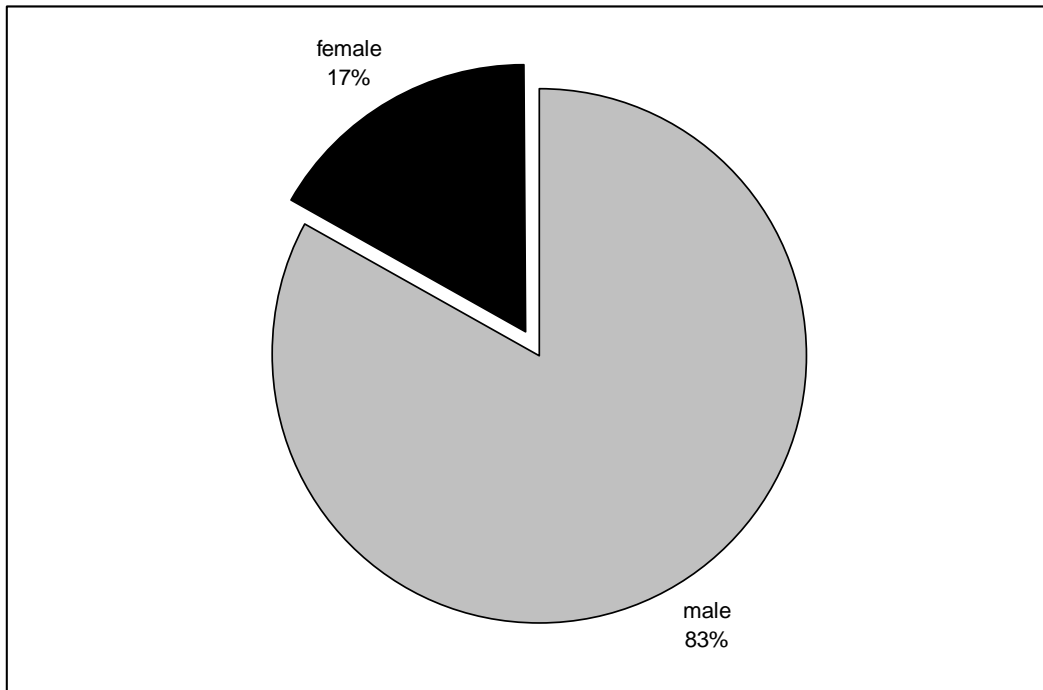


Figure 5.15. Gender of Latin American videobloggers

The age groups identified in the Latin American region were mainly young adults (88%). There were few mature adults (8%) and a relatively smaller percentage of teenagers (4%) within this region.

The topic of interest on news videoblogs from the Latin American region were mainly concerned with arts and entertainment (58%), sports (17%), science & technology (8%) and social & humanitarian issues (8 %).

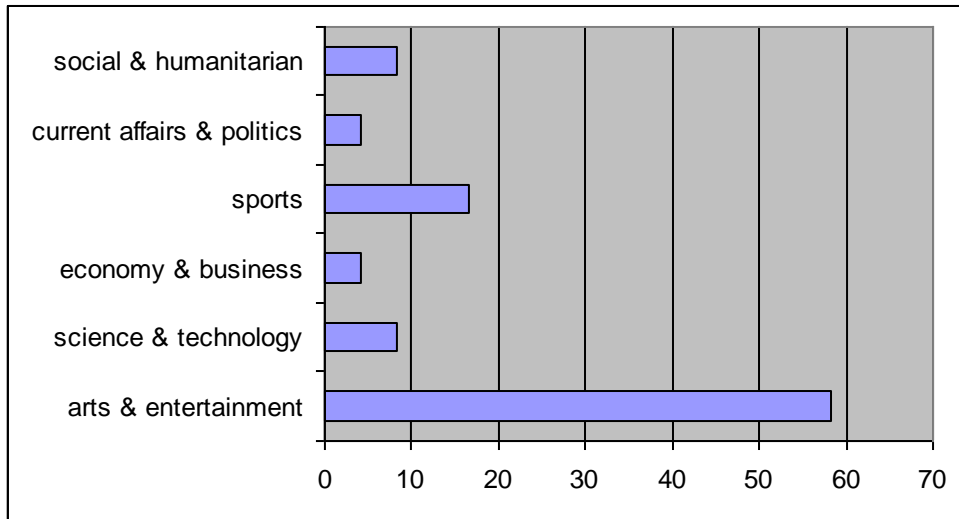


Fig. 5.16. Topic of interest of Latin American vloggers

Most of the videos posted on Latin American vloggers (93%) were produced by the vloggers themselves. Around 4% of videos posted were extracted from other sources and around 4% of the videos were shot from TV screens.

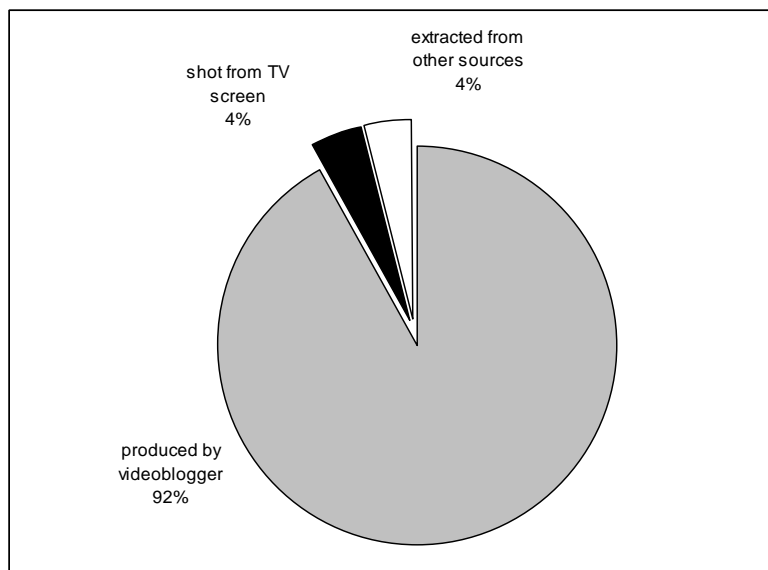


Fig. 5.17. Source of videos posted on Latin American vloggers



Most videos from this region were more than three minutes in duration (50%) and between 1 and 3 minutes (25%). 17% of videos posted were between 30 and 60 seconds. Only 8% of the videos were under one minute.

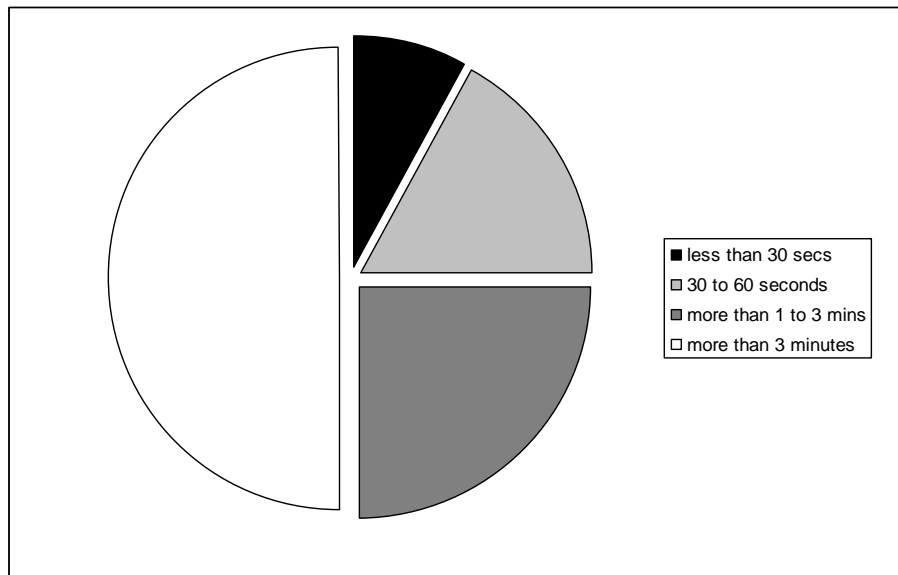


Fig. 5.18. Length of videos posted on Latin American vlogs

## 5.8. Europe

The profile of innovators from the European region was found similar to that of the rest of the world with a majority of young male adults. Around 79% of videobloggers from this region were males and 21% were females. The age groups identified in the European region were mainly young adults (85%) followed by teenagers (10%). There were few mature adults (4%) within this region.

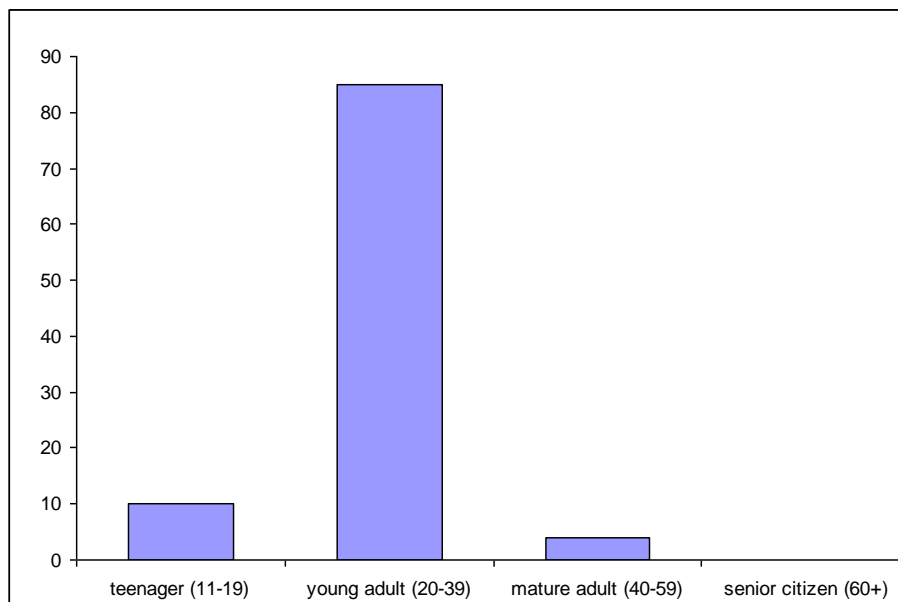


Fig. 5.19. Age group of European videobloggers

The topic of interest on news videoblogs from the European region were mainly concerned with arts and entertainment (52%), current affairs & politics and sports (9%).

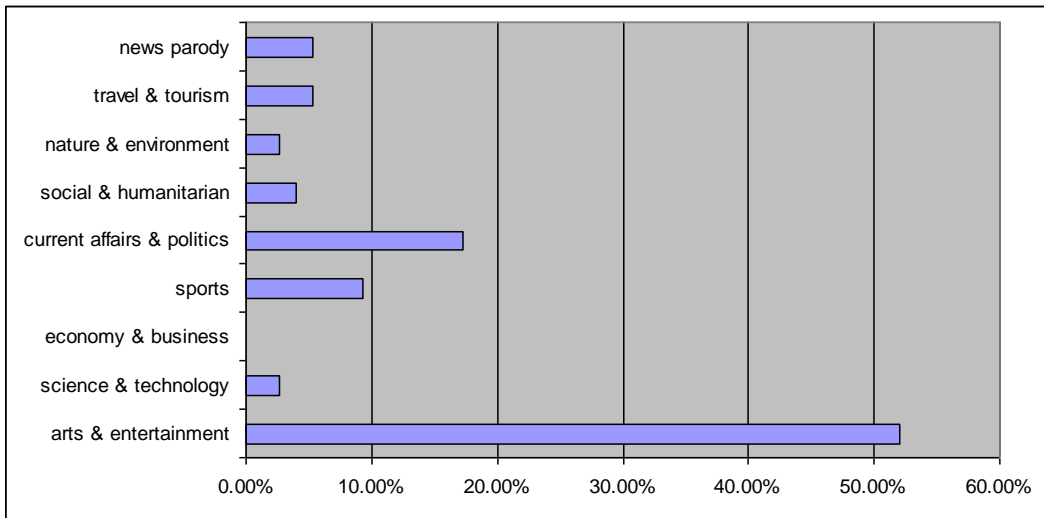


Fig. 5.20. Topic of interest of European videoblogs

Most of the videos posted on European videoblogs (80%) were produced by the videobloggers themselves. Around 9% of videos posted were extracted from other sources and around 11% of the videos were shot from TV screens.

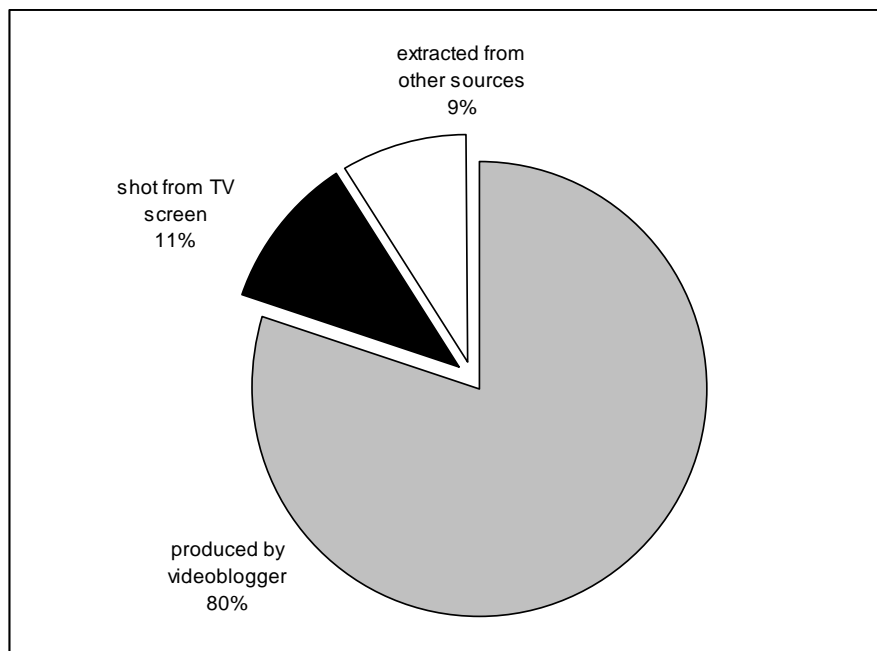


Fig. 5.21. Source of videos posted on European videoblogs

Most videos from that region were more than three minutes in duration (55%) and between 1 and 3 minutes (26%). Another 15% of videos posted were between 30 and 60 seconds. Only 4% of the videos were under one minute.

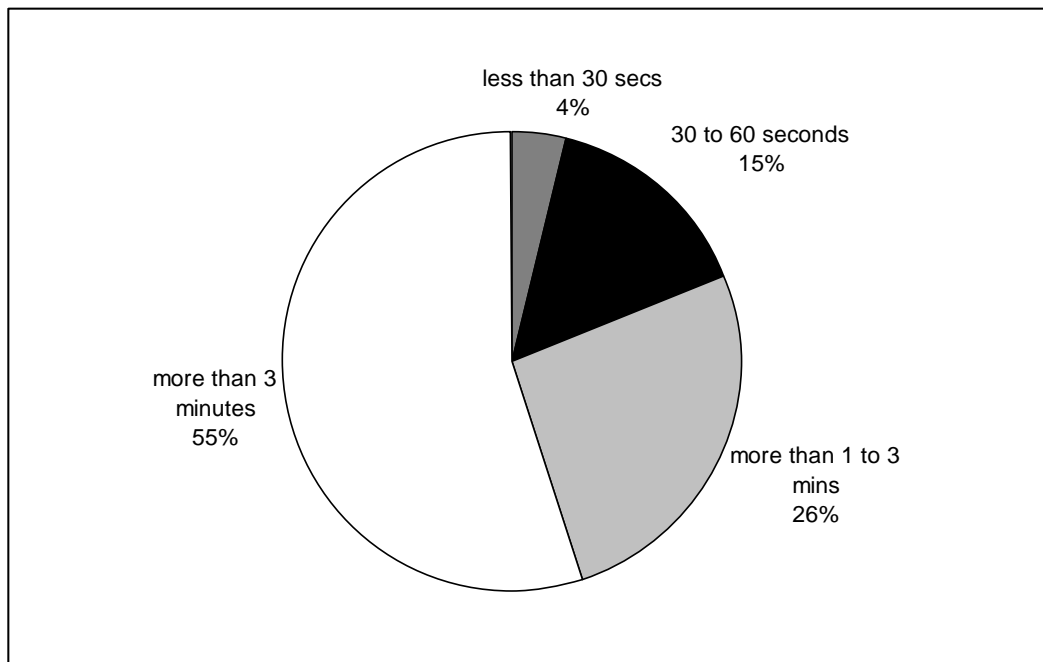


Fig. 5.22. Length of videos posted on European videoblogs

## 5.9. Asia

The Asian region stretches from the Gulf to the outskirts of Japan, encompassing countries of the South East Asian region as well. The profile of innovators from the Asian region was found similar to that of the rest of the world with a majority of young male adults. Around 73% of videobloggers from this region were males and 27% were females. The age groups identified in this region were mainly young adults (85%) followed by teenagers (8%) and mature adults (7%).

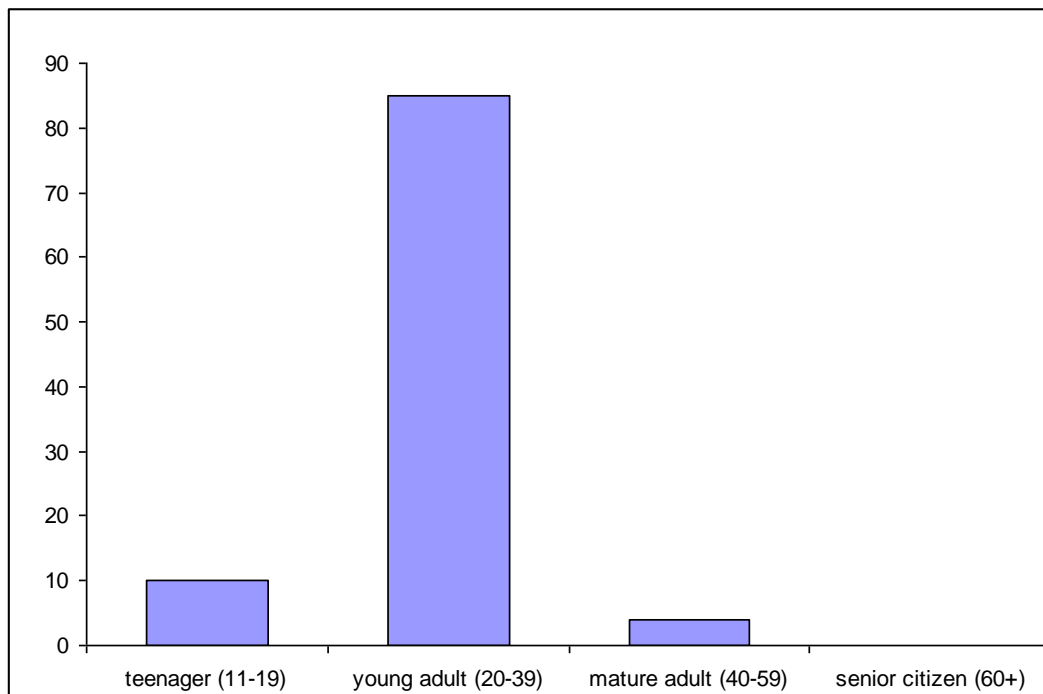


Fig. 5.23. Age group of Asian videobloggers

The topic of interest on news videoblogs from the Asian region were mainly concerned with arts and entertainment (66%) and current affairs & politics (25%).

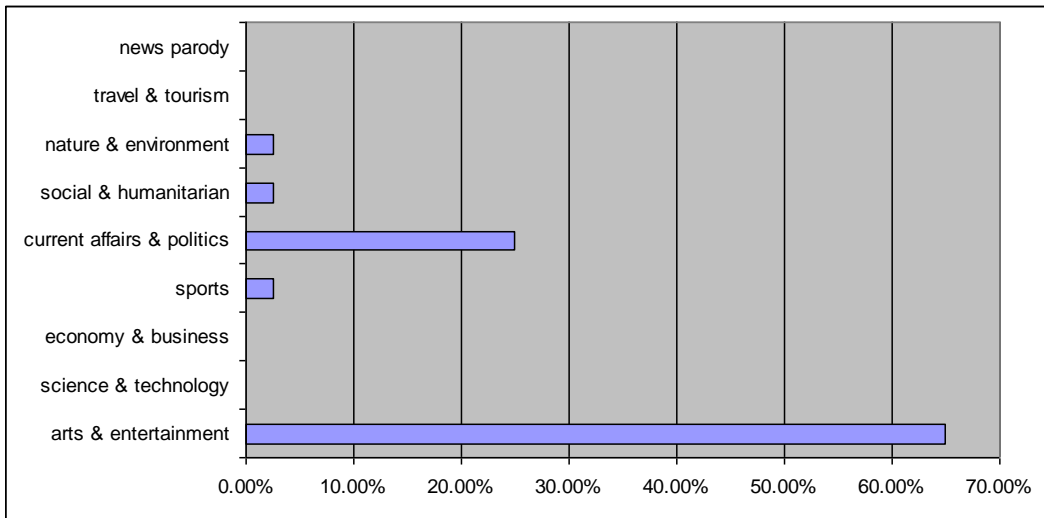


Fig. 5.24. Topic of interest of Asian videoblogs

Most of the videos posted on Asian videoblogs (67%) were produced by the videobloggers themselves. Around 10% of videos posted were extracted from other sources and around 23% of the videos were shot from TV screens.

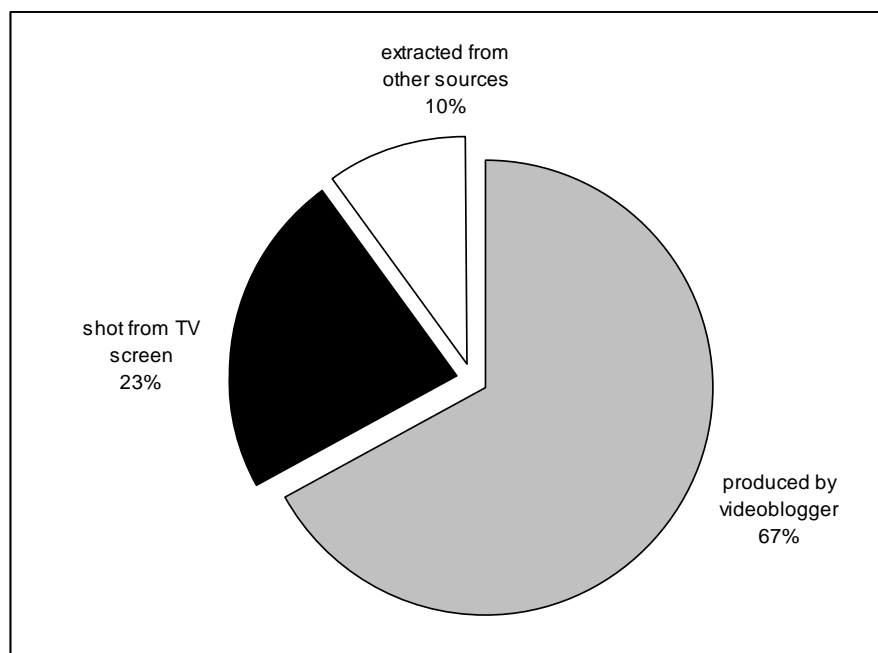


Fig. 5.25. Source of videos posted on Asian videoblogs

Most videos from that region were more than three minutes in duration (45%) and between 1 and 3 minutes (30%). 20% of videos posted were between 30 and 60 seconds. Only 5% of the videos were under one minute.

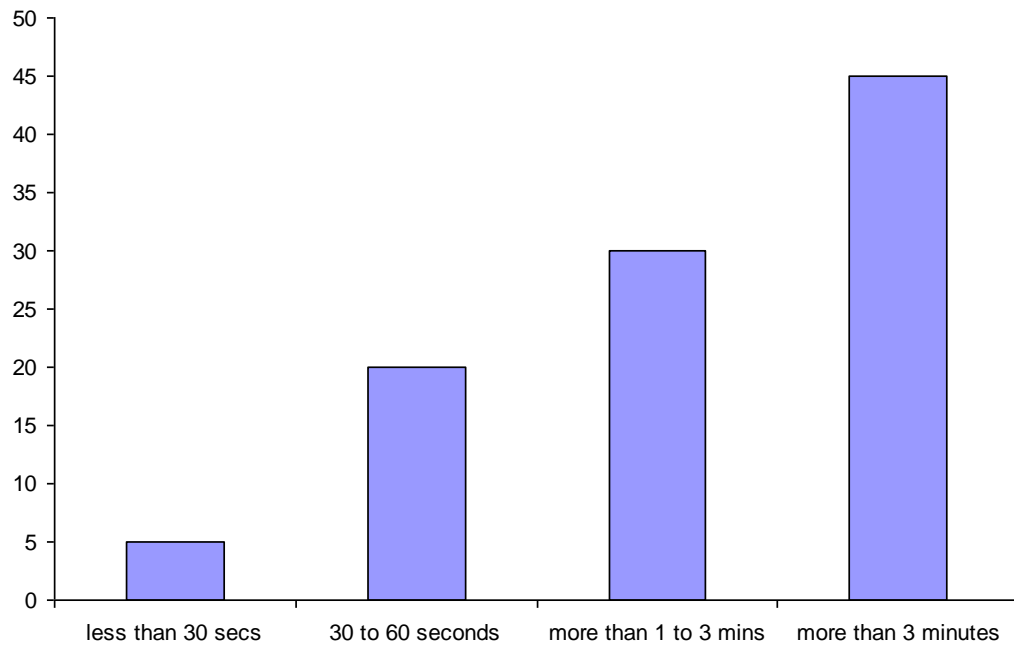


Fig. 5.26. Length of videos posted on Asian videoblogs

## 5.10. Africa

The African region includes all countries located on the African continent and the neighboring islands. The profile of innovators from the African region was found similar to that of the rest of the world with a majority of young male adults.

Around 67% of videobloggers from this region were males and 33% were females, all of them being young adults within the 21-40 years old age group.

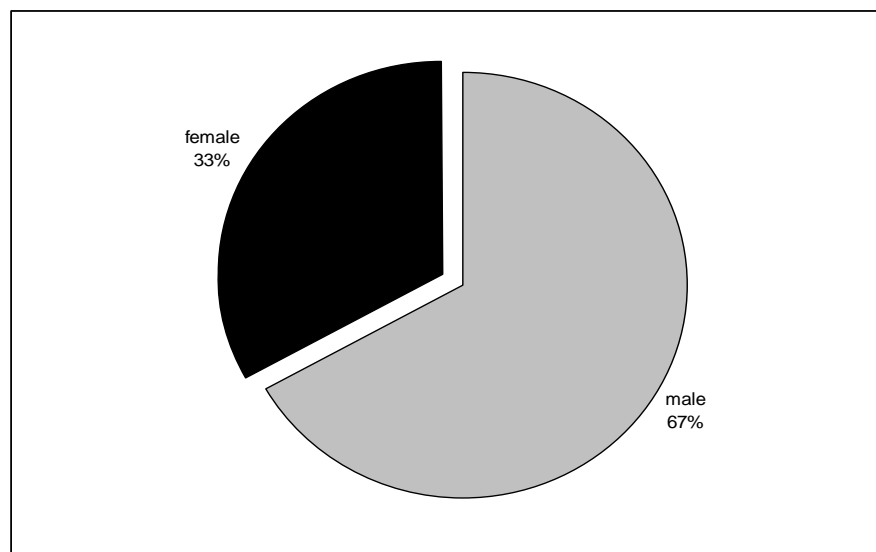


Fig. 5.27. Age group of African videobloggers

The topic of interest on news videoblogs from the African region were mainly concerned with social and humanitarian issues (66%) and arts and entertainment (34%).



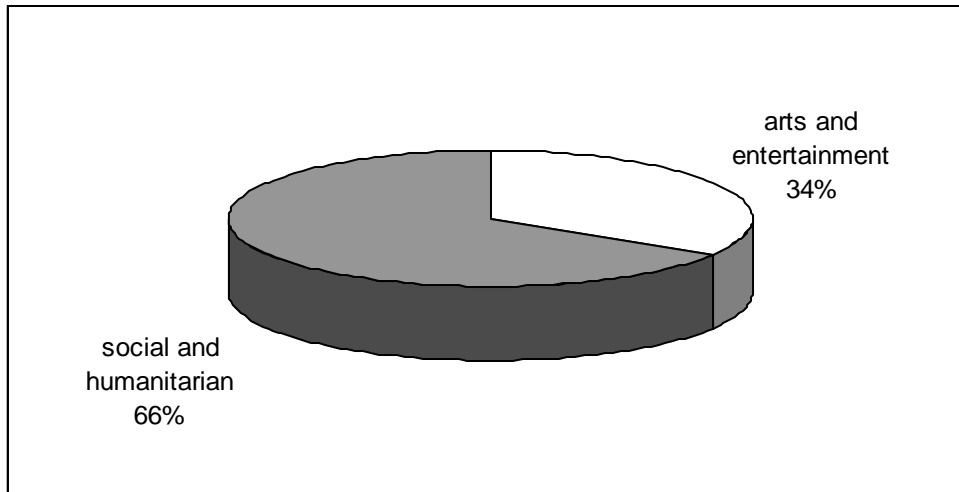


Fig. 5.28. Topic of interest of African videoblogs

About 34% of videos posted on African videoblogs were produced by the videobloggers themselves, 33% of videos posted were extracted from other sources and around 33% of the videos were shot from TV screens.

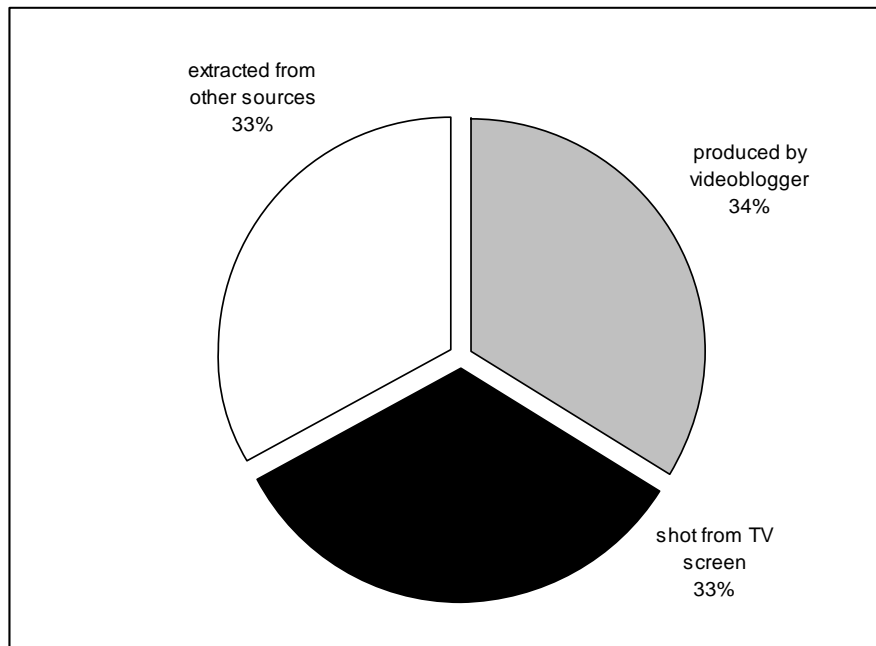


Fig. 5.29. Source of videos posted on African videoblogs

Most videos from that region were more than three minutes in duration (67%) and between 1 and 3 minutes (33%). There were no videos less than one minute posted on African videoblogs.

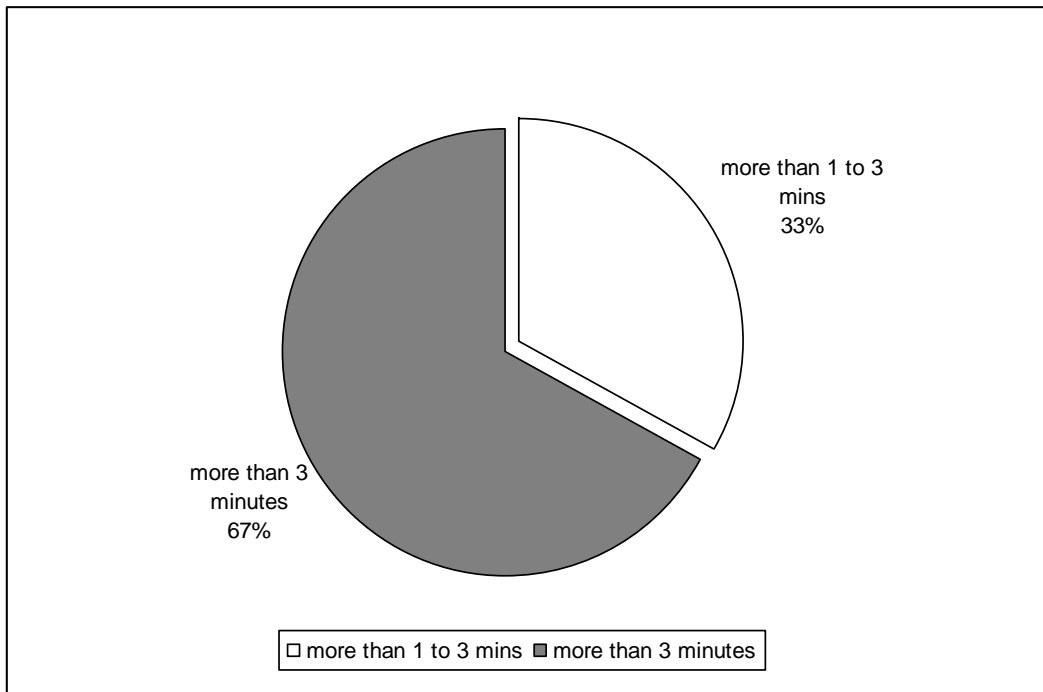


Fig. 5.30. Length of videos posted on African videoblogs

### 5.11. Oceania

The Oceania region consists mainly of Australia and the neighboring islands. The profile of innovators from the Oceania region was found similar to that of the rest of the world with a majority of young male adults. Around 90% of videobloggers from this region were males and 10% were females. The age groups identified in the Oceania region were mainly young adults (90%) followed by teenagers (10%).

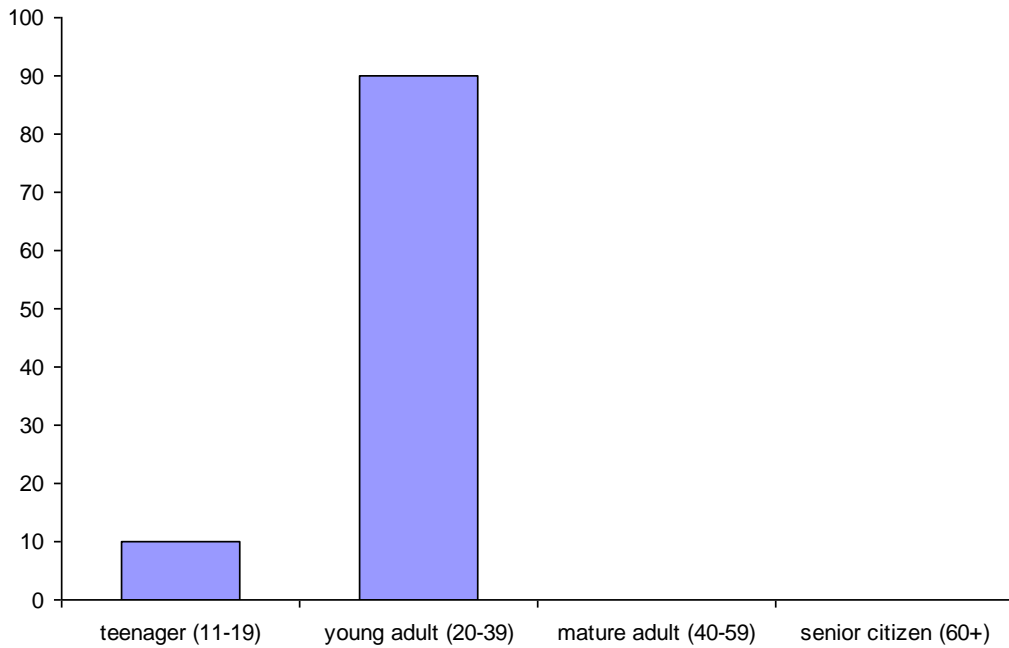


Fig. 5.31. Age group of Oceania videobloggers

The topic of interest on news videoblogs from the Oceania region were mainly concerned with arts and entertainment (40%), sports (30%) and current affairs & politics (20%).

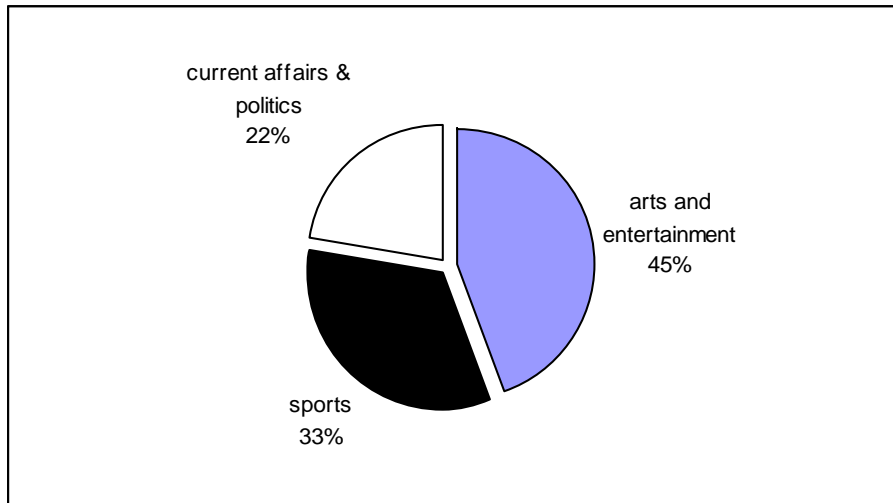


Fig. 5.32. Topic of interest of Oceania videoblogs

Most of the videos posted on Oceania videoblogs (67%) were produced by the videobloggers themselves. Around 10% of videos posted were extracted from other sources and around 23% of the videos were shot from TV screens.

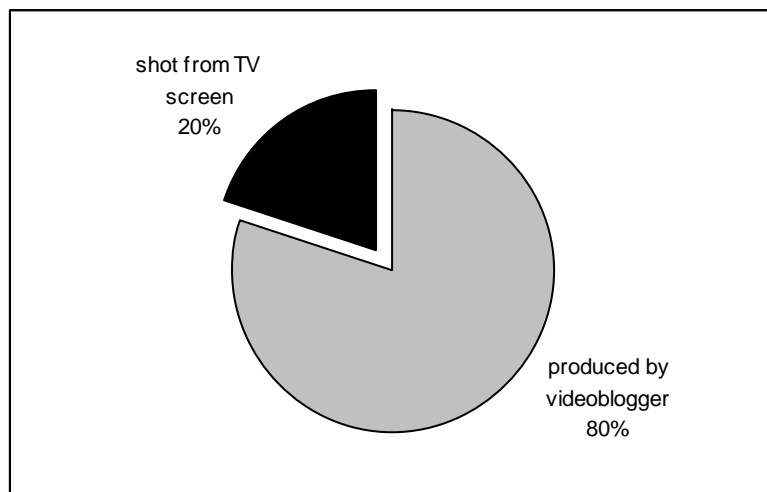


Fig. 5.33. Source of videos posted on Oceania videoblogs

Most videos from that region were more than three minutes in duration (40%) and between 1 and 3 minutes (40%). Another 10% of videos posted were between 30 and 60 seconds and 10% of the videos were under one minute.

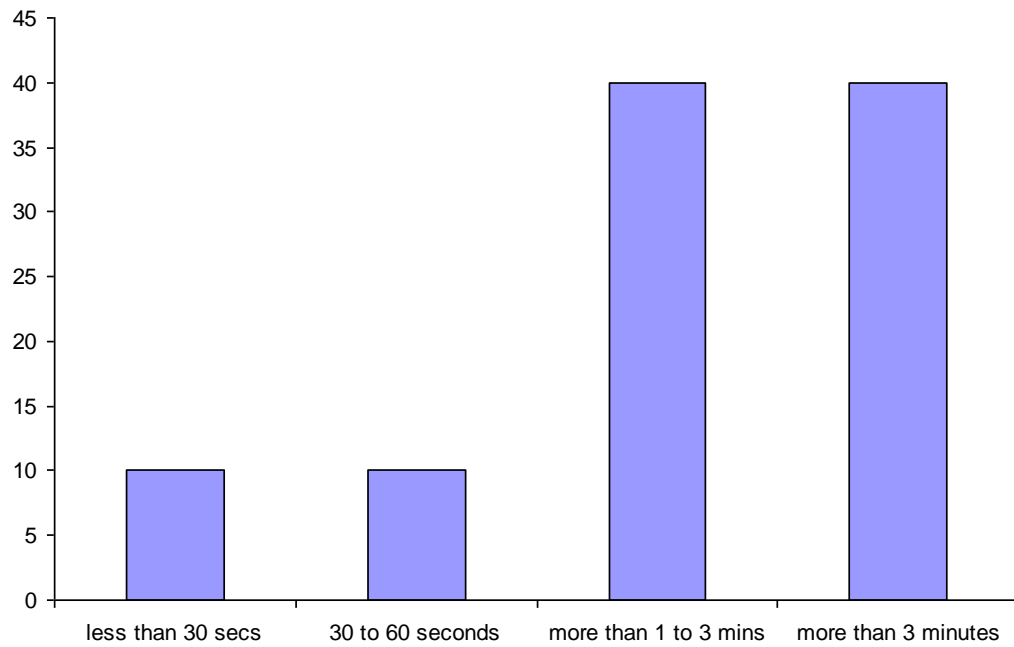


Fig. 5.34. Length of videos posted on Oceania videoblogs

## **6. DISCUSSION**

### **6.1. Innovation Adoption**

The innovators of videoblogging were mainly from high income regions of the world, mostly from North America. This confirms findings from other diffusion studies which also indicated that innovators and early adopters of a technology were mostly high income earners who had easier access to technological innovations. Moreover, in our case, the concept of videoblogging first emerged in the United States with the most popular video sharing sites and videoblog service providers being owned by US-based companies.

The fact that the innovators are predominantly from Northern America and Europe reinforces the idea of digital divide between higher income countries and lower income countries. In the context of online communication, digital divide refers to “differences in user numbers and their access to technology, in other words, the haves and have-nots of information and telecommunications technologies” (Abdulla, 2007, p. 34). Findings of this study indicate that almost 75% of videoblogs are from Northern America and European countries and only 1% of videoblogs are from African countries, hence confirming the knowledge gap hypothesis that higher income regions tend to have more knowledge and access to new technologies than the lesser developed ones and therefore are the first ones to adopt and benefit from innovative technologies. Findings also indicate that since the innovators are mainly from higher developed countries,

they would also tend to maintain a majority in the later stages of adoption as well due to the fact that they got introduced to the innovation first.

The rate of adoption of videoblogging in various regions of the world also seems to indicate that despite the fact that information about videoblogging and videoblogs is accessible freely to everyone on the Internet, there are other factors other than mere knowledge about the innovation that cause early adopters to adopt the technology. In the case of videoblogging, the cost associated to the technologies involved in videoblogging (camcorders, mobile phones with cameras, etc) and the accessibility to high-speed internet (at least a 128 kbps connection to stream the videos conveniently) are huge determinants in the adoption decision process.

An overwhelming majority of news videobloggers are males (77%). This may imply that males tend to be more interested in using videoblogging for news diffusion purposes and that women may be more interested in using videoblogging for other purposes. A more thorough investigation using a uses and gratifications approach would shed more light on the relation of gender with the choice of online technology use. For instance, a recent study from the Pew Internet & American Life Project on the use of social networking sites among teenagers, found that “older teens, particularly girls, are more likely to use online social networking sites than boys” (Lenhart & Madden, 2007).

Most videobloggers (82%) are young adults between the ages of 21 and 40 years old who are mostly providing news related to arts and entertainment (54%)

followed by current affairs and politics (13%). The large gap between those two topics of interest indicate that videoblogging tend to be more leisure related. It is also worth noting that a substantial minority of teenagers (15%) are engaged in making news parodies on their videoblogs. These are mainly in the form of mock news reports and TV show parodies undertaken by a bunch of teenagers usually meant for fun and creative purposes. Since news making seems to have become a sort of hobby for teenagers, this may indicate that as they become older they would tend to become more interested in amateur news reporting and indulge in citizen journalism.

Findings also indicate that most news videobloggers provide videos of length which are more than three minutes in duration (46%) hence refuting the perception that videoblogs contain very short clips of a few seconds. Most news videoblogs analyzed provided videos of a reasonable length for the audience to grasp the news subject properly. The most popular topics were related to arts and entertainment (55%) followed by current affairs and politics (12.7%) and sports (11%). This popularity of topics related to arts, entertainment and sports may indicate that videoblogging tend to be more of a leisure activity for both videobloggers and videoblog viewers.

## **6.2. Videoblogging and Online News**

The use of multimedia by online news providers by amateurs (e.g. videobloggers) or professionals (e.g. online newspapers) has been on the rise during recent years and the videoblogging phenomenon has spearheaded even more the applications



of video in online news reporting. Many professional online news sites are now integrating fully the use of videos in their treatment of news. In a recent article for the Online Journalism Review, Bryant (2006b) noted the same trend and wrote:

Since last November, NBC started streaming three of its news shows online. CNN launched a desktop application called Pipeline, which shows 24 hours of Web-only content. Reuters and the Associated Press launched affiliate video network programs that syndicate their content to other sites. And the New York Times, a newspaper with no great broadcast experience, made video an integral part of their redesigned Web site. (¶ 1).

One of the main determinants for the rising popularity of online news videos and the practice of videoblogging by amateur reporters and citizen journalists is the enhanced accessibility to online and digital technologies. The shrinking prices in high-speed Internet connection is the main reason for the popularity of videoblogs and online videos since a few years ago most people had dial-up connections with a maximum of 56 kbps which made it impossible to view and stream videos online. Nowadays in most regions of the world, broadband connection is accessible at affordable costs, making it possible for millions of individuals to fully exploit the advantages of online multimedia.

The shrinking prices of mobile devices equipped with camera options are another reason for the rising popularity of videoblogging. We are witnessing the rise of a new breed of reporters: the “citizen correspondents”, who now have the opportunity to make their own news in their own way, providing a different angle from the mainstream media. In some cases, we even have seen videobloggers

overriding professional reporters in the “exclusive” breaking news race. For example, in the Indian Ocean tsunami disaster and the London bombings in 2005, video footages were recorded from mobile devices (mobile phones, digital cameras, camcorders) by eye witnesses on the scene of the action and promptly posted on the Internet or sent to television networks. Most international TV channels diffused the materials despite their poor quality for the sake of exclusivity. It is also becoming customary for television channels to request from their audience on-the-scene amateur videos of a particular event which they could not cover on time.

A recent study by the Pew Internet & Family Life Project (Lenhart & Madden, 2007), revealed that more than 50% of American teenagers were “utilizing the interactive capabilities of the internet as they create and share their own media creations... They have created a blog or webpage, posted original artwork, photography, stories or videos online or remixed online content into their own new creations” (p.2).

Mobile videoblogging or “movlogging” is now on the move. It is when videos are shot from mobile phones and sent directly to a videoblog via the phone’s email program or MMS service. Mobile phone manufacturers are actively developing new models that would make movlogging more exciting, like giving the possibility for the user to add text and graphics to the video from the mobile itself and load it right away to their videoblog. With such amazing improvements in mobile technologies, we can expect a further exponential increase of videobloggers in the coming years.

### **6.3. Legal and Copyright Issues**

This popularization of videoblogs and videobloggers raises various forms of legal issues that face both videobloggers and the public at large. The use of audio and video in blogging involve various legal aspects which includes aspects like fair use of video images, trademark issues, interviewing permissions, copyright, shooting rights (implicit vs. explicit), broadcasting rights, invasion of privacy, copyright, public vs. private sphere, legal status of amateur video reporters, etc... This is more complex than we may think and legislations vary from country to country. Most organizations involved in providing advice on the legal aspects of videoblogging in the United States such as the International Webcasting Organization or the Media Bloggers Association, stress the fact that it is important for videobloggers to make sure that all necessary rights and permissions are secured for the material to be included in the videoblog. However, in practice this may be a very complicated process and many videobloggers may not even be aware of issues related to defamation, privacy, reporter's privilege, and media access. This study also indicated that around 11% of videos posted on videoblogs were shot from TV screens and around 10% were extracted from other sources like DVDs and other websites. These findings raise further issues about copyright and broadcasting rights. Hence, scholars specialized in the legal aspects of media and communication will definitely have to shed more light on all these new legal issues raised by the practice of videoblogging.

#### **6.4. Conclusion and Recommendations**

This study attempted to study the emergence of videoblogging as an online news phenomenon with particular focus on investigating the characteristics of the early adopters of this technology and the type of content being diffused on this new online news media. Findings indicate that videoblogging has been diffused at a very rapid pace gaining more and more adopters as the technologies associated with the use of this media become more and more accessible and affordable. The innovative technological characteristics of videoblogging that combine high levels of interactivity and multimedia are likely to further popularize this medium in the years to come as compared to other traditional online news media.

As it happens with the introduction of any new media technology, videoblogging has gathered supporters as well as detractors. While some are recognizing and welcoming the importance of such medium that is promoting alternative news styles and alternative voices in the public sphere, others are more skeptical and tend to think of videoblogging as a medium that is only encouraging the production of low-quality and unprofessional video news with the likely abuse on privacy and copyrights rights. However, as this study indicated, the popularity of videoblogging is escalating at an incredibly rapid pace, specially among the younger generations, and media stakeholders will have to deal with this new phenomenon whether they like it or not.

While this study has been of an exploratory nature, it will provide a basis for future research on videoblogging such as a uses and gratifications study of

videoblogging from both the videoblogger and the audience perspective. The legal aspects of videoblogging will also be an interesting field of study to be conducted by legal and media scholars specialized in online media issues. The impact of videoblogging on news consumption patterns could also be a noteworthy area of study, including the investigation of whether people watching videoblogs now tend to spend less time watching television and consuming other media. With the advent of videoblogging and other innovative forms of online news media, the study of mass media and its impact on society will become an even more challenging and exhilarating area of study in the years to come.

## REFERENCES

Abdulla, R. (2007). *The Internet in the Arab World: Egypt and beyond*. New York: Peter Lang.

Ahlers, D. (2006). News consumption and the new electronic media. *Press/Politics*, 11, 29-52.

Andrews, P. (2003). Is Blogging Journalism? *Nieman Reports*, 57(3), 63-64.

Artwick, C. G. (2004). *Reporting and producing for digital media*. Oxford: Blackwell Publishing.

BBC News Online (October 10, 2006). Google buys YouTube for \$1.65bn. Retrieved on October 29, 2006 from <http://news.bbc.co.uk/2/hi/business/6034577.stm>

Bell, E. (2005). End of the offline? *British Journalism Review*, (3), 41-45.

Blood, R. (2002). *The Weblog Handbook: Practical advice on creating and maintaining Your Blog*. MA: Perseus.

Blood, R. (2003). Weblogs and journalism: Do they connect? *Nieman Reports*, 57(3), 59-60.

Boczkowski, P. J. (2004). The processes of adopting multimedia and interactivity in three online newsrooms. *Journal of Communication*, 54 (2), 197–213.

Boyd, C. (January 14, 2005). Tsunami disaster spurs video blogs. *BBC News Online*. Retrieved October 29, 2005 from <http://news.bbc.co.uk/2/hi/technology/4173787.stm>

Brown, B. & Barkhuus, L. (2006). Media: The television will be revolutionized: effects of PVRs and filesharing on television watching. *Proceedings of the SIGCHI conference on Human Factors in computing systems CHI '06*.

Bryant, S. (2006). *Videoblogging for Dummies*. Indiana: Wiley Publishing.

Bryant, S. (2006b). What works in online video news?. *Online Journalism Review*. Retrieved April 11, 2006 from <http://www.ojr.org/ojr/stories/060522bryant/>

Bruns, A. (2005). *Gatewatching: Collaborative online news production*. New York: Peter Lang Publishing.

Burns, L. S. (2002). *Understanding Journalism*. London: Sage Publications.

Chan, J.K. & Leung, L. (2005). Lifestyles, reliance on traditional news media and online news adoption. *New Media & Society*, 7 (3), 357-382.

Chan-Olmsted, S. & Chang, B. H. (2006). Audience knowledge, perceptions and factors affecting the adoption intent of terrestrial digital television. *New Media & Society*, 8 (5), 773-800.

Chang, B. H, Lee, S. E., Kim, B. S. (2006). Exploring factors affecting the adoption and continuance of online games among college students in South Korea: Integrating uses and gratification and diffusion of innovation approaches. *New Media & Society*, 8 (2), 295-319.

Chung, D. S. (2007). Profits and Perils: Online News Producers' Perceptions of Interactivity and Uses of Interactive Features. *Convergence: The International Journal of Research into New Media Technologies*, 13 (1), 43-61.

Cohen, E. (1992). A prolegomenon for a theory of news, in Cohen, E. (ed) *Philosophical Issues in Journalism*. New York: Oxford University Press.

Deuze, M. (2003). The web and its journalisms: considering the consequences of different types of news media online. *New Media & Society*, 5(2), 203-230.

Dedman, J. & Paul, J. (2006). *Videoblogging*. Indiana: Wiley Publishing.

Dupagne, M. (1999). Exploring the characteristics of potential high-definition television adopters. *Journal of Media Economics*. 12 (1), 35-50.



Eastlick, M. A. & Lotz, S. (1999). Profiling potential adopters and non-adopters of an interactive electronic shopping medium. *International Journal of Retail & Distribution Management*, 27 (6), 209-223.

Felix, L. & Storlarz, D. (2006). *Hands-on guide to video blogging and podcasting: Emerging media tools for business communication*. Oxford: Elsevier.

Fortunati, L. (2005). Mediatization of the Internet and Internetization of the Mass Media. *The International Journal for Communication Studies*, 67 (1), 27-44.

Garrison, B. (2001). Diffusion of online information technologies in newspaper newsrooms. *Journalism*, 2 (2), 221-239.

Gill, K. (2005). Blogging, RSS and the Information Landscape: A Look At Online News. *University of Washington White Papers*. Retrieved on February 14, 2007 from <http://whitepapers.zdnet.com/whitepaper.aspx?&scname=Web+Reporting&docid=150618>

Godwin-Jones, R. (2003). Emerging Technologies: Blogs and Wikis: Environments for On-line Collaboration. *Language Learning & Technology*, 7(2), 12-16.

Gordon, R. (2003). The Meanings and Implications of Convergence in Kawamoto, K. (ed) *Digital Journalism: Emerging Media and the Changing Horizons of Journalism*, Lanham: Rowman & Littlefield.

Grossman, L. (2006). Time's Person of the Year: You. *Times Online*. Retrieved on April 30, 2006 from

<http://www.time.com/time/magazine/article/0,9171,1569514,00.html>

Gruhl, D., Liben-Nowell, D., Guha, R., Tomkins, A. (2004). Information Diffusion Through Blogspace. *Proceedings of the 13th International World Wide Web Conference*, 491–501.

Hahn, K. & Schoch, N. (1997). Applying diffusion theory to electronic publishing: A conceptual framework for examining issues and outcomes. *Proceedings of the ASIS Annual Meeting 1997*. Retrieved on 01 March 2007 from: <https://www.asis.org/annual-97/hahnk.htm>

Herring, S., Scheidt, L., Bonus, S., Wright, E. (2004). Bridging the Gap: A Genre Analysis of Weblogs. *School of Library and Information Science*. Retrieved on February 14, 2007 from [http://ieeexplore.ieee.org/xpl/freeabs\\_all.jsp?arnumber=1265271](http://ieeexplore.ieee.org/xpl/freeabs_all.jsp?arnumber=1265271) >

Herring, S. (2004). Slouching toward the ordinary: current trends in computer-mediated communication. *New Media & Society*, 6 (1), 26–36.

Hoem, J. (2004). *Videoblogs as Collective Documentary*. Retrieved on 28 February 2007 from [http://infodesign.no/artikler/Blogtalk/pres\\_blogtalk2004.html](http://infodesign.no/artikler/Blogtalk/pres_blogtalk2004.html)

Hua, V. (2005). Poetic, Political & Personal Video blogging can get an individual's version of the truth out there immediately. *San Francisco Chronicle*.

Retrieved October 20, 2006 from

<http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2005/08/14/CMG35DO2071>.

DTL&hw=vanessa+hua&sn=001&sc=1000

Jeffres, L., Atkin, D., Bracken, C., Neuendorf, K. (2004). Cosmopolitanism in the Internet age. *Journal of Computer-Mediated Communication*. Retrieved February

27, 2007 from < <http://jcmc.indiana.edu/vol10/issue1/jeffres.html> >

Ka-Ching C., & Leung, L. (2005). Lifestyles, reliance on traditional news media and online news adoption. *New Media & Society*, 7(3), 357–382.

Kahn, R. & Kellner, D. (2004). New media and Internet activism: From the ‘Battle of Seattle’ to blogging. *New Media & Society*, 6(1), 87–95.

Kangis, P. & Rankin, K. (1996). Interactive services: how to identify and target the new markets. *Journal of Marketing Practice: Applied Marketing Science*, 2(3), 44-67.

Katz, E., Levin, M. & Hamilton, H. (1967). Traditions of Research on the Diffusion of Innovation. *American Sociological Review*, 28 (2), 237-252.

Kilker, J. (2003). Shaping Convergence Media ‘Meta-Control’ and the Domestication of DVD and Web Technologies. *Convergence*, 9 (3), 22-38.

Kiousos, S. (2002). Interactivity: a concept explication. *New Media & Society*, 4(3), 355–383.

Knight, J. (2006). Rise of the web video star. *Times Online*. Retrieved October 20, 2006 from <http://www.timesonline.co.uk/article/0,,2103-2147613,00.html>

Lasica, J. D. (2003). Blogs and Journalism Need Each Other. *Nieman Reports*, 57(3), 70–74.

Ledoux-Book, C. & Barnett, B. &. (2006). PCTV: Consumers, expectancy-value and likely adoption. *Convergence: The International Journal of Research into New Media Technologies*, 12 (3), 325-339.

Lee, E. (2006). Video bloggers claim spotlight online diaries looking a lot like television. *San Francisco Chronicle*. Retrieved October 20, 2006 from <http://www.sfgate.com/cgi-in/article.cgi?f=/c/a/2006/05/01/BUGK7IHGO81.DTL>

Lenhart, A. & Madden, M. (2007). Social networking websites and teens: An overview. *Pew Internet & American Life Project*. Retrieved on 12 April 2007 from [http://www.pewinternet.org/PPF/r/198/report\\_display.asp](http://www.pewinternet.org/PPF/r/198/report_display.asp)

Lenhart, A. & Madden, M. (2005). Teen content creators and consumers. *Pew Internet & American Life Project*. Retrieved on 28 February 2007 from [http://www.pewinternet.org/pdfs/PIP\\_Teens\\_Content\\_Creation.pdf](http://www.pewinternet.org/pdfs/PIP_Teens_Content_Creation.pdf)

Lenhart, A. & Fox, N. (2006). A portrait of the internet's new storytellers. *Pew Internet & American Life Project*. Retrieved on October 20, 2006 from <http://www.pewinternet.org/topics.asp?c=1>

Li, S. C. (2004). Exploring the factors influencing the adoption of interactive cable television services in Taiwan. *Journal of Broadcasting & Electronic Media*, 48 (3), 466-483.

Lin, C. (2001). Perceived gratifications of online media service use among potential users. *Telematics and Informatics*. 19 (1), 3-19.

Lin, C. (2004). Audience attributes, media supplementation, and likely online service adoption. *Mass Communication & Society*, 4 (1), 19-38.

Mahler, A. & Rogers, E. (1999). The diffusion of interactive communication innovations and the critical mass: the adoption of telecommunications services by German banks. *Telecommunications Policy*, 23 (10-11), 719-740.

Markus, M. (1987). Toward a "critical mass" theory of interactive media. *Communication Research*, 14, 491-511.

Marshall, M. (2004). An exploratory video-on-demand analysis identifying early adopters and attitudes toward potential advertising. Unpublished master's thesis, University of Florida.

- Matheson, D. (2004). Weblogs and the epistemology of the news: some trends in online journalism. *New Media & Society*, 6 (4), 443–468.
- McIntosh, S. (2005). Blogs: has their time finally come - or gone ? *Global Media & Communication*, 1(3), 385–388.
- Milner, J. (2004). Weblogs and the Technology Lifecycle: Context, Geek-Chic and Personal Community. Unpublished doctoral dissertation. Retrieved on 28 February 2007 from [http://etd.fcla.edu/SF/SFE0000300/Milne\\_Diss.pdf](http://etd.fcla.edu/SF/SFE0000300/Milne_Diss.pdf)
- O'Donnell, P. (2006). Users and the marketing efficacy of MP3 music blogs. Unpublished master's thesis, Department of Communication, Florida State University.
- Parthasarathy, M. & Bhattacharjee, A. (1998). Understanding post-adoption behavior in the context of online services. *Information Systems Research*, (9), 4.
- Reporters Without Borders (2006). Internet under surveillance. Retrieved October 15, 2006 from [http://www.rsf.org/rubrique.php3?id\\_rubrique=433](http://www.rsf.org/rubrique.php3?id_rubrique=433)
- Ribisl, K., Lee, R., Henriksen, L., & Haladjian, H. (2003). A content analysis of web sites promoting smoking culture and lifestyle. *Health Education & Behavior*, 30, 64-78.

Robinson, S. (2006). Journalism and the Internet. *New Media & Society*, 8(5), 843–849.

Rogers, E. M. (1983). *Diffusion of innovations* (3th ed). New York: Free Press.

Rogers, E. M. & Shoemaker, F. (1971). *Communication of innovations: A cross-cultural approach*. New York: Free Press.

Roman, P. (2004). Diffusion of Innovations as a Theoretical Framework for Telecenters. *The Massachusetts Institute of Technology Information Technologies and International Development*, 1(2), 53–66.

Salwen, M. B. (2005). Online news trends, in Salwen, M., Garrison, B. & Driscoll, P. (eds) *Online news and the public*. NJ: Lawrence Elbaum.

Searcey, D. (2005). Vlogger (noun): Blogger with video camera. *The Wall Street Journal Online*. Retrieved October 21, 2006 from [http://online.wsj.com/public/article/SB113469882648624197-VF2eyB2YTnzK32REQZCR6DzAma0\\_20061215.html?mod=tff\\_main\\_tff\\_top](http://online.wsj.com/public/article/SB113469882648624197-VF2eyB2YTnzK32REQZCR6DzAma0_20061215.html?mod=tff_main_tff_top)

Severin, W. & Tankard, J. (2001). *Communication theories: Origins, methods, and uses in the mass media*. New York: Addison Wesley Longman.

Sherwin, A. (2005). Is this the way to vlogging stardom? *Times Online*. Retrieved on October 20, 2006 from

< <http://technology.timesonline.co.uk/article/0,,20411-1621172,00.html> >

Singer, J. B. (2005). The political j-blogger : ‘Normalizing’ a new media form to fit old norms and practices. *Journalism*, 6(2), 173–198.

Stemler, S. (2001). An overview of content analysis. Practical assessment, research & evaluation. Retrieved February 16, 2007 from <http://PAREonline.net/getvn.asp?v=7&n=17>.

Sun, T., Youn, S., Wu, G., Kuntaraporn, M. (2006). Online Word-of-Mouth (or Mouse): An Exploration of Its Antecedents and Consequences. *Journal of Computer-Mediated Communication*, 11, 1104–1127.

Tae Kim S., & Weaver, D. (2002). Communication research and the internet: A thematic meta analysis. *New Media & Society*, 4 (4), 518–538.

*Technorati About Us* (n.d.). Retrieved October 15, 2006 from <http://www.technorati.com/about/>

Teo, T.S.H. & Heong Pok, S. (2003). Adoption of WAP-enabled mobile phones among Internet users. Retrieved on March 12, 2007 from:

< <http://www.websm.org/uploadi/editor/888.pdf> >



Ting Lee, S. & Shik Kim, H. (2003). Exploring the characteristics of DVD home theater system adopters. *Mass Communication & Society*, 6 (3), 267-290.

Valente, T. & Davis, R. (1999). Accelerating the diffusion of innovations using opinion leaders. *Annals of the American Academy of Political and Social Science*, 566, 55-67.

Wall, M. (2004). Blogs as black market journalism: A new paradigm for news. *Berglund Center for Internet Studies*. Retrieved October 13, 2006 from <http://bcis.pacificu.edu/journal/2004/02/wall.php>

Wall, M. (2005). Blogs of war: Weblogs as news. *Journalism*, 6(2), 53–172.

William, F., Rice, R. & Rogers, E. (1988). *Research methods and the new media*. NY: The Free Press.

Wimmer R. & Dominick, J. (2006). *Mass media research: An introduction* (8<sup>th</sup> ed.). CA: Thomson Wadsworth.

Wu, W. (2005). A study on the characteristics of MOD early adopters. Unpublished master's thesis. Retrieved on March 10, 2007 from [http://etd.lib.nsysu.edu.tw/ETD-db/ETD-search/view\\_etd?URN=etd-0801106-132734](http://etd.lib.nsysu.edu.tw/ETD-db/ETD-search/view_etd?URN=etd-0801106-132734)

Youtube.com (n.d.). *About Youtube*. Retrieved on May 2, 2007 from  
<http://www.youtube.com/t/about>

## **APPENDIX 1: Coding Sheet**

## CODING SHEET

**URL of videoblog:**

**Date accessed:**

### A. VIDEO DETAILS

#### 1. Date first video was posted on videoblog:

2005	Winter	Spring	Summer	Fall
2006	Winter	Spring	Summer	Fall
2007	Winter	Spring		

#### 2. Length of main video featuring on videoblog:

Under 30 secs	x
30 to 60 secs	x
More than 1 - 3 minutes	x
More than 3 minutes	x

#### 3. News topic covered by the video:

Arts & Entertainment	x
Science & Technology	x
Economy & Business	x
Sports	x
Current Affairs & Politics	x
Social & Humanitarian	x
Environment & Nature	x
Travel & Tourism	x
News / TV Show parody	x
Other	x

#### 4. Source of video posted:

Produced by the videoblogger	x
Shot from a TV screen	x
Extracted from other sources (DVD, website, etc)	x

## PROFILE OF VIDEOBLOGGER

### 1. Country of origin:

Africa	x
Asia	x
Europe	x
Oceania	x
Latin America and the Caribbean	x
Northern America	x

<b>Does country form part of the Arab World ?</b>	Yes	No
---	-----	----

### 2. Age

Kid (5-10)	x
Teenager (11-19)	x
Young Adult (20-39)	x
Mature Adult (40-59)	x
Senior Citizen (60 and above)	x

### 3. Gender

Male	Female
------	--------

**Any other relevant information on the videoblogger profile and on the videoblog:**

.....

## **Appendix 2: Geographical Classification of Countries**

**United Nations Statistics Division Composition of macro geographical  
(continental) regions**

**Geographical region and composition of each region**

**AFRICA**

*Eastern Africa*

Burundi

Comoros

Djibouti

Eritrea

Ethiopia

Kenya

Madagascar

Malawi

Mauritius

Mayotte

Mozambique

Réunion

Rwanda

Seychelles

Somalia

Uganda

United Republic of Tanzania

Zambia

Zimbabwe

*Middle Africa*

Angola

Cameroon

Central African Republic

Chad

Congo

Democratic Republic of the Congo

Equatorial Guinea

Gabon

Sao Tome and Principe

*Northern Africa*

Algeria

Egypt

Libyan Arab Jamahiriya

Morocco

Sudan

Tunisia

Western Sahara

***Southern Africa***

Botswana

Lesotho

Namibia

South Africa

Swaziland

***Western Africa***

Benin

Burkina Faso

Cape Verde

Cote d'Ivoire

Gambia

Ghana

Guinea

Guinea-Bissau

Liberia

Mali

Mauritania

Niger

Nigeria

Saint Helena

Senegal

Sierra Leone

Togo

**AMERICAS**

**Latin America and the Caribbean**

***Caribbean***

Anguilla

Antigua and Barbuda

Aruba

Bahamas



Barbados  
British Virgin Islands  
Cayman Islands  
Cuba  
Dominica  
Dominican Republic  
Grenada  
Guadeloupe  
Haiti  
Jamaica  
Martinique  
Montserrat  
Netherlands Antilles  
Puerto Rico  
Saint Kitts and Nevis  
Saint Lucia  
Saint Vincent and the Grenadines  
Trinidad and Tobago  
Turks and Caicos Islands  
United States Virgin Islands

***Central America***

Belize  
Costa Rica  
El Salvador  
Guatemala  
Honduras  
Mexico  
Nicaragua  
Panama

***South America***

Argentina  
Bolivia  
Brazil  
Chile  
Colombia  
Ecuador  
Falkland Islands (Malvinas)  
French Guiana

Guyana

Paraguay

Peru

Suriname

Uruguay

Venezuela (Bolivarian Republic of)

### ***Northern America***

Bermuda

Canada

Greenland

Saint Pierre and Miquelon

United States of America

## **ASIA**

### ***Central Asia***

Kazakhstan

Kyrgyzstan

Tajikistan

Turkmenistan

Uzbekistan

### ***Eastern Asia***

China

Hong Kong Special Administrative Region of China

Macao Special Administrative Region of China

Democratic People's Republic of Korea

Japan

Mongolia

Republic of Korea

### ***Southern Asia***

Afghanistan

Bangladesh

Bhutan

India

Iran, Islamic Republic of

Maldives

Nepal

Pakistan

Sri Lanka

***South-Eastern Asia***

Brunei Darussalam

Cambodia

Indonesia

Lao People's Democratic Republic

Malaysia

Myanmar

Philippines

Singapore

Thailand

Timor-Leste

Viet Nam

***Western Asia***

Armenia

Azerbaijan

Bahrain

Cyprus

Georgia

Iraq

Israel

Jordan

Kuwait

Lebanon

Occupied Palestinian Territory

Oman

Qatar

Saudi Arabia

Syrian Arab Republic

Turkey

United Arab Emirates

Yemen

**EUROPE**

***Eastern Europe***

Belarus

Bulgaria

Czech Republic

Hungary

Poland

Republic of Moldova

Romania

Russian Federation

Slovakia

Ukraine

***Northern Europe***

Åland Islands

Channel Islands

Denmark

Estonia

Faeroe Islands

Finland

Guernsey

Iceland

Ireland

Isle of Man

Jersey

Latvia

Lithuania

Norway

Svalbard and Jan Mayen Islands

Sweden

United Kingdom of Great Britain and Northern Ireland

***Southern Europe***

Albania

Andorra

Bosnia and Herzegovina

Croatia

Gibraltar

Greece

Holy See

Italy

Malta

Montenegro

Portugal

San Marino

Serbia  
Slovenia  
Spain  
The former Yugoslav Republic of Macedonia

***Western Europe***

Austria  
Belgium  
France  
Germany  
Liechtenstein  
Luxembourg  
Monaco  
Netherlands  
Switzerland

**OCEANIA**

***Australia and New Zealand***

Australia  
New Zealand  
Norfolk Island

***Melanesia***

Fiji  
New Caledonia  
Papua New Guinea  
Solomon Islands  
Vanuatu

***Micronesia***

Guam  
Kiribati  
Marshall Islands  
Micronesia, Federated States of  
Nauru  
Northern Mariana Islands  
Palau

***Polynesia***

American Samoa

Cook Islands

French Polynesia

Niue

Pitcairn

Samoa

Tokelau

Tonga

Tuvalu

Wallis and Futuna Islands

(Source: <http://unstats.un.org/unsd/methods/m49/m49regin.htm>)