

PLS Path Modelling on Blog Site Selection

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Abstract: - Blogs have become one of the major new media horizons these years. The ‘blogging’ method provides an easy way for an average person to publish material online regarding any topic he or she wishes to discuss. The main purpose of the study is to answer the questions, “What determinants matter when bloggers choose staying a particular blog site? Are there the determinants any relationship among them? This study applied a Partial Least Squares (PLS) and path analysis to advance our understanding of the processes involved in blog site selection from the perspectives of student-blogger, during 2009/09~2010/03. The results provide insight for those who are concerned with this topic.

Key-Words: - Blog Site, Selection, Partial Least Squares (PLS), Path Analysis

1 Introduction

Blogs, also known as Weblogs, are one of the newest forms of online self-presentation and self-expression, which have been facilitated by the Internet age [1, 2]. Since being introduced by Barger in 1997, blogs have served as a personal media, which are usually maintained by individuals who track various written entries on a regular basis. The term ‘blog’ is both a noun and verb. Originally, blogs were designed as an online writing tool that helped users keep track of their own records online. Blogs quickly, however, turned into a key part of the world’s online culture. The ‘blogging’ method provides an easy way for an average person to publish material online regarding any topic he or she wishes to discuss. If they address a popular issue, blogs can attract tremendous attention and exert great influence on society. As the population of blog users (also known as bloggers) has skyrocketed, blog topics have become broader and broader in range. Thus, along with the development of major import-export Websites, news and topical Websites have also grown.

Previous studies on blogs are diverse. Few scholars focused on the content of blogs. They analyzed the strengths and weakness of blogs, while paid little attention to the motivation and behaviour of bloggers [3, 4]. Regarding bloggers’ behaviours, some had studied some factors on blog quality, motivation or satisfaction [5-9]. Zhang, Lee, Cheung and Chen (2009) for the first time focused on bloggers’ post-adoption behaviour, conducting

an online survey to explore the role of gender in particular [9]. These above studies emphasize the importance of blogs, which have undoubtedly become one of the major new media horizons. Their findings confirm that bloggers’ intent to switch their blog services is strongly associated with three factors: satisfaction, sunk costs, and attractive alternatives. Unfortunately, they did not further discuss what content of blog site services or the topic on selecting and evaluating blog sites from the bloggers’ perspective, especially the young group. In views of that most blog readers and creators are young and better educated. Thus, the behaviour, thinking of university students group are important, and taken as research target in this paper. Besides, what determinants do bloggers consider when choosing or switching a blog site, what are the priority determinants for making such a decision? Are there the determinants any relationship among them? The purpose of this paper is to apply a Partial Least Squares (PLS) and path analysis to advance our understanding of the processes involved in blog site selection from the perspectives of student-bloggers.

PLS path modelling and Linear Structural Relations (LISREL) are two main Structural Equation Modelling (SEM) approaches to modelling relationships between latent variables [11, 12]. Unlike LISREL, with its assumption of homogeneity in the observed population, PLS path modelling is more suitable for real world applications, and is particularly more advantageous

with complex models [13, 14]. More importantly, PLS path modelling is better suited for analyzing exploratory models with no rigorous theory grounding, because it requires minimal assumptions about the statistical distributions of data sets, and it can work with smaller sample sizes [15].

In this paper, the study apply a Partial Least Squares (PLS) and path analysis to advance our understanding of the processes involved in blog site selection from the perspectives of student-blogger, during 2009/09~2010/03. The integrated model incorporates four determinants, hypotheses regarding the blog site decisions are then developed and tested. According to the results, from the perspectives of student bloggers, "Attractiveness" is the direct and key determinant when they select their blog site. "Reliability", "Usability" and "Innovativeness" are indirect determinants.

This paper is organized as follows. Section 2 proposes a PLS path model for blog site selection. Section 3 presents a case study of blog site selection and discussion. Finally, conclusions are drawn from the findings.

2 A PLS model on blog site selection

2.1 Methodology

Path analysis and causal modelling have been introduced by Wright in the 1920s [16, 17]. Developed originally by [Herman Wold](#) [18-20] for econometrics, partial least squares (PLS) has first gained its popularity in chemo metric research and later in industrial applications, such as computer information and management, education, marketing, and social sciences [21-26]. It has the ability to model latent constructs that are uncontaminated by measurement error [23, 27] under conditions of non-normality and small to medium sample sizes. Therefore, it offers some analytical advantages over techniques such as regression assuming error-free measurement.

PLS path modelling can be used for analyzing multiple-block structure of variables when the data has the following features: causal relationship, small sample, missing values, or display of co-linearity. Such a general and flexible framework also enriches data analysis methods with non-parametric validation procedures (such as bootstrap, jackknife, and blindfolding) for estimated parameters and fit indices for different blocks that are more classical in a modelling approach than in data analysis [26, 28-32].

A PLS path model is described by two models: (1) a measurement model relating the manifest variables (MVs) to their own latent variables (LVs) and (2) a structural model relating some endogenous LVs to other LVs. The measurement model is also called the outer model (MVs→LVs) and the structural model called the inner model (LVs→LVs). Arrows show the assumed causal relations.

2.2 Hypothesis of PLS model

What are the key success factors of a blog site? Four dimensions are integrated in the measurement model and described as follow.

1. The measurement model

(1) "Reliability"

Based on a survey of blog users, [Johnson and Kaye \(2004\)](#) found that respondents considered blogs more credible than traditional media (e.g., newspapers) [33]. [Lu and Hsiao \(2007\)](#) explored bloggers' behavioural motivations underlying individual intention to keep using blogs by evaluating 155 users of Wretch blogs in Taiwan. This study considered knowledge self-efficacy, subjective norms, feedback, and personal outcome expectations as the determinants of continuing to share information on blogs [34].

[Hsieh et al. \(2010\)](#) studied the link between blog quality and blog-user satisfaction within the expectation-disconfirmation paradigm. It established nine key constructs for blog user satisfaction and tested the relationships among them: understandability, reliability, scope, usefulness, accessibility, usability, connectivity, interactivity, and authority [9]. Given the above mentioned viewpoints, the following hypothesis is proposed:

H₁: *The "Reliability" of blog site provided is positively related to the use willing of bloggers. That is, quick loads, stable connection, accessible templates, easy to use, huge multimedia capacity are all positively related to the use willing of bloggers.*

(2) "Usability"

[Du and Wagner \(2006\)](#) analyzed the impact of the technology used on the success of 126 blogs selected from Technorati's top 100 listings over a 3-month period. Blog success in this study was measured based on popularity rank and popularity growth. They argued that blog success has three value factors; namely the written content, the built-in capability, and the blog's potential social resources [35]. [Hsu and Lin \(2008\)](#) investigated users' intent to participate in a blog and found that ease of use, enjoyment, and knowledge sharing have

positive effects on users' attitudes toward blogging. Social factors (community identification) and attitude toward blogging significantly influenced a blog participant's intent to continue to use blogs [7]. Given the above mentioned viewpoints, the following hypothesis is proposed:

H₂: *The "Usability" of blog site provided is positively related to the use willing of bloggers.* That is, insert HTML permitted, article classification article, hiding/password setting, friend list/my favourite link, homepage continuously updated are all positively related to the use willing of bloggers.

(3) "Attractiveness"

Du and Wagner (2006) suggested the blog success in their study was measured based on popularity rank and popularity growth. Except the written content, the built-in capability, the blog's potential social resources (interaction with other bloggers) are also important factors [35]. Safran and Kappe (2008) analyzed a local Austrian community of more than 15,000 blogs to identify related success factors. They found that the content types provided (e.g., the number of textual entries); community activity (e.g., comments given and received); and writing style determined a blog's success. The key success factor of a blog was measured by the number of visits to the blog. Zhang et al., (2009) focused on bloggers' post-adoption behaviour; in particular they explored the role of gender and conducted an online survey [10]. Their findings confirm that bloggers' intent to switch their blog services was strongly associated with three factors: satisfaction, sunk costs, and attractive alternatives. Li and Chignell (2010) suggested that personality is an important factor on their blogging behaviour, which offers support for the notion that in a blog environment "birds of a feather flock together" [8]. That means bloggers always stay the same blog site because of their friends. Given the above mentioned viewpoints, the following hypothesis is proposed:

H₃: *The "Attractiveness" of blog site provided is positively related to the use willing of bloggers.* That is, That is, individual article cumulative popularity who comes to the homepage peers clustered peers recommendation the blog site with high reputation are all positively related to the use willing of bloggers.

(4) "Innovativeness"

A blog is an innovative media application on the Internet. Innovative individuals are also typically dynamic, communicative, curious, venturesome, and stimulation-seeking. Blog users were often considered to be innovators [1, 6, 37] suggested that bloggers are younger, better educated, more likely to be urban dwellers, and are avid online shoppers; people who are high in openness to new experience and high in neuroticism are likely to be bloggers. Zhang et al., (2009) conducted an online survey and found that bloggers' intent to switch their blog services was strongly associated with some attractive alternatives [10]. That is, bloggers may pay attention to some innovation function, and keep trying something new they has never experienced. Also, the sites are devoted to attract new bloggers by providing innovative features and useful functions. Given the above mentioned viewpoints, the following hypothesis is proposed:

H₄: *The "Innovativeness" of blog site provided is positively related to the use willing of bloggers.* That is, publishing in advance auto-search articles auto-saved as drafts blog popularity growth graph weekly my murmur are all positively related to the use willing of bloggers.

2. The structural model

H₅: *The "Reliability" of blog site provided is positively related to the "Usability" of blog site provided.*

H₆: *The "Reliability" of blog site provided is positively related to the "Attractiveness" of blog site provided.*

H₇: *The "Reliability" of blog site provided is positively related to the "Innovativeness" of blog site provided.*

H₈: *The "Usability" of blog site provided is positively related to the "Attractiveness" of blog site provided.*

H₉: *The "Usability" of blog site provided is positively related to the "Innovativeness" of blog site provided.*

H₁₀ : *The "Attractiveness" of blog site provided is positively related to the "Innovativeness" of blog site provided.*

The conceptual framework on blog site selection modelling is as Figure 1. Based on a

review of previous studies, we initially chose more than 20 commonly used variables. Variables having a low correlation with “blog site selection” were then deleted. Table 1 shows the definition of the 20 latent variables we retained. Table 2 presents the descriptive statistics for these variables.

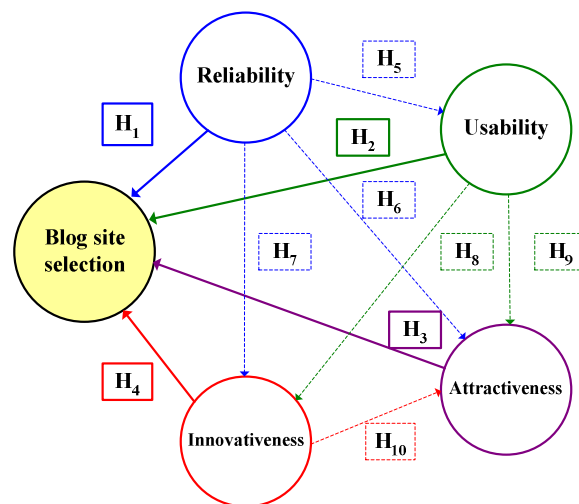


Figure 1. The conceptual framework

Table 1: Definitions of the manifest variables latent variables

MVs	LVs	Definition
Reliability	L ₁₁ quick loads	The speed of the availability of the blog site.
	L ₁₂ stable connection	The stability of accessing the blog site.
	L ₁₃ accessible templates	The template of blog site meets bloggers’ needs.
	L ₁₄ easy to use	The operation of blog functions is easy.
	L ₁₅ huge multimedia capacity	The blog site provides large capacity for articles, video, audio, and photo files.
Usability	L ₂₁ insert HTML permitted	The blog site allows user inserting other HTML to add content.
	L ₂₂ article classification	The blog site provides article classification.
	L ₂₃ article hiding/password setting	The blog site provides article hiding and password setting.
	L ₂₄ friend list/my favourite link	The blog site provides list or link, guests can get the related information about the bloggers
	L ₂₅ homepage continuously updated	The homepage of blog site is updated continuously.
Attractiveness	L ₃₁ individual article cumulative popularity	The blog site provides visitors with the number of individual article.
	L ₃₂ seeing who comes to the home-Page	When members visit the site’s homepage, the system will show the profile of the blogger automatically.
	L ₃₃ peers clustered	Peers have been a user on the specific blog site.
	L ₃₄ peers recommendation	Peers recommend the specific blog site.
	L ₃₅ the site with high reputation	The blog site is famous or has a high reputation.
Innovativeness	L ₄₁ publishing in advance	The time a user may publish can be set in advance.
	L ₄₂ auto-search	Keyword auto-search function.
	L ₄₃ articles auto-saved as drafts	When the Internet is busy or out of service, articles in process will be auto-saved as drafts.
	L ₄₄ blog popularity growth graph weekly	Statistical graphs show the popularity growth on a weekly basis.
	L ₄₅ my murmur	Bloggers may just key in several words to express their mood rather than publishing a full article.

Table 2. Summary of descriptive statistics on latent variables

Variable	L ₁₁	L ₁₂	L ₁₃	L ₁₄	L ₁₅	L ₂₁	L ₂₂	L ₂₃	L ₂₄	L ₂₅
<i>M</i>	4.5	4.48	3.98	4.32	4.22	3.26	4	4.36	3.9	3.62
<i>Mdn</i>	5	5	4	5	4	3	4	4.5	4	3
<i>Min</i>	0.71	0.71	0.91	0.89	0.89	0.92	0.81	0.72	1.11	0.92
<i>Max</i>	3	2	1	2	1	1	3	3	1	1
<i>SD</i>	5	5	5	5	5	5	5	5	5	5

Variable	L ₃₁	L ₃₂	L ₃₃	L ₃₄	L ₃₅	L ₄₁	L ₄₂	L ₄₃	L ₄₄	L ₄₅
<i>M</i>	3.88	3.9	3.68	3.72	3.78	4.06	3.62	3.98	3.64	3.48
<i>Mdn</i>	4	4	3	4	4	4	3	4	3	3
<i>Min</i>	0.96	0.89	0.96	0.78	0.91	0.77	0.90	0.87	1.03	0.99
<i>Max</i>	2	2	2	3	2	2	1	2	1	1
<i>SD</i>	5	5	5	5	5	5	5	5	5	5

3 A case on student bloggers

3.1 The blog background in Taiwan

In view of blogs becoming a new and significant way to distribute information, blogs have grown in popularity. Many world-famous Web sites, such as Microsoft, Yahoo!, Google and Facebook are providing blog services. Bloggers, therefore, can easily establish and maintain their blogs through such services. A user can create a blog and post his or her first entry within minutes. Such sites make it very easy to pick from various design templates, to decorate the blog with a drag-and-drop layout system, and to control visitors' permissions to read or comment on the blog.

According to the research survey InsightXplorer, Ltd. in Taiwan 2009, more than 70% of Web users now have their own blogs. In Taiwan, before Facebook is presented to the public, various blog host sites include Wretch; Yahoo!; Xuite, Pixnet and Yam. In general, the designers of Web sites that provide blog services not only collect bloggers' feedback and complaints instantly, but also provide interesting activities for them to communicate with other users, thus increasing the time users spend on their blogs. These sites benchmark the features of other blog services provided by other Web sites in an attempt to make their own blog service at least comparable to others at minimum. In addition, sites try to attract new bloggers by providing innovative features and useful functions. As the saying goes, "where there are eyeballs, there are business models," advertisements on these blogs are an important income source for the blog service hosting sites [10].

3.2 Data collection

As Trammell and Keshelashvili (2005) noted, "a complete directory of blogs does not exist, and it is impossible to select a random sample" [38]. Thus, many blog studies have conducted surveys using convenience samples and many have adopted snowball-sampling techniques [33, 39]. In this study, similar techniques were adopted. To investigate the viewpoints on blog site selection for this study, 72 students completed the questionnaire among the 112 students from the international trade department of D university in Taiwan. After initially examining the data, 9 responses were deleted for incompleteness. Thus, 63 usable surveys were collected. This included 22 males and 41 females. The age of the students ranged 18 from 21. All were college student, 33% sophomores and 30% juniors, indicating that the respondents were primarily young and educated. The majority of the respondents had relatively short experience in using blogs. Most bloggers started blogging less than two years earlier. All respondents indicated that they had some experiences in writing their own blogs or reading and commenting on others'. Fifty-one percent of them possessed one blog, while twenty-seven percent possessed two blogs. Among Taiwan's famous blog sites, fifty-nine percent primarily used Wretch and thirty-seven percent used Yahoo! Fifty-four percent of them spend under one hour blogging each time they undertake the activity, with 60% spending under 10 hours blogging each week. Table 3 summarizes the respondents' profile.

Table 3. Demographic profile

Measures	Items	Frequency	Percent
Gender	Male	22	35
	Female	41	65
Years of blogging	Under 6 months	12	19
	6 months-1 year	28	44
	1-2 year	16	25
	more than 2 years	7	11
Possession of blogs	1 blog	33	51
	2 blogs	17	27
	3 blogs	9	14
	4 or more	4	6
Primarily used blog site service	Wretch	37	59
	Yahoo!	23	37
	Others	3	4
Time spent blogging each time	Under 1 hr	34	54
	1-3 hrs	21	33
	Over 3 hrs	8	13
Time spent blogging per week	Under 10 hrs	38	60
	11-20 hrs	14	22
	Over 21 hrs	11	18
Education	Freshman	10	16
	Sophomore	21	33

3.3 The results of PLS path analysis

Analyses software of the proposed PLS model was SmartPLS provided by [Hansmann and Ringle \(2005\)](#) [40]. In the first stage, the measurement model is tested by performing both the validity and reliability analyses by looking at Composite Reliability (CR), and Average Variance Extracted (AVE), and that the acceptable level is generally reached where $CR > 0.7$ and $AVE > 0.5$ [13]. The results of the proposed PLS path model are reported in Table 4, which indicate that all CRs have loadings higher than 0.7 and all AVEs are above 0.5. R^2 for the model is above 0.6, indicating that the explanatory power and each construct have high convergent validity. Besides, Table 5 shows the path coefficients and their significance levels. In addition, the results of applying the bootstrap re-

sampling technique (300 runs) to the measurement model are shown as Table 6, where t values for the outer weights exceed 1.96 are: “Attractiveness → blog site selection”, “Innovativeness → Attractiveness”, “Reliability → Usability”, “Usability → Attractiveness” and “Usability → Innovativeness”.

In the second stage, the results of applying the bootstrap resampling technique to the structural model are shown as Table 6. Almost the t values for the outer weights exceed 1.96, indicating that the structural model is significant and thus confirmed by the data. A summary of the aggregate results for the model is presented in Table 7.

Table 4. AVE, CR and the R square values

	AVE	Composite Reliability	R Square
Reliability	0.654	0.903	--
Usability	0.530	0.848	0.630
Attractiveness	0.681	0.914	0.696
Innovativeness	0.504	0.832	0.641
Blog site selection	0.532	0.703	0.614

Table 5. Weights for the measurement model (Mean, Standard Deviation, *t*)

	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics
Attractiveness → Blog site selection	0.958	0.134	7.125 *
Innovativeness → Attractiveness	0.448	0.075	5.731 *
Innovativeness → Blog site selection	0.189	0.215	0.841
Reliability → Attractiveness	0.142	0.093	1.487
Reliability → Blog site selection	0.120	0.156	0.786
Reliability → Innovativeness	0.002	0.113	0.062
Reliability → Usability	0.797	0.026	30.997 *
Usability → Attractiveness	0.539	0.129	4.277 *
Usability → Blog site selection	0.199	0.258	0.818
Usability → Innovativeness	0.809	0.096	8.371 *

Table 6. Weights for the structural model (Mean, Standard Deviation, *t*)

	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics
Pixnet ← Blog site selection	0.109	0.167	0.822
Wretch ← Blog site selection	0.403	0.128	3.621 *
Xuit ← Blog site selection	0.008	0.173	0.152
Yam ← Blog site selection	0.061	0.149	0.516
Yahoo ← Blog site selection	0.761	0.103	8.007 *
accessible templates ← Reliability	0.196	0.030	6.608 *
article classification ← Usability	0.221	0.035	6.306 *
article hiding/password setting ← Usability	0.257	0.022	11.651 *
articles auto-saved as drafts← Innovativeness	0.288	0.032	9.122 *
auto-search ← Innovativeness	0.322	0.039	8.357 *
easy to use ← Reliability	0.278	0.019	14.439 *
popularity graph weekly ← Innovativeness	0.312	0.029	10.998 *
the site with high reputation← Attractiveness	0.267	0.016	16.384 *
homepage continuously updated← Usability	0.296	0.025	12.085 *
huge multimedia capacity ← Reliability	0.256	0.018	14.156 *
individual article popularity ← Attractiveness	0.214	0.019	11.491 *
insert HTML permitted ← Usability	0.317	0.022	14.343 *
my murmur ← Innovativeness	0.225	0.038	5.998 *
peers clustered ← Attractiveness	0.252	0.018	13.832 *
peers recommendation ← Attractiveness	0.243	0.018	13.838 *
publishing in advance ← Innovativeness	0.250	0.055	4.562 *
quick loads ← Reliability	0.294	0.018	16.703 *
stable connection ← Reliability	0.202	0.020	10.166 *
friend list/my favourite link ← Usability	0.271	0.019	14.653 *
who comes to the homepage← Attractiveness	0.233	0.017	13.908 *

Table 7. The aggregate results for the model

	CR	AVE	Weight
Reliability	0.903	0.754	
quick loads			0.893
stable connection			0.887
accessible templates			0.570
easy to use			0.842
huge multimedia capacity			0.887
Usability	0.848	0.530	
insert HTML permitted			0.805
article classification			0.658
article hiding/password setting			0.732
friend list/my favourite link			0.668
homepage continuously updated			0.765
Attractiveness	0.914	0.681	
individual article cumulative popularity			0.770
seeing who comes to the homepage			0.809
peers clustered			0.824
peers recommendation			0.819
the site with high reputation			0.899
Innovativeness	0.832	0.504	
publishing in advance			0.497
auto-search			0.746
articles auto-saved as drafts			0.763
blog popularity growth graph weekly			0.802
my murmur			0.701
Blog site selection	0.703	0.532	
Pixnet			0.244
Wretch			0.561
Xuit			0.230
Yam			0.014
Yahoo			0.862

4.3 Discussion

Table 8 is structural relationships from the model. The path coefficients are ranked as follows (from highest to lowest): “Attractiveness → Blog site selection” (0.958), “Usability → Innovativeness” (0.806), “Reliability → Usability” (0.794), “Usability → Attractiveness” (0.553) , and “Innovativeness → Attractiveness” (0.430). That is, the influence power of “Attractiveness → Blog site selection” is the most powerful, while “Reliability

→ Innovativeness” is the powerless. For almost the t values for the outer weights exceeds 1.96 ($p < 0.05$), indicating that the model is confirmed by the data. Further, as Figure 2 shown, referring to the blog site selection, “Attractiveness” is the direct determinant, “Reliability”, “Usability” and “Innovativeness” are the indirect determinants.

There are some indications worth discussing, First, the ranking of path coefficients of blog site selection are “Attractiveness” (0.958); “Usability” (0.199); “Innovativeness” (0.189) and “Reliability”

(0.120). The results indicate that for student bloggers, “Attractiveness” is the key determinant on blog site evaluation when they decide to create a blog. Further, *t* values for “Attractiveness → blog site selection” exceed 1.96 means the variable is significant, and is the direct determinant on blog site selection, that including “individual article cumulative popularity”, “seeing who comes to the homepage”, “peers clustered”, “peers’ recommendation” and “the site has a high reputation”.

Second, there are two paths as follows: (1) “Reliability → Usability”, “Usability → Innovativeness”, “Innovativeness → Attractiveness” and “Attractiveness → Blog site selection”. (2) “Reliability → Usability”, “Usability → Attractiveness”, “Innovativeness → Attractiveness” and “Attractiveness → Blog site selection”. The result shows that “Reliability”; “Usability” and “Innovativeness” are the indirect determinants. This indicates that as the blog

becomes popular, the fundamental functions (“Reliability” and “Usability”) may be considered as the basic function, the blogger care about other features (such as “Attractiveness”) that the blog site may offer.

Combining the basic data of the survey respondents, the majority of respondents had relatively short experience in using blogs. Most respondents started blogging less than two years prior to the survey. Fifth-one percent of respondents possess one blog, while twenty-seven percent possess two blogs. Fifty-nine percent of the bloggers primarily used Wretch and thirty-seven percent used Yahoo! These two services were the earliest blog sites in Taiwan. These results indicate that most of the respondents are loyal users of their first choice of blog site. The reason may because of their friends already there; this indicates the switch cost should be considered. The result consists with the blogging behaviour suggestion of Li and Chignell (2010): “birds of a feather flock together” [8]. For the builder/designer of blog site, the leader always possesses the pioneer advantage on market and product. Online marketing or blog are the examples.

Table 8. Structural relationships from the model

Link in the model	Hypothesis	Parameter	Significance	Conclusion
Reliability → Blog site selection	H ₁	0.122	<i>p</i> >0.05	Not Supported
Usability → Blog site selection	H ₂	0.211	<i>p</i> >0.05	Not Supported
Attractiveness → Blog site selection	H ₃	0.958	<i>p</i> <0.05	Supported
Innovativeness → Blog site selection	H ₄	0.181	<i>p</i> >0.05	Not Supported
Reliability → Usability	H ₅	0.794	<i>p</i> <0.05	Supported
Reliability → Attractiveness	H ₆	0.138	<i>p</i> >0.05	Not Supported
Reliability → Innovativeness	H ₇	0.007	<i>p</i> >0.05	Not Supported
Usability → Attractiveness	H ₈	0.553	<i>p</i> <0.05	Supported
Usability → Innovativeness	H ₉	0.806	<i>p</i> <0.05	Supported
Innovativeness → Attractiveness	H ₁₀	0.430	<i>p</i> <0.05	Supported

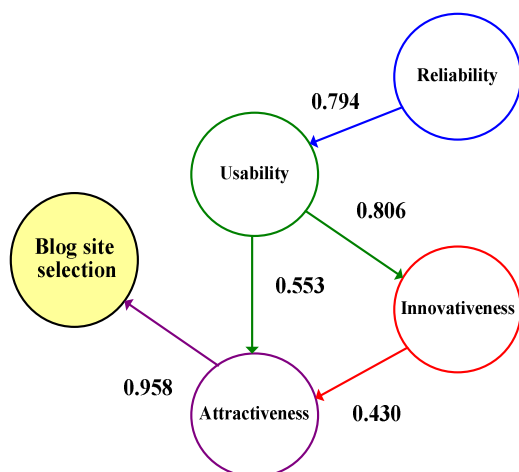


Figure 2. The result of the PLS path of blog site selection

4 Conclusion

Motivated by the need to understand the selection behaviour of bloggers, this study attempts to investigate bloggers’ various intentions when evaluating and selecting among blog site services. *R*² for the proposed model is above 0.6, indicating that the explanatory power and each construct have high convergent validity.

To summarize, the student respondents primarily wrote blogs that functioned like a diary; indeed, their motivation is to record or interchange their thoughts or moods. They want to share their blog content with their good friends, but likely care less whether others are reading their blogs. How many people are aware of, read, or surf their articles or blogs? Who may be a new visitor or what comments or feedback do visitors record during their visit? As we know, the pioneer advantage maybe not always persists, and the follower advantage may also matter, however. Thus, the related suggestion is the designer of blog site should make efforts to maintain the easy entry, stable connection, and quick loads firstly. No firm and solid base, no beautiful buildings. Secondly, "No advance is to go back". They should not only provide blog services keeping as others, but also progress the quality and create new service. Thirdly, they should apply different strategies for different groups of bloggers. Finally, the designer of blog site should be aware of differences between females and males. Research has shown that female bloggers care more about satisfaction with their current blogs, while males tend to look for new blogs that are better or more attractive [10].

In the past, when asked why a blogger choose a particular blog site, most bloggers' answer would depend on their experience, knowledge, and information, which is difficult to define or describe precisely. Most previous research studies have focused only on the motivation and content, paying little attention to the behaviour of bloggers. This study develops a PLS path model for blog site selection. This approach contributes to the literature by providing an aggregate, comprehensive, and scientific framework for bloggers' behaviour and blog site evaluation. This framework, which incorporates four manifest variables and 20 latent variables, is applied for the first time to investigate blog site selection criteria from student bloggers' perspective in Taiwan. The study provides a reference for the decision-maker (the blogger) when considering creating a blog, whether they should stay with their current provider or switch to a different blog service among the many alternatives.

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