Weblogging in Hong Kong: Motivations and Self-Disclosure

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Abstract

Why and how do people blog in Hong Kong?   This exploratory study investigated the relationships of gratifications, self-disclosure, weblog usage pattern and demographics in a sample of 545 Hong Kong bloggers.   The Revised Self-Disclosure Scale developed by Wheeless and Grotz (1976) was employed in this study.   The results indicate that gratifications for blogging, self-disclosure and demographics were significantly related to weblog usage pattern.   All gratifications for blogging were found to be significant predictors for various dimensions of self-disclosure.   In particular, self-fulfillment and self-expression were the strongest predictors for various dimensions of self-disclosure on weblog. Conversely, gender and education were not significant predictors for any dimension of self-disclosure on weblog.   Socialization and entertainment were the strongest predictors for hours per day on blogging and years of blogging respectively.   The control of depth dimension of self-disclosure was a significant predictor for both days per week and hours per day on blogging, which indicates that frequent users of weblog tend to disclose intimate and personal things about themselves.   Furthermore, gender and age were significant predictors for years of blogging.   Young females are likely to have more years of blogging experiences.

Introduction

In the past, people utilized their personal homepages, or participated in online forums, newsgroups, etc. to convey their feelings and views on the Internet. Today, weblog has become an increasingly popular communication tool to make your voice heard on the Web.

Blog, which is short for weblog, is a term coined by Jorn Barger in 1997 (Johnson, 2004; Wan & Chow, 2004). A weblog is "a web page made up of usually short, frequently updated posts that are arranged chronologically — like a what's new page or a journal. The content and purposes of blogs vary greatly — from links and commentary about other web sites, to news about a company / person / idea, to diaries, photos, poetry, mini-essays, project updates, even fiction" (The Blogger.com, 1999). A person who maintains a weblog is called a blogger (Wikipedia, 2005).

Some weblogs serve as online journals, where "the content focuses mainly on the thoughts and experiences of the author and the links more frequently point to that person's other projects, essays, and so on" (Stone, 2002, p. 9). Weblogs are more than just online journals, they also serve as "microportals, publishing commentary and links to other sites relating to a particular topic" (Stone, 2002, p. 9). Many blogs are personal, others are multi-author blogs based on a specific topic or area of mutual interest (The Blogger.com, 1999), such as employee blogs, corporate blogs, etc. A blog can address a wide variety of topics, it may be politics, sports, entertainment, news, technology, marketing, personal and so on.

The first weblog was the first website (http://info.cern.ch) created by Tim Berners-Lee at CERN in 1992 (Johnson, 2004; Stone, 2002). Weblogging started to become a popular web

publishing trend in 1999 (Stone, 2002). The popularity of the blog phenomenon is made possible by free blog-hosting services. The blogosphere has been growing swiftly. As of 26 April 2006, there were approximately 36.6 million weblogs around the world (Technorati, 2006). The total number of weblogs continues to double about every six months (Figure 1). The blogosphere is over 60 times larger than it was three years ago (Sifry, 2006). Some of the significant increases between August and October 2005 were due to a proliferation of Chinese-speaking weblogs, both on MSN Spaces and on Chinese sites like blogcn.com (Sifry, 2005). There are over 75,000 new weblogs popping up daily, which means there is a new weblog created every second. Fifty-five percent of bloggers are still posting three months after their weblogs are created. With regard to posting volume, over 1.2 million posts are tracked every day, which is about 50,000 posts every hour. More posts can be tracked when major news events happen, such as technology product launches (Sifry, 2006). According to a recent survey done by Perseus Development Corporation (2005), 94.3% of bloggers were between the ages of 13 and 29, and 68.1 % of the bloggers were women.

Figure 1
Weblogs cumulative (March 2003 - April 2006)
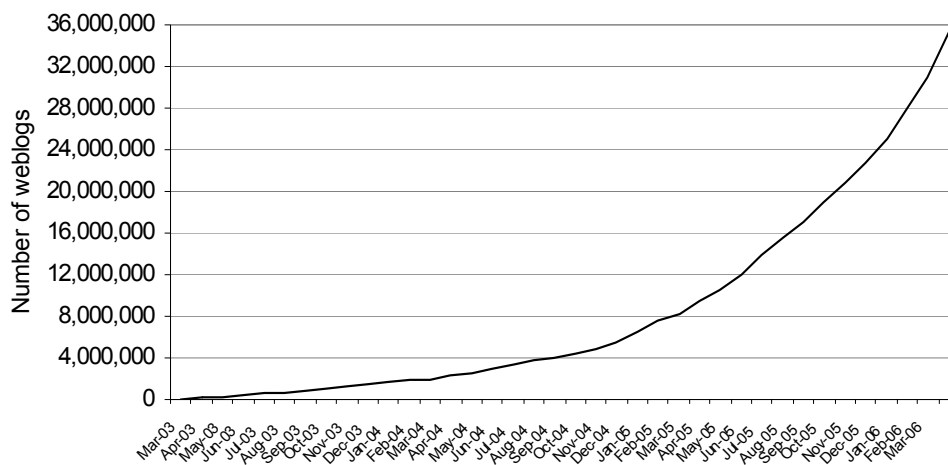
Source: Sifry (2006)

Weblogging is gaining popularity in Hong Kong recently. Gradually more Hong Kong citizens publish their online journals or add their views to different weblogs. The majority of bloggers in Hong Kong are youngsters, writing online diaries or stories is most common among them (Wan & Chow, 2004).

Weblogging is unquestionably among the most fascinating things with regard to new media due to its hypertextual structure. Weblogging is budding in Hong Kong and not many studies have been conducted so far. HKBlogger.com and IN-Media conducted a questionnaire survey named "Hong Kong's Blogger Survey" in October 2005 in order to understand the development of weblogging in Hong Kong. The survey received 1,009 completed questionnaires. The survey result shows that over 80% of bloggers in Hong Kong were aged between 16 and 30, and about 75% of bloggers had attained tertiary education level. Most bloggers started weblogging in order to express their personal feelings (28.17%) and to connect with friends (16.21%). A majority of respondents spent 0 - 5 hours (43.1%) on weblogging per week, whereas 31.02% and 13.48% of the respondents spent 5 - 10 hours and 10 - 15 hours respectively (HKBlogger.com, 2005).

A recent research on online diary (one of the uses of weblogging) among teenagers aged 10 - 29 in Hong Kong was conducted by Breakthrough Youth Research Group (2005). According to this study, youngsters actively took part in weblogging. Most of the respondents had read the online diaries of their friends (97%) or strangers (63%) before. Over 75% once wrote online diaries, with 61.8% reporting that they had written online diaries for one year, and 27.2% for more than two years. A large proportion of the respondents (84.5%) updated their online diaries weekly, the content of the diaries was mainly on personal life (72.8%), relationships with friends (70.8%), study or work (62.4%), etc. Some of the

respondents (27.3%) expressed their views on social current events. Other data were also collected by this study, for example, the motives for writing online diaries and personalities of bloggers. However, all these data focus on Hong Kong youngsters and online diaries, which is only one way of using weblogs. Two major questions remain about why people blog and whether they reveal about themselves on weblogs. To what extent do they self-disclose on weblog?

The major objectives of this exploratory study are to examine: (1) the gratifications which drive bloggers to create and maintain weblogs, (2) the degree of self-disclosure in blogs in terms of honesty-accuracy, positive-negative, control of depth, amount and intended disclosure, (3) the relationships between weblog usage pattern, gratifications for blogging, self-disclosure on weblog and demographics, (4) the roles of gratifications for blogging, weblog usage pattern and demographics as predictors for self-disclosure, and (5) the roles of gratifications for blogging, self-disclosure on weblog and demographics as predictors for weblog usage pattern.

Theoretical frameworks

Uses and gratifications

The uses and gratifications theory focuses on why a person uses the media. It attempts to examine the use of media in terms of the gratification of social and psychological needs of individuals. According to Katz, Blumler, and Gurevitch (1974), the approach is "concerned with (1) the social and psychological origins of (2) needs, which generate (3) expectations of (4) the mass media or other sources, which lead to (5) differential patterns of media exposure (or engagement in other activities), resulting in (6) need gratifications and (7) other consequences, perhaps mostly unintended ones" (p. 20).

The uses and gratifications theory has five primary assumptions. First, the theory assumes that media users actively use various media to fulfill their needs or goals. It suggests that media use is active and goal-directed based on individual needs. Second, audience members must identify their individual needs, and accordingly, select media and media content to satisfy those needs. Third, the media compete with other available means of fulfilling personal needs. It is because there are a wide range of choices to gratify various social and psychological needs. Fourth, the theory assumes that audience members are sufficiently self-aware of and can report their interests and motives in particular cases. And, fifth, it is also assumed that audience members can make the decision to view the media and judge the value of the media content. Therefore, the cultural significance of mass communication is determined by individual decision to view it (Katz et al., 1973).

Previous studies of the uses and gratifications on computer-mediated communication tools include radio (Mendelsohn, 1964), television (Kippax & Murray, 1977; Rubin, 1983; Rubin, 1984; Babrow, 1987; Conway & Rubin, 1991; McIlwraith et al., 1991; Lin, 1993), cable television (Heeter & Greenberg, 1985), newspaper (Elliott & Rosenberg, 1987), VCR (Levy, 1987; Cohen et al., 1988; Wachter & Kelly, 1998), magazine (Payne et al., 1988), telephone (Dimmick et al., 1994; O'Keefe & Sulanowski, 1995), pager (Leung & Wei, 1999), cellular phone (Leung & Wei, 2000), email (Dimmick et al., 2000), the Internet (Parker & Plank, 2000; Papacharissi & Rubin, 2000; Charney & Greenberg, 2001; Flanagin & Metzger, 2001; Donchi, 2003; Leung, 2003; Stafford & Stafford, 2004) and ICQ (Leung, 2001).

So far only a few studies have examined the gratifications or motives associated with weblogging. Papacharissi's (2003) content analysis of the perceived uses and gratifications of 150 English-language bloggers revealed that blog posts were intended for friends or family

to fulfill the social utility motivation.   Efimova (2003) conducted a qualitative study of 62 bloggers and 20 would be bloggers in the Netherlands.   It was found that the motivations for starting a weblog fall into three main categories: (1) curiosity, experimentation and examples of other weblogs, (2) improving personal information management or learning, and (3) an interest in communication and sharing or a need for expressing and publishing ideas.   In the content analysis of 358 randomly selected front pages of Polish language blogs, researchers explored six major motivations for weblogging: self-expression, social interaction, entertainment, passing time, information and professional advancement (Trammell et al., 2004).   Nardi, Schiano, Gumbrecht, and Swartz (2004) interviewed 23 bloggers in California and identified five major motivations for weblogging: documenting one's life, providing commentary and opinions, expressing deeply felt emotions, articulating ideas through writing, as well as forming and maintaining community forums.   One of the goals of this research is to find out the motivations for blogging in Hong Kong, therefore, the following research questions (RQ) are raised:

RQ1:   Based on the uses and gratifications theory, what are the gratifications which drive bloggers to create and maintain weblogs?

RQ2:   How does weblog usage pattern relate to the gratifications for blogging?

Self-disclosure

Self-disclosure refers to the "process by which individuals reveal personal thoughts, feelings, and experiences to other people" (Reis, 2000, p. 210).   It consists of "honest, revealing messages about the self that are intentionally directed towards others" (Adler et al., 2003, p. 260).   Self-disclosure plays a major role in close relationships (Altman & Taylor,

1973; Derlega et al., 1993).   The purposes of self-disclosure can be: (1) to elicit a supportive response, (2) to foster a deepening relationship, (3) to unburden the self, or (4) to manipulate the other into complementary self-revelations (Reis, 2000).   Other purposes of self-disclosure include social validation (getting feedback from others about our thoughts or feelings, or getting help with problems in our lives) and social control (selectively presenting information about ourselves to create a good impression) (Derlega et al., 1993).

According to Jourard (1979), one of the leaders in the field of self-disclosure research, people tend to vary the amount of self-disclosure with respect to the category of information. People disclose more on attitudes, opinions, tastes, interests and work, while they disclose less on money, personality and body.   Self-disclosure and the frequency of computer usage were found to be positively correlated (Hellerstein, 1986).   Females were found to disclose themselves more to the various target-persons, and to receive more disclosure from the others than males (Jourard, 1979).   Likewise, the meta-analysis of 205 studies performed by Dindia and Allen (1992) revealed that females tend to self-disclose more intimately and are more often the target of self-disclosure than males.   Past research showed that healthy people were more likely to disclose positive information to their friends and spouses than their parents (Gilbert, 1976) and youngsters tended to disclose positive information to their parents and self-disclose to their friends with greater depth, breadth and honesty (Tardy et al., 1981).

Wheeless and Grotz (1976) studied self-disclosure multi-dimensionally.   They developed a 31-item Revised Self-Disclosure Scale (RSDS) and conceived of self-disclosure as comprising five dimensions: (1) intended disclosure, (2) amount, (3) positive-negative, (4) control of depth, and (5) honesty-accuracy.   The RSDS has high reliability and validity (Stacks & Stone, 1984; Wheeless, 1978; Wheeless & Grotz, 1976; Wheeless et al., 1986).

Wheeless and Grotz (1976) found that there was positive relationship between amount, control of depth and honesty-accuracy of self-disclosure with trust in a relationship. Research findings have also shown that there was a positive relationship between trust and self-disclosure (Chelune, 1979; Mikulincer & Nachshon, 1991; Rawlins, 1992).

According to Dr. Brian Doss, an Assistant Professor in clinical psychology, some people construct weblogs for self-disclosure and to gain attention (Pierce, 2004). The informality and norms of weblogging promotes a high degree of self-disclosure (Van House, 2004) and some personal blogs reveal private and intimate details (Snider, 2003). Does this apply in Hong Kong? A weblog is a computer-mediated communication (CMC) tool. Joinson's research (2001) found that more self-disclosure can be found in CMC than face-to-face discussions. CMC has low social presence because it removes visual social cues like facial expression, gestures and eye contact found in face-to-face communications. Lack of social cues and context cues make communication very task-oriented and impersonal (Short et al., 1976). As a result, people, especially those who are shy or unwilling to communicate in offline communication, may feel freer and more comfortable to express their feelings and opinions on weblogs.

In the Internet's emerging culture of simulation, human identity can be fluid and multiple. People can communicate extensively with each other on newsgroups, forums, Multi-User Domains, etc. using any identity they construct (Turkle, 1995). An individual can have multiple identities while different people can use the same identity. Anonymity on the Internet affects the content and nature of communication. It leads to the lack of integrity of electronic information and destroys the sense of accountability (Johnson, 2004). Do anonymity and identity-building on weblogs make bloggers more willing to disclose

themselves? How honestly and accurately they disclose themselves? Do they reveal positive or negative things? Do they disclose intimate and personal things on weblogs? What is the extent to which the disclosures on weblogs are about themselves? Are bloggers aware of what they self-disclose on weblogs? Based on this conceptualization, the following research questions were constructed:

RQ3: How does weblog usage pattern relate to (1) the honesty-accuracy, positive-negative, control of depth, amount, and intended disclosure dimensions of self-disclosure, and (2) demographics?

RQ4: To what extent can (1) gratifications for blogging, (2) weblog usage pattern, and (3) demographics predict self-disclosure on weblog in the dimensions of honesty-accuracy, positive-negative, control of depth, amount and intended disclosure?

RQ5: To what extent can the (1) gratifications for blogging, (2) self-disclosure on weblog, and (3) demographics predict weblog usage pattern?

Materials and methods

Sampling

A questionnaire survey was conducted in this exploratory research using a non-probability (convenience) sampling method. A self-administered questionnaire was posted on the eSurvey System of the Chinese University of Hong Kong (http://mmlab.itsc.cuhk.edu.hk/SurveyASP/Survey.aspx?sid=53) between 9 March and 5 April 2006. As the target respondents of this study were all Hong Kong bloggers who

maintained one or more weblogs, irrespective of age and education, the questionnaire had both English (Appendix 1) and Chinese (Appendix 2) versions. Respondents could choose to complete the survey in a language which they were familiar with. Since there was no contact directory of bloggers in Hong Kong, the researcher randomly browsed various local blogs to find the contacts of bloggers and then invited them to participate in the survey via emails. In addition to the emails sent to the researcher's contact directory comprising 136 classmates and friends, a total of 2,276 invitation emails were sent out. The survey URL was also posted on some local weblogs, forums and newsgroups, such as Blog-you.com Forum (http://forum.blog-you.com) and Google Groups: Hong Kong Bloggers Group (http://groups.google.com.hk/group/HKBloggersGroup). Besides, the snowball sampling technique was employed where respondents were asked to forward the survey to other bloggers.

There were 559 completed questionnaires. Fourteen respondents did not qualify for the study as they did not maintain one or more weblogs, resulting in a final sample size of 545. The sample had 56.5% female and 43.5% male. The majority of the respondents were aged 15 - 24 (63.1%), followed by 25 - 34 (24.6%), 14 or below (6.1%), 35 - 44 (5.3%) and 45 or above (0.9%). As for educational attainment, the respondents were quite well educated, most had attained a bachelor's degree (35.6%), followed by secondary level (33.2%), certificate or associate degree level (17.6%), postgraduate or above level (11.7%) and primary or below level (1.8%). The majority reported having no monthly income (49.2%), while 24.4% and 18.9% had a monthly income of HK$10,000 or below and HK$10,001 - 20,000 respectively. Respondents were from all walks of life, most of them were students (56.3%). The target readers were friends (89.2%), classmates (59.3%), general public (44.6%), colleagues (20.2%), family (16.3%) and teachers (3.1%). With regard to content,

bloggers wrote blogs on a variety of topics, more than half of them wrote blogs on daily life (89.5%), interest or hobbies (61.8%), family or friends (57.8%), and study or work (51.2%). Entertainment (36.7%), arts or culture (30.1%), creative work (29%) and news (25%) were some other common content.

Measurements

Measures were obtained from a self-administered questionnaire containing 63 close-ended questions in four sections: (1) gratifications for blogging, (2) self-disclosure on weblog, (3) weblog usage pattern, and (4) demographics.

Gratifications for blogging

As only a few studies have examined the gratifications or motives associated with weblogging in Hong Kong, the focus group method was employed to explore various gratifications items explaining why people blog before constructing the questionnaire.   The focus group was conducted online with 15 participants, each of them wrote blogs of diverse topics.   Two questions were asked:

Q1:   Why did you create your weblog?   Please state all the reasons.

Q2:   What motivate you to continue weblogging?   Please state all the reasons.

The focus group results (Appendix 3) were analyzed and used to design some gratification statements as primary motives for weblogging.   These statements ranged from medium appeal, self-expression, self-fulfillment, entertainment, to socialization.   On the questionnaire, respondents were asked to rate each gratifications item on a 5-point Likert

scale that ranged from 5 (strongly agree) to 1 (strongly disagree).

Self-disclosure on weblog

The Revised Self-Disclosure Scale (RSDS) developed by Wheeless and Grotz (1976) was adopted and modified to measure the degree of self-disclosure in weblog communication. Respondents were required to self-report how they communicate with people on weblogs by responding to 31 self-disclosure items using a 5-point Likert scale that ranges from 5 (strongly agree) to 1 (strongly disagree).

As shown in Table 1, factor analysis using Varimax rotation yielded five factors with eigenvalue greater than 1.0, explaining 52.86% of the variance. The factors were: (1) honesty-accuracy, (2) positive-negative, (3) control of depth, (4) amount, and (5) intended disclosure. The factors are consistent with the theoretical assumption described above.

1. *Honesty-accuracy* (eigenvalue = 4.25, explained 18.47% variance): Six items were used to measure how honestly and accurately respondents disclosed their feelings, emotions, behaviours or experiences on weblog. This factor had the second highest mean score of 3.55, indicating that most respondents disclosed themselves honestly and accurately on weblog. The Cronbach's alpha was 0.74.

2. *Positive-negative* (eigenvalue = 3.27, explained 14.21% variance): Five items were used to evaluate whether respondents revealed themselves more positively or negatively on weblog. The mean score of this factor was 3.25. Reliability analysis showed high internal consistency as indicated by the Cronbach's alpha of 0.79.

3. *Control of depth* (eigenvalue = 1.85, explained 8.03% variance): Six measurement items were used to assess whether respondents would intimately and fully reveal themselves on weblog. The mean score of this factor was the third highest of 3.33, with Cronbach's alpha equaled 0.73.

4. *Amount* (eigenvalue = 1.51, explained 6.57% variance): Four statements were used to measure the amount to which respondents disclosed themselves on weblog. The mean score of this factor was the lowest at 3.22 and Cronbach's alpha was 0.57.

5. *Intended disclosure* (eigenvalue = 1.28, explained 5.58% variance): Two items were used to judge whether respondents were consciously aware of what they are doing and saying on weblog. This factor had the highest mean score of 3.79, but Cronbach's alpha was the lowest at 0.56.

Weblog usage pattern

To find out the weblog usage pattern, respondents were asked how long they had been writing weblogs, how many day(s) a week and how many hour(s) a day they blogged on average.

Demographics

Bloggers' demographics were solicited in this study. These include gender, age, education, monthly income and occupation.

Analytical procedure

Factor analyses using principal components analysis with Varimax rotation were

performed to determine the potential groupings of the gratifications for blogging and self-disclosure items. Pearson's correlations were computed to examine the relationships between weblog usage pattern, gratifications for blogging, the five dimensions of self-disclosure in weblog communication and demographics. Regression analyses were conducted to identify predictors for self-disclosure and weblog usage pattern. All statistical analyses were performed using SPSS 13.0 (SPSS Inc.).

Findings

Gratifications for blogging

Factor analysis using Varimax rotation was run to uncover relationships among the gratifications items. As shown in Table 2, five factors were yielded with eigenvalue above 1.0, explaining 52.76% of the variance. The factors were: (1) socialization, (2) self-expression, (3) self-fulfillment, (4) entertainment, and (5) medium appeal.

1. *Socialization* (eigenvalue = 4.12, explained 20.62% variance): This factor comprised five gratifications items: (a) keep in touch with my family or friends, (b) let my friends know my recent situation, (c) share information, interest or experience, (d) for fun, and (e) replies and support from readers. This factor had the third highest mean score of 4.00, which indicates that most respondents blogged to socialize with their friends. The Cronbach's alpha was 0.71.

2. *Self-expression* (eigenvalue = 2.06, explained 10.32% variance): Four items were grouped under this factor: (a) express my feeling, (b) express my opinions or views, (c) document my life, and (d) release pressure. This factor had the highest mean score of 4.17, with Cronbach's alpha equaled 0.69.

3. *Self-fulfillment* (eigenvalue = 1.60, explained 8.01% variance): Four measurement items were included: (a) refine thinking, (b) practise writing, (c) I like writing, and (d) for work.   The mean score of this factor was 3.25, with Cronbach's alpha equaled 0.71.

4. *Entertainment* (eigenvalue = 1.54, explained 7.68% variance): Five statements were included: (a) weblogging is trendy, (b) pass time, (c) know more about weblogging, (d) anonymity, and (e) write something that I don't want to tell people I know.   The mean score of this factor was the lowest at 3.08 and Cronbach's alpha was low at 0.55.

5. *Medium appeal* (eigenvalue = 1.23, explained 6.14% variance): The factor contained two gratifications items: (a) easy to use, and (b) convenience.   This factor had the second highest mean score of 4.16 and Cronbach's alpha equaled 0.70.

As a whole, bloggers agreed that socialization, self-expression, self-fulfillment, entertainment and medium appeal were all motivational factors which drive them to blog. They were more motivated by socialization, self-expression and medium appeal than self-fulfillment and entertainment.

Gratifications and weblog usage pattern

The correlations between the gratifications for blogging and weblog usage pattern are shown in Table 3.   Results indicate that socialization was significantly correlated with hours per day on blogging ($r = 0.24$, $p < 0.001$).   This finding suggests that the longer time people blog every time, the more likely they blog for socialization.   Similarly, self-expression was significantly correlated with both years of blogging ($r = 0.17$, $p < 0.001$) and days per week ($r = 0.12$, $p < 0.01$), but unrelated to hours per day on blogging.   This shows that the more

years people have been blogging and more frequent they blog every week, the more likely they blog for expressing their feelings and opinions on weblog. There was a significant relationship between self-fulfillment and days per week on blogging ($r = 0.13$, $p < 0.01$). Medium appeal was also significantly linked with weblog usage pattern in term of hours per day ($r = 0.10$, $p < 0.05$) and years of blogging ($r = 0.09$, $p < 0.05$). Furthermore, entertainment was found to be negatively correlated with years of blogging ($r = -0.22$, $p < 0.001$). This indicates that the more years bloggers have been blogging, the less likely that they blog for entertainment.

Self-disclosure and weblog usage pattern

As shown in Table 3, correlational analysis indicates that the control of depth dimension of self-disclosure was significantly related to both days per week ($r = 0.21$, $p < 0.001$) and hours per day ($r = 0.15$, $p < 0.001$) on blogging. This means that those who blog more days per week and hours per day tend to disclose intimate and personal things about themselves on weblog. Similarly, the amount dimension of self-disclosure was significantly related to both years of blogging ($r = 0.10$, $p < 0.05$) and days per week ($r = 0.09$, $p < 0.05$) on blogging. This indicates that the more years bloggers have been blogging, as well as the more days per week they blog, the amount of self-disclosure on weblog is likely to be higher. On the other hand, the honesty-accuracy, positive-negative and intended disclosure dimensions of self-disclosure did not have any significant relationship with weblog usage pattern.

Demographics and weblog usage pattern

Results from the correlational analysis in Table 3 show that demographics were significantly correlated with the weblog usage pattern. It was found that age ($r = -0.19$, $p < 0.001$), education ($r = -0.13$, $p < 0.01$), monthly income ($r = -0.12$, $p < 0.01$) and gender ($r =$

−0.09, $p < 0.05$) were all significant negative correlates of days per week on blogging. It was also noticed that age ($r = −0.18$, $p < 0.001$), gender ($r = −0.13$, $p < 0.01$) and monthly income ($r = −0.12$, $p < 0.01$) were negatively correlated with years of blogging. This suggests that bloggers who are younger, females and have lower monthly income tend to have more years of blogging experiences and they blog more days per week. Those who are less educated tend to blog more days per week. Moreover, monthly income was a significant positive correlate of hours per day on blogging ($r = 0.11$, $p < 0.05$), indicating that those who have higher monthly income are more likely to blog more hours per day.

Predictors of self-disclosure on weblog

As shown in Table 4, regression analysis indicates that the honesty-accuracy dimension of self-disclosure was significantly predicted by self-expression ($\beta = 0.11$, $p < 0.05$), self-fulfillment ($\beta = 0.21$, $p < 0.001$) and age ($\beta = 0.15$, $p < 0.01$). This indicates that bloggers who blog for self-expression and self-fulfillment are those who self-disclose themselves honestly on weblog. In addition, these bloggers tend to be older. However, no significant relationship between honesty-accuracy and weblog usage pattern was found. The regression equation explained 6% of the variance.

All gratifications factors for blogging were found to be significant predictors for the positive-negative dimension of self-disclosure. These included socialization ($\beta = −0.10$, $p < 0.05$), self-expression ($\beta = 0.17$, $p < 0.001$), self-fulfillment ($\beta = −0.10$, $p < 0.05$), entertainment ($\beta = −0.12$, $p < 0.01$) and medium appeal ($\beta = 0.15$, $p < 0.001$). Apart from gratifications factors, years of blogging ($\beta = −0.12$, $p < 0.01$) and age ($\beta = 0.12$, $p < 0.05$) were also significant predictors. This means that bloggers who are motivated by self-expression and medium appeal, while not motivated by socialization, self-fulfillment and

entertainment, are those who are more positive in self-disclosing themselves on weblog. Moreover, these bloggers tend to have fewer years of blogging experiences and are relatively old.   The regression equation explained 8% of the variance.

The most statistically significant independent variable of the control of depth dimension of self-disclosure was self-fulfillment ($\beta = 0.27$, $p < 0.001$).   Self-expression ($\beta = 0.24$, $p < 0.001$), entertainment ($\beta = 0.11$, $p < 0.01$), days per week ($\beta = 0.11$, $p < 0.01$) and hours per day ($\beta = 0.14$, $p < 0.001$) on blogging were also significant predictors.   This indicates that when self-fulfillment, self-expression and entertainment are motivations for blogging, self-disclosure on weblog is more personal and intimate.   In addition, bloggers who blog more days per week and hours per day tend to disclose intimate, personal things about themselves on weblog.   A total of 21% of the variance was accounted for.

Results show that only three gratifications for blogging were significant predictors for the amount dimension of self-disclosure.   They were socialization ($\beta = -0.15$, $p < 0.001$), self-fulfillment ($\beta = 0.18$, $p < 0.001$) and entertainment ($\beta = -0.23$, $p < 0.001$).   This shows that bloggers who blog for self-fulfillment, but not for socialization and entertainment, tend to talk about themselves more often on weblog.   The regression equation explained 11% of the variance.

The significant predictors of intended disclosure were self-expression ($\beta = 0.12$, $p < 0.01$) and self-fulfillment ($\beta = 0.10$, $p < 0.05$).   This suggests that bloggers who are motivated by self-expression and self-fulfillment tend to be consciously aware of what they reveal on weblog.   On the contrary, both weblog usage pattern and demographics were found to have no significant relationship with intended disclosure.   The regression equation explained 2%

of the variance.

Predictors of weblog usage pattern

Table 5 presents the regression analysis of gratifications for blogging, self-disclosure on weblog and demographics on weblog usage pattern. Years of blogging was significantly predicted by a number of independent variables, which included socialization ($\beta = 0.09$, $p < 0.05$), self-expression ($\beta = 0.14$, $p < 0.01$), entertainment ($\beta = -0.21$, $p < 0.001$), medium appeal ($\beta = 0.12$, $p < 0.01$), the positive-negative dimension of self-disclosure ($\beta = -0.11$, $p < 0.01$), gender ($\beta = -0.11$, $p < 0.01$) and age ($\beta = -0.14$, $p < 0.05$). This denotes that bloggers who blog for socialization, self-expression and medium appeal, but not for entertainment, tend to have more years of blogging experiences. In addition, these bloggers tend to be female and young, they disclose less positive things about themselves on weblog. The predictors explained 12% of the variance.

Only the control of depth on weblog ($\beta = 0.15$, $p < 0.01$) and age ($\beta = -0.13$, $p < 0.05$) were significant predictors for the days per week on blogging. This indicates those who are younger and disclose things on weblog with high intimacy are more likely to blog more days per week. However, no significant relationship between gratifications for blogging and days per week in weblog use was found. A total of 6% of the variance was explained.

The most statistically significant independent variable of hours per day in weblog use was socialization ($\beta = 0.25$, $p < 0.001$). Medium appeal ($\beta = 0.10$, $p < 0.05$) and control of depth on weblog ($\beta = 0.17$, $p < 0.001$) were also significant predictors. This suggests that when bloggers blog for socialization, medium appeal and disclose themselves on weblog with intimacy, it is predicted that more hours per day are spent on weblog. The predictors

explained 9% of the variance.

Discussion and conclusion

This study examined the relationships among gratifications, self-disclosure, demographics and weblog usage pattern. Results indicate that gratifications items were positively correlated with days per week and hours per day of weblog use. Specifically, socialization and medium appeal were significantly correlated with hours per day on blogging. Self-expression and self-fulfillment were positive correlates of days per week on blogging. Self-expression was positively correlated with years of blogging, however, entertainment was negatively correlated with it. The control of depth and amount dimensions of self-disclosure were considerably related to weblog usage pattern. Bloggers who spend more days per week and hours per day on weblog tend to disclose intimate and personal things about themselves. Those who spend more days per week on blogging are likely to talk more about themselves on weblog. Interestingly, this research finding is similar to a recent study conducted by Ma and Leung (2006) on self-disclosure in ICQ, that heavy users of ICQ tend to disclose themselves with greater depth and amount. As for demographics, all demographics variables are negatively correlated with years of blogging and days per week on blogging, which means that young females with lower monthly income tend to have more years of blogging experiences and they blog more days per week. These findings were not unexpected as a blog survey carried out by Perseus Development Corporation (2005) reveals that females accounted for more than twice as many bloggers than males, and youngsters formed more than half of the blogging population.

This study also investigated the gratifications for blogging, weblog usage pattern and demographics as predictors for self-disclosure on weblog. Results from the regression

analysis shows that gratifications for blogging were significant predictors for most dimensions of self-disclosure on weblog. In particular, self-fulfillment and self-expression were the strongest predictors for various dimensions of self-disclosure on weblog. This finding is consistent with Papacharissi's (2004) content analysis of a random sample of blogs in which blogs, on average, served the purpose of personal expression and provided the perceived gratification of self-fulfillment. Weblog usage pattern was a significant predictor for two dimensions of self-disclosure on weblog. It was found that bloggers who had fewer years of blogging experiences were more positive in their self-disclosures. Moreover, days per week and hours per days of weblog use were positively correlated with, as well as significant predictors for, the control of depth dimension of self-disclosure on weblog. This finding echoes the study conducted by Hellerstein (1986), that self-disclosure and the frequency of computer usage were positively correlated. On the contrary, gender and education were not significant predictors for any dimension of self-disclosure on weblog. This finding is inconsistent with the previous studies that females disclosed themselves more than males (Jourard, 1979; Dindia & Allen, 1992) and males disclosed more private information on the Internet than females (Kehoe et al., 1997).

Results from the regression analyses also show that weblog usage pattern could be predicted by a number of independent variables. In particular, socialization and entertainment were the strongest predictors for hours per day on blogging and years of blogging respectively. This denotes that bloggers who are motivated by socialization are those who blog more hours per day, those who have more years of blogging experiences are not motivated by entertainment. All gratifications factors for blogging were insignificant predictors for days per week in weblog use. The control of depth dimension of self-disclosure was a significant predictor for both the days per week and hours per day on

blogging, which indicates that frequent users of weblog tend to disclose intimate and personal things about themselves. As for demographics, gender and age were significant predictors for years of blogging. However, education and monthly income were insignificant predictors for all weblog usage pattern variables.

Several limitations of this study should be recognized. First, there was no contact directory of all bloggers in Hong Kong so probability sampling was not possible. The self-selected convenience sampling used in this study was likely to represent a biased portion of the population as a whole and the representativeness of the research result cannot be ascertained. Second, this study may not truly evaluate the relationships between self-disclosure on weblog and weblog usage pattern. It is because bloggers may spend the time just reading others' and / or their own blogs with no self-disclosure taking place. Third, in the study, the relationships between different variables were examined. Although the outcomes of many relationships were statistically significant, based on Cohen's (1988) guideline, the effect sizes were small, as revealed by the correlation coefficients (*r*).

Despite its limitations, this study is an important first step in documenting the relationships between gratifications, self-disclosure, weblog usage pattern and demographics in Hong Kong. At present, most of the weblogs combine only text and images. As camera phones and video phones are increasingly popular, it is expected that more audio and visual elements will be put on weblogs in the near future. In other words, the popularities of podcasting and videoblogging are on the rise. Different forms of weblogs have their distinctive features, it is interesting to know whether bloggers have the same or different gratifications and self-disclosure on various forms of weblogs. Future research can be conducted to find out the answers.

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Table 1
Factor analysis (principal components, Varimax rotation) of
23 self-disclosure items on weblog

	Mean	SD	Factors 1	2	3	4	5
Honesty-accuracy							
1. I always feel completely sincere when I reveal my own feelings and experiences.	3.63	0.83	0.70				
2. I am always honest in my self-disclosures.	3.71	0.71	0.65				
3. I do not always feel completely sincere when I reveal my own feelings, emotions, behaviours or experiences. (R)	3.30	0.84	0.65				
4. My self-disclosures are completely accurate reflections of who I really am.	3.44	0.77	0.63				
5. I am not always honest in my self-disclosures. (R)	3.48	0.89	0.58				
6. When I wish, my self-disclosures are always accurate reflections of who I really am.	3.75	0.75	0.55				
Positive-negative							
7. On the whole, my disclosures about myself are more negative than positive. (R)	3.40	0.94		0.81			
8. I usually disclose negative things about myself. (R)	3.27	0.85		0.80			
9. I normally reveal "bad" feelings I have about myself. (R)	3.10	0.96		0.71			
10. On the whole, my disclosures about myself are more positive than negative.	3.37	0.82		0.67			
11. I often reveal more undesirable things about myself than desirable things. (R)	3.13	0.78		0.60			
Control of depth							
12. I usually talk about myself on weblog for fairly long periods at a time.	3.19	0.87			0.75		
13. I often talk about myself on weblog.	3.66	0.82			0.70		
14. I often discuss my feelings about myself on weblog.	3.72	0.77			0.56		
15. Once I get started, my self-disclosures last a long time.	3.21	0.75			0.56		
16. Once I get started, I intimately and fully reveal myself in my self-disclosures.	3.32	0.76	0.42		0.50		
17. I often disclose intimate, personal things about myself without hesitation.	2.90	0.94	0.41		0.48		

Table 1
(continued)

	Mean	SD	Factors				
			1	2	3	4	5
Amount							
18. My conversation lasts the least time on weblog when I am discussing myself. (R)	2.98	0.78				0.71	
19. My statements of my feelings are usually brief on weblog. (R)	2.83	0.90				0.63	
20. Only infrequently do I express my personal beliefs and opinions. (R)	3.35	0.89				0.60	
21. I do not often talk about myself on weblog. (R)	3.72	0.89				0.53	
Intended disclosure							
22. When I am self-disclosing on weblog, I am consciously aware of what I am revealing.	3.77	0.70					0.79
23. When I express my personal feelings on weblog, I am always aware of what I am doing and saying.	3.81	0.80					0.74
Eigenvalue			4.25	3.27	1.85	1.51	1.28
Variance explained (%)			18.47	14.21	8.03	6.57	5.58
Cronbach's alpha			0.74	0.79	0.73	0.57	0.56

Scale: 1 = Strongly disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly agree; N = 545

Table 2
Factor analysis (principal components, Varimax rotation) of
20 gratifications items

I write weblog to / for ...	Mean	SD	Factors				
			1	2	3	4	5
Socialization							
1. Keep in touch with my family or friends	3.81	0.92	0.85				
2. Let my friends know my recent situation	4.13	0.85	0.80				
3. Share information, interest or experience	4.32	0.64	0.50				
4. Have fun	3.93	0.74	0.49				
5. Get replies and support from readers	3.79	0.82	0.42				
Self-expression							
6. Express my feeling	4.40	0.68		0.81			
7. Express my opinions or views	4.29	0.71		0.70			
8. Document my life	4.22	0.76		0.65			
9. Release pressure	3.75	0.88		0.59			
Self-fulfillment							
10. Refine thinking	3.67	0.92			0.77		
11. Practise writing	3.26	1.06			0.76		
12. I like writing	3.72	0.91			0.59		
13. For work	2.34	0.88			0.49		
Entertainment							
14. Weblogging is trendy	3.14	0.99				0.66	
15. Pass time	3.12	0.94				0.55	
16. Know more about weblogging	3.06	0.99			0.43	0.55	
17. Anonymity	3.04	0.93				0.55	
18. Write something that I don't want to tell people I know	3.02	1.08				0.52	
Medium appeal							
19. Easy to use	4.19	0.65					0.84
20. Convenience	4.13	0.67					0.81
Eigenvalue			4.12	2.06	1.60	1.54	1.23
Variance explained (%)			20.62	10.32	8.01	7.68	6.14
Cronbach's alpha			0.71	0.69	0.71	0.55	0.70

Scale: 1 = Strongly disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly agree; N = 545

Table 3

Correlations between weblog usage pattern, gratifications for blogging,
self-disclosure on weblog and demographics

	Weblog usage pattern		
	Years of blogging (*r*)	Days per week (*r*)	Hours per day (*r*)
Gratifications for blogging			
Socialization	n.s.	n.s.	0.24 ***
Self-expression	0.17 ***	0.12 **	n.s.
Self-fulfillment	n.s.	0.13 **	n.s.
Entertainment	− 0.22 ***	n.s.	n.s.
Medium appeal	0.09 *	n.s.	0.10 *
Self-disclosure on weblog			
Honesty-accuracy	n.s.	n.s.	n.s.
Positive-negative	− 0.07 #	n.s.	n.s.
Control of depth	n.s.	0.21 ***	0.15 ***
Amount	0.10 *	0.09 *	n.s.
Intended disclosure	n.s.	n.s.	n.s.
Demographics			
Gender (male = 1)	− 0.13 **	− 0.09 *	n.s.
Age	− 0.18 ***	− 0.19 ***	0.08 #
Education	n.s.	− 0.13 **	n.s.
Monthly income	− 0.12 **	− 0.12 **	0.11 *

Notes: #$p < 0.1$; *$p < 0.05$; **$p < 0.01$; ***$p < 0.001$; N = 545

Table 4

Regression of gratifications for blogging, weblog usage pattern and
demographics on self-disclosure on weblog

Predictor variables	Self-disclosure on weblog									
	Honesty-accuracy		Positive-negative		Control of depth		Amount		Intended disclosure	
	r	β	r	β	r	β	r	β	r	β
Gratifications for blogging										
Socialization	0.09*	0.08#	n.s.	−0.10*	n.s.	n.s.	−0.16**	−0.15***	n.s.	n.s.
Self-expression	n.s.	0.11*	0.12**	0.17***	0.26**	0.24***	n.s.	n.s.	0.11*	0.12**
Self-fulfillment	0.19**	0.21***	−0.11**	−0.10*	0.29**	0.27***	0.19**	0.18***	0.09*	0.10*
Entertainment	n.s.	n.s.	−0.09*	−0.12**	0.15**	0.11**	−0.22**	−0.23***	n.s.	n.s.
Medium appeal	n.s.	n.s.	0.14**	0.15***	n.s.	n.s.	n.s.	n.s.	n.s.	0.08#
Weblog usage pattern										
Years of blogging	n.s.	n.s.	−0.07#	−0.12**	n.s.	n.s.	0.10*	n.s.	n.s.	n.s.
Days per week	n.s.	n.s.	n.s.	n.s.	0.21***	0.11**	0.09*	n.s.	n.s.	n.s.
Hours per day	n.s.	n.s.	n.s.	n.s.	0.15***	0.14***	n.s.	n.s.	n.s.	n.s.
Demographics										
Gender (male = 1)	n.s.	n.s.	n.s.	n.s.	−0.14**	n.s.	−0.11**	n.s.	n.s.	n.s.
Age	0.13**	0.15**	0.11*	0.12*	−0.17**	n.s.	−0.10*	n.s.	n.s.	n.s.
Education	n.s.	n.s.	n.s.	n.s.	−0.11*	n.s.	n.s.	n.s.	0.09*	n.s.
Monthly income	0.12**	n.s.	n.s.	n.s.	n.s.	n.s.	−0.09*	n.s.	n.s.	n.s.
R^2		0.08		0.10		0.22		0.13		0.04
Adjusted R^2		0.06		0.08		0.21		0.11		0.02

Notes: #$p < 0.1$; *$p < 0.05$; **$p < 0.01$; ***$p < 0.001$; N = 545

Table 5

Regression of gratifications for blogging, self-disclosure on weblog and
demographics on weblog usage pattern

| | Weblog usage pattern | | | | | |
| | Years of blogging | | Days per week | | Hours per day | |
Predictor variables	r	β	r	β	r	β
Gratifications for blogging						
Socialization	n.s.	0.09*	n.s.	n.s.	0.24***	0.25***
Self-expression	0.17***	0.14**	0.12**	n.s.	n.s.	n.s.
Self-fulfillment	n.s.	n.s.	0.13**	n.s.	n.s.	n.s.
Entertainment	−0.22***	−0.21***	n.s.	n.s.	n.s.	n.s.
Medium appeal	0.09*	0.12**	n.s.	n.s.	0.10*	0.10*
Self-disclosure on weblog						
Honesty-accuracy	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.
Positive-negative	−0.07#	−0.11**	n.s.	n.s.	n.s.	n.s.
Control of depth	n.s.	n.s.	0.21***	0.15**	0.15***	0.17***
Amount	0.10*	n.s.	0.09*	n.s.	n.s.	n.s.
Intended disclosure	n.s.	n.s.	n.s.	n.s.	n.s.	n.s.
Demographics						
Gender (male = 1)	−0.13**	−0.11**	−0.09*	n.s.	n.s.	−0.08#
Age	−0.18***	−0.14*	−0.19***	−0.13*	0.08#	n.s.
Education	n.s.	n.s.	−0.13**	n.s.	n.s.	n.s.
Monthly income	−0.12**	n.s.	−0.12**	n.s.	0.11*	n.s.
R^2		0.14		0.08		0.11
Adjusted R^2		0.12		0.06		0.09

Notes: #$p < 0.1$; *$p < 0.05$; **$p < 0.01$; ***$p < 0.001$; N = 545

Appendix 1
Questionnaire on weblogging in Hong Kong

I am a postgraduate student of the School of Journalism and Communication, The Chinese University of Hong Kong.   I am now conducting a study on weblogging in Hong Kong.   If you are a Hong Kong citizen who maintains one or more weblogs, please spend a few minutes to complete this questionnaire.

The questionnaire is anonymous, all information and responses will be used only for research purposes and will remain strictly confidential.   Thank you for your assistance.

Section 1: Weblog usage pattern

1. Do you maintain a weblog?

☐ Yes (Please continue.)
☐ No (You have completed this questionnaire. Please click "Submit". Thanks.)

2. How long have you been writing weblog?

☐ Less than 1 year
☐ 1 year
☐ 2 years
☐ 3 years
☐ More than 3 years

3. How many day(s) in a week do you write blog on average?

☐ 1 day
☐ 2 days
☐ 3 days
☐ 4 days
☐ 5 days
☐ 6 days
☐ 7 days

4. How many hour(s) a day you blog on average?

☐ Less than 1 hour
☐ 1 - 2 hours
☐ 3 - 4 hours
☐ 5 - 6 hours
☐ More than 6 hours

5. Who is / are the target reader(s) of your weblog? (Select all that apply.)

☐ Classmates
☐ Colleagues
☐ Family
☐ Friends
☐ General public
☐ Teachers

6. What is the content of your weblog? (Select all that apply.)

☐ Arts / Culture
☐ Business
☐ Creative work
☐ Daily life
☐ Education
☐ Entertainment
☐ Family / Friends
☐ Interests / Hobbies
☐ News
☐ Politics
☐ Religion
☐ Sports
☐ Science and technology
☐ Study / Work
☐ Others, please specify: _____

Section 2: Motivations for Weblogging

Do you agree / disagree with the reasons as listed below for weblogging?

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
7. Anonymity	☐	☐	☐	☐	☐
8. Convenience	☐	☐	☐	☐	☐
9. Easy to use	☐	☐	☐	☐	☐
10. Document my life	☐	☐	☐	☐	☐
11. Express my feeling	☐	☐	☐	☐	☐
12. Express my opinions or views	☐	☐	☐	☐	☐
13. Release pressure	☐	☐	☐	☐	☐

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
14. Write something that I don't want to tell people I know	☐	☐	☐	☐	☐
15. For work	☐	☐	☐	☐	☐
16. Know more about weblogging	☐	☐	☐	☐	☐
17. Practise writing	☐	☐	☐	☐	☐
18. Refine thinking	☐	☐	☐	☐	☐
19. Share information, interest or experience	☐	☐	☐	☐	☐
20. For fun	☐	☐	☐	☐	☐
21. I like writing	☐	☐	☐	☐	☐
22. Pass time	☐	☐	☐	☐	☐
23. Weblogging is trendy	☐	☐	☐	☐	☐
24. Keep in touch with my family or friends	☐	☐	☐	☐	☐
25. Let my friends know my recent situation	☐	☐	☐	☐	☐
26. Make new friends	☐	☐	☐	☐	☐
27. Replies and support from readers	☐	☐	☐	☐	☐

Section 3: Self-disclosure on weblog

Do you agree / disagree with the following statements which reflect how you communicate on weblog?

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
28. When I wish, my self-disclosures are always accurate reflections of who I really am.	☐	☐	☐	☐	☐
29. I do not often talk about myself on weblog.	☐	☐	☐	☐	☐
30. I usually disclose positive things about myself.	☐	☐	☐	☐	☐

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
31. I intimately disclose who I really am, openly and fully in my conversation.	☐	☐	☐	☐	☐
32. I cannot reveal myself when I want to because I do not know myself thoroughly enough.	☐	☐	☐	☐	☐
33. My statements of my feelings are usually brief on weblog.	☐	☐	☐	☐	☐
34. On the whole, my disclosures about myself are more negative than positive.	☐	☐	☐	☐	☐
35. Once I get started, my self-disclosures last a long time.	☐	☐	☐	☐	☐
36. I am often not confident that my expressions of my own feelings, emotions, and experiences are true reflections of myself.	☐	☐	☐	☐	☐
37. When I express my personal feelings on weblog, I am always aware of what I am doing and saying.	☐	☐	☐	☐	☐
38. I usually talk about myself on weblog for fairly long periods at a time.	☐	☐	☐	☐	☐
39. I normally reveal "bad" feelings I have about myself.	☐	☐	☐	☐	☐
40. I often disclose intimate, personal things about myself without hesitation.	☐	☐	☐	☐	☐
41. I always feel completely sincere when I reveal my own feelings and experiences.	☐	☐	☐	☐	☐
42. My conversation lasts the least time on weblog when I am discussing myself.	☐	☐	☐	☐	☐
43. I normally "express" my good feelings about myself.	☐	☐	☐	☐	☐
44. I feel that I sometimes do not control my self-disclosure of personal or intimate things I tell about myself.	☐	☐	☐	☐	☐

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
45. My self-disclosures are completely accurate reflections of who I really am.	☐	☐	☐	☐	☐
46. When I reveal my feelings about myself, I consciously intend to do so.	☐	☐	☐	☐	☐
47. I often talk about myself on weblog.	☐	☐	☐	☐	☐
48. I often reveal more undesirable things about myself than desirable things.	☐	☐	☐	☐	☐
49. Once I get started, I intimately and fully reveal myself in my self-disclosures.	☐	☐	☐	☐	☐
50. I am not always honest in my self-disclosures.	☐	☐	☐	☐	☐
51. I often discuss my feelings about myself on weblog.	☐	☐	☐	☐	☐
52. I usually disclose negative things about myself.	☐	☐	☐	☐	☐
53. My statements about my feelings, emotions, and experiences are always accurate self-perceptions.	☐	☐	☐	☐	☐
54. When I am self-disclosing on weblog, I am consciously aware of what I am revealing.	☐	☐	☐	☐	☐
55. Only infrequently do I express my personal beliefs and opinions.	☐	☐	☐	☐	☐
56. On the whole, my disclosures about myself are more positive than negative.	☐	☐	☐	☐	☐
57. I am always honest in my self-disclosures.	☐	☐	☐	☐	☐
58. I do not always feel completely sincere when I reveal my own feelings, emotions, behaviours or experiences.	☐	☐	☐	☐	☐

Section 4: Demographic information

59. Gender

☐ Male
☐ Female

60. Age

☐ 14 or below
☐ 15 - 24
☐ 25 - 34
☐ 35 - 44
☐ 45 or above

61. Education

☐ Primary or below
☐ Secondary
☐ Certificate / Associate Degree
☐ Bachelor's Degree
☐ Postgraduate or above

62. Monthly income

☐ HK$10,000 or below
☐ HK$10,001 - 20,000
☐ HK$20,001 - 30,000
☐ HK$30,001 - 40,000
☐ HK$40,001 or above

63. Occupation

☐ Accounting
☐ Administration
☐ Banking / Finance
☐ Customer services
☐ Design
☐ Education
☐ Engineering
☐ Healthcare
☐ Hotel / Catering
☐ Human resources
☐ Information technology
☐ Insurance
☐ Logistics

☐ Manufacturing
☐ Media / Entertainment
☐ Property
☐ Retail
☐ Sales and marketing
☐ Social services
☐ Trading
☐ Housewife / Unemployed / Retired
☐ Student
☐ Others, please specify: _____

You have completed this questionnaire.　Please click "Submit".　Thanks.

Appendix 2
香港網上日誌問卷調查

你好! 我是香港中文大學新聞與傳播學院的研究生,現正進行一項關於香港網上日誌的問卷調查。如閣下是香港居民並擁有一個或以上的網上日誌,希望你能抽出數分鐘完成此問卷。

是次問卷調查以不記名的方式進行,所得資料只作研究用途,絕對保密。謝謝!

第一部份: 網上日誌的使用模式

1. 你是否擁有網上日誌?

   ☐ 是 (請繼續.)
   ☐ 否 (你已完成此問卷,請按 "遞交",謝謝!)

2. 你寫網上日誌有多久?

   ☐ 少於 1 年
   ☐ 1 年
   ☐ 2 年
   ☐ 3 年
   ☐ 多於 3 年

3. 你平均每星期花多少天寫網上日誌?

   ☐ 1 日
   ☐ 2 日
   ☐ 3 日
   ☐ 4 日
   ☐ 5 日
   ☐ 6 日
   ☐ 7 日

4. 你平均每天花多少小時寫網上日誌?

   ☐ 少於 1 小時
   ☐ 1 - 2 小時
   ☐ 3 - 4 小時
   ☐ 5 - 6 小時
   ☐ 多於 6 小時

5. 誰是你的網上日誌閱讀對象? (可多項選擇)

☐ 同學
☐ 同事
☐ 家人
☐ 朋友
☐ 公眾
☐ 老師

6. 你的網上日誌的內容包含以下哪些範圍? (可多項選擇)

☐ 藝術 / 文化
☐ 商業
☐ 創作
☐ 生活記敍
☐ 教育
☐ 娛樂
☐ 家庭 / 朋友
☐ 興趣 / 嗜好
☐ 新聞
☐ 政治
☐ 宗教
☐ 運動
☐ 科技
☐ 學習 /工作
☐ 其他，請註明: _____

第二部份: 寫網上日誌的原因

你是否同意 / 不同意下列寫網上日誌的原因?

	非常同意	同意	一般	不同意	非常不同意
7. 匿名	☐	☐	☐	☐	☐
8. 方便	☐	☐	☐	☐	☐
9. 容易使用	☐	☐	☐	☐	☐
10. 記錄生活	☐	☐	☐	☐	☐
11. 抒發情感	☐	☐	☐	☐	☐
12. 發表意見或觀點	☐	☐	☐	☐	☐

	非常同意	同意	一般	不同意	非常不同意
13. 釋放壓力	☐	☐	☐	☐	☐
14. 寫一些不想認識我的人知道的事情	☐	☐	☐	☐	☐
15. 工作需要	☐	☐	☐	☐	☐
16. 多一點了解網上日誌	☐	☐	☐	☐	☐
17. 練習寫作	☐	☐	☐	☐	☐
18. 訓練思考	☐	☐	☐	☐	☐
19. 分享資訊、興趣或經驗	☐	☐	☐	☐	☐
20. 娛樂	☐	☐	☐	☐	☐
21. 喜歡寫作	☐	☐	☐	☐	☐
22. 消磨時間	☐	☐	☐	☐	☐
23. 寫網上日誌是一種潮流	☐	☐	☐	☐	☐
24. 與家人或朋友保持聯絡	☐	☐	☐	☐	☐
25. 給朋友知道自己的近況	☐	☐	☐	☐	☐
26. 結交朋友	☐	☐	☐	☐	☐
27. 讀者的回應及支持	☐	☐	☐	☐	☐

第三部份: Self-disclosure on weblog 在網誌上的自我表露

你是否同意 / 不同意下列寫網上日誌的說法?

	非常同意	同意	一般	不同意	非常不同意
28. 我的自我表露經常能夠準確地反映真正的我。	☐	☐	☐	☐	☐
29. 我很少在網誌上談及自己。	☐	☐	☐	☐	☐
30. 我通常表露自己正面的事情。	☐	☐	☐	☐	☐
31. 在談話中，我會坦率地表露自己。	☐	☐	☐	☐	☐

	非常同意	同意	一般	不同意	非常不同意
32. 我不能表露自己，因爲我並不完全地認識自己。	☐	☐	☐	☐	☐
33. 我表達自己的感受通常是簡短的。	☐	☐	☐	☐	☐
34. 整體來說，我表露自己負面的事情是多於正面的。	☐	☐	☐	☐	☐
35. 一旦開始了發表網誌，我的自我表露維持很長的時間。	☐	☐	☐	☐	☐
36. 我時常不太有信心表達自己的感覺、情感和經歷能反映真正的我。	☐	☐	☐	☐	☐
37. 當我在網誌上表達個人感受時，我經常意識到自己在做什麼及說什麼。	☐	☐	☐	☐	☐
38. 每次我在網誌上談及自己，通常都會用比較長的時間。	☐	☐	☐	☐	☐
39. 我通常表露自己"不愉快"的感受。	☐	☐	☐	☐	☐
40. 我通常會毫不猶豫地表露自己親密及個人的事情。	☐	☐	☐	☐	☐
41. 當我表達自己的感受和經歷時，我是完全地誠實的。	☐	☐	☐	☐	☐
42. 談論自己的對話所使用的時間最短。	☐	☐	☐	☐	☐
43. 我通常"表達"自己愉快的感受。	☐	☐	☐	☐	☐
44. 我覺得有些時候，我不會控制自己表露個人或親密的事情。	☐	☐	☐	☐	☐
45. 我的自我表露完全地反映真正的我。	☐	☐	☐	☐	☐
46. 當我表達自己的感受時，我是有意識地想要這樣做。	☐	☐	☐	☐	☐
47. 我時常在網誌上談及自己。	☐	☐	☐	☐	☐
48. 我時常表露自己不合意的事情多於合意的。	☐	☐	☐	☐	☐

非常同意	同意	一般	不同意	非常不同意

	非常同意	同意	一般	不同意	非常不同意
49. 一旦開始了發表網誌，我會坦率地表露自己。	☐	☐	☐	☐	☐
50. 我不會時常誠實地表露自己。	☐	☐	☐	☐	☐
51. 我時常在網誌上談論自己的感受。	☐	☐	☐	☐	☐
52. 我通常表露自己負面的事情。	☐	☐	☐	☐	☐
53. 我表達自己的感覺、情感和經歷通常是正確的自我知覺。	☐	☐	☐	☐	☐
54. 當我在網誌上自我表露時，我是有意識地知道自己想表達什麼。	☐	☐	☐	☐	☐
55. 我甚少表達我的看法和意見。	☐	☐	☐	☐	☐
56. 整體來說，我表露自己正面的事情是多於負面的。	☐	☐	☐	☐	☐
57. 我時常誠實地表露自己。	☐	☐	☐	☐	☐
58. 當我表達自己的感受、情感、行為或經歷時，我不是時常完全地誠實的。	☐	☐	☐	☐	☐

第四部份: 個人資料

59. 性別

☐ 男
☐ 女

60. 年齡

☐ 14 或以下
☐ 15 - 24
☐ 25 - 34
☐ 35 - 44
☐ 45 或以上

非常同意	同意	一般	不同意	非常不同意

61. 教育程度

☐ 小學或以下
☐ 中學
☐ 證書 / 副學士
☐ 學士
☐ 研究生或以上

62. 每月收入

☐ HK$10,000 或以下
☐ HK$10,001 - 20,000
☐ HK$20,001 - 30,000
☐ HK$30,001 - 40,000
☐ HK$40,001 或以上

63. 職業

☐ 會計
☐ 行政
☐ 銀行 /金融
☐ 客戶服務
☐ 設計
☐ 教育
☐ 工程
☐ 醫療
☐ 酒店 / 飲食
☐ 人事
☐ 資訊科技
☐ 保險
☐ 物流
☐ 製造
☐ 媒體 / 娛樂
☐ 房地產
☐ 零售
☐ 銷售
☐ 社會服務
☐ 貿易
☐ 家庭主婦 / 待業 / 退休
☐ 學生
☐ 其他，請註明: _____

你已完成此問卷，請按 "遞交"，謝謝!

Appendix 3
Focus group results (15 respondents)

Respondent	Q1: Why did you create your weblog? Please state all the reasons.	Q2: What motivate you to continue weblogging? Please state all the reasons.
1.	因爲可以將一D無聊的事記或一些心事，同一些朋友分享。	當發生一些有趣的事的時候。
2.	a. An comprehensive platform is available by MSN which is easy to use with no cost incur. b. Express my feeling. c. Share my feeling and photos with my friend at their convenient time. d. My friends have one. e. True identity could be hidden.	a. Reply to my writing or photo from other webloggers or my friends which could be in any format, written on the web or verbal reply. b. There is something special to write about. c. Keep a diary. d. Improve writing skill. e. To keep a channel for my friend to read what's happening in my life. f. To have something of your own on the web. g. Access could be controlled.
3.	我建立網誌的原因只有一個，是想表達我個人的見解，對於耶穌基督理念，發表一下。	我可能會停止，除非找到話的對像。
4.	a. 希望與人分享。 b. 用另一方式 (網上) 儲存生活感受。它比網頁容易做，對一個未熟習做網頁的我來說，較易有成功感。	a. 希望與人分享。 b. 用另一方式 (網上) 儲存生活感受。 c. 它比網頁容易做，對一個未熟習做網頁的我來說，較易有成功感。
5.	To share some info and experience with the net and my customers. Also promote myself.	To share some info and experience with the net and my customers. Also promote myself.
6.	因爲我想記下自己在中四點點滴滴的事情，以供日後回憶或與他人分享!	因爲開始有人回應，給了我動力!
7.	Just for fun.	I like to talk about movies.
8.	For sharing my feeling and happiness.	Got some replies from other readers.
9.	It's trendy!	Release pressure from work.
10.	It is because I want to share with friends my feeling and thought. It is also because I want to share with friends my daughter's growth, progress and also some of her photos.	From time to time, I have some new thought and feeling that I want to share with my friends.
11.	方便	方便

Respondent	Q1: Why did you create your weblog? Please state all the reasons.	Q2: What motivate you to continue weblogging? Please state all the reasons.
12.	一直也很想寫書，希望有一天可以出版自己的書。看見越來越多人寫 blog，起初也 "不為所動"，實在沒有時間和閒情。曾用 xanga 寫了一些個人 diary，給自己看，後來又停了。其實也認識一些因寫 blog 而 "成名"的人，只覺他們本事，又有時間。其後，覺得的確想用文字來抒發一下生活各方面，既可心靈得醫治，又可記下一切有意義及自己想過的東西。再者，不太懂製作網頁的我，可以擁有自己的 blog，是可喜可賀!	當我開始發現有定期讀者時 (有些更留言支持)，reinforced 了我繼續下去。得到認同、賞識、支持，有時是在工作或生活其他方面找不到的。信心每天增加，而且可以發表不同的見解、見聞、趣事，實在是個很好的平台。有時，許多事情連家人或好友也不想告知，但都可以在這裡寫，因為看者都不認識我，這種 anonymity 給人很大的空間。
13.	我喜歡寫作。	有人開始欣賞，支持。
14.	To share my life and experience and thoughts online with my friends.	My friends will actually go online and check my blogs and they do encourage me to continue.
15.	a. To leave comments on Yahoo! Blog for research purpose. b. To experience and know more about weblogging.	a. To express my feelings. b. Personal diary. c. Let my friends know my recent situation. d. Make new friends. e. Improve Chinese writing. f. Receive responses from others.