

# The Malaysian lifestyle blog: a national blogging genre?

WCU Webometrics Institute  
YeungNam University, Korea  
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MONASH University

# Summary

- Introduction
- Historical context
- Blog affordances
- Blog genres
- Lifestyle blog
- Ritual genre
- Blogosphere?
- Blogmeets
- Reasons for Lifestyle blog?
- Malaysian field of blogging?
- Conclusions

# Introduction

- Lifestyle blog: genre developed alongside increased popularity of blogs, and commercial interests
- Is the Lifestyle blog actually something unique to Malaysia (& Singapore)?

# Historical context

- 1996: the Multimedia Super Corridor in marked the emergence of the internet in Malaysia
- 1998: 'Reformasi' in 1998 saw the deployment of websites and email for political dissent
- 1998 - 2000: early blogs, Malay group 'Gengjurnal'
- 2003: Project Petaling Street – blog portal
- 2005:
  - 'nude pictures' of blogger in Singapore
  - SoPo blogger threatened with legal action
- 2006: "Bootylicious bloggers" featured in tabloid
- 2007:
  - leading SoPo bloggers sued
  - BlogAdNet founded – blogs become marketing tool
- 2008: General Election
  - Blogs played an important role and subsequently become integral to the public sphere
- 2010: blogs prevalent, also Facebook, Twitter, etc.

# Blog affordances

- Sociotechnology – “the distinctive technological activity that stems from the linkage of techniques and material culture to the social coordination of labour.” (Pfaffenberger 1992, p.497)
- Blog: “frequently modified web pages in which dated entries are listed in reverse chronological sequence” Herring *et al.* (2004, p.1)
- “blogs are not a genre of communication, but a medium through which communication occurs.” (boyd 2006, para 58)
- Three distinctive sociotechnical affordances: hyperlinking, chronological relevance, and comments
  - Promote a personalised. ‘authentic’, performance, and dialogical meanings
- Most blogs are ‘Personal’ blogs (Brake 2009, p.9)

# Blog genres

- Herring et al. (2004, p.6)

*Table 2. Blog type by primary purpose*

Type	Frequency	Percentage
Personal journal	140	70.4
Filter	25	12.6
K-log	6	3.0
Mixed	19	9.5
Other	9	4.5
	199	100

# Blog genres

Type	Description	Comments
Personal	<ul style="list-style-type: none"> <li>Focuses on personal events, thoughts, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Most common type</li> <li>Closely related to the Lifestyle blog</li> </ul>
Lifestyle	<ul style="list-style-type: none"> <li>Focuses on personal activities, but of a more social nature (parties, travelling...)</li> </ul>	<ul style="list-style-type: none"> <li>Closely related to the Personal blog, but not so likely to include rants, intimate thoughts, etc.</li> </ul>
SoPo (Social-Political)	<ul style="list-style-type: none"> <li>Focuses on social and political commentary</li> </ul>	<ul style="list-style-type: none"> <li>Emphasises the discourse of free speech, etc.</li> <li>The 'Fifth estate'</li> <li>aka "Filter blog" (Herring <i>et al</i> 2004)</li> </ul>
Tech	<ul style="list-style-type: none"> <li>Focus on 'geek' topics: software, gadgets, etc.</li> </ul>	
Food	<ul style="list-style-type: none"> <li>Focus on making and eating food</li> </ul>	<ul style="list-style-type: none"> <li>Restaurant reviews, recipes, etc.</li> <li>A version of the 'Niche blog'</li> </ul>
Blogshop	<ul style="list-style-type: none"> <li>Using a blog as a way to sell goods online</li> </ul>	
Problog	<ul style="list-style-type: none"> <li>Focus on ways of making money online</li> </ul>	<ul style="list-style-type: none"> <li>Often using the multi-level marketing (MLM) model</li> <li>Affiliate schemes, ebooks</li> </ul>
Professional	<ul style="list-style-type: none"> <li>The blog complements a person's offline professional activity</li> </ul>	<ul style="list-style-type: none"> <li>Some politicians' blogs can come under this category</li> <li>Corporate blogs</li> </ul>
Niche blogs	<ul style="list-style-type: none"> <li>Focus on a narrow interest: <ul style="list-style-type: none"> <li>§ Hobbies</li> <li>§ Religion</li> <li>§ Comic</li> <li>§ Parenting</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Food, Tech and Parenting are also Niche blogs</li> <li>Useful for search engine optimisation (SEO)</li> <li>Some of these could be "k-blogs" (Herring <i>et al</i> 2004)</li> </ul>

# Blog genres

- 'Lifestyle' blog
  - Earliest mention I can find is in 2005
  - Seems to be mostly Malaysian/Singaporean
- "I believe 'lifestyle blogger' was supposed to be derogatory: in short, it was used to describe bloggers who weren't 'serious' enough in their blogging." (Kamal, personal communication, 2009)
- Tan & Zawawi – December 2006: 4.8% chose "Lifestyle (e.g. food, travelling)" (2008, p.47)



« The Borneo Post Rejected My Advertisement | Main | Rey Mysterio »

Thursday, 08 April 2010

Short Talk:

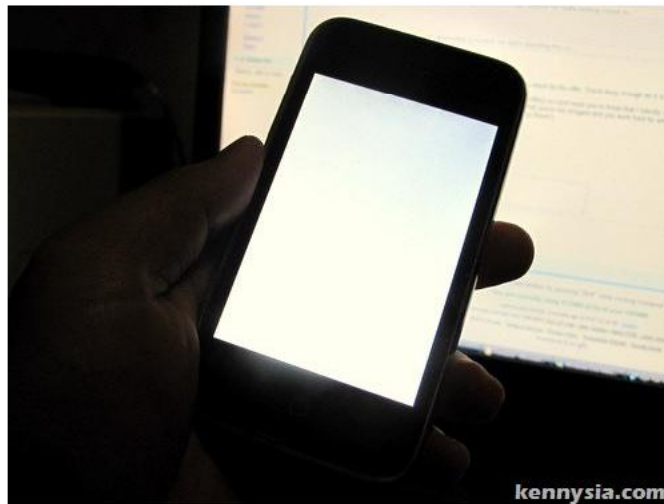
AD: I noticed increasingly that more and more Singaporeans are dating outside their nationalities. It's not just Singaporean girls dating angmohs and Singaporean guys marrying China brides anymore. The past few weddings I attended are all between a Singaporean and a Malaysian.

Why ah? Is it cooler to date a non-Singaporean these days?

**Register**, then answer my question **here** and stand a chance to win return tickets to Singapore!

## ADV: The Apple iBlackBerry

Several weeks ago, I bought myself a BlackBerry because I dropped my almost 1-year-old iPhone in a freak accident.



The sight of a lifeless Apple iPhone with a big blank screen is one of those things that could make a grown man cry. I had to beg the Maxis guys to repair it for me for free even though I lost the warranty card.

The point is, I'm gonna be iPhone-less for at least a few weeks and I cannot stand it.

I loved my iPhone and I still think it's one of the best all-round phones in the world. But I've also heard good things about the BlackBerry from their evangelists. So while my iPhone was still under ICU (aka the Maxis service centre in Kuching), I took the

### Sign In

Sign In

Register

### Chatterbox

21 Apr 10, 01:21 PM  
**Elaine:** many things  
 >.<  
 21 Apr 10, 01:19 PM  
**Vicky:** elaine eat wat ler?  
 21 Apr 10, 01:18 PM  
**Elaine:** me tooo!  
 \*burp\*  
 21 Apr 10, 01:17 PM  
**strawberry:** lol  
 21 Apr 10, 01:17 PM  
**Vicky:** imam so fuuullllll  
 21 Apr 10, 01:10 PM  
**MetalFreakK:**  
 72 users online refresh  

name	e-mail / ur
message	Go

 help · smiles · profile  
 Make chatbox bigger.

### Live Updates

Fake lens, fake lashes, fake hair and even fake name. Whoever Liz Lisa is, she's kidnapped my friend. :( <http://tweetphoto.com/19273302> about 3 hours ago  
 Wtf is a Liz Lisa  
 Spring/Summer look? <http://tweetphoto.com/19270648> about 4 hours ago  
 I liked a YouTube video -- Slide <http://youtu.be/PjYgy0Qin1U?> about 9 hours ago  
 won AUD\$103 at Crown Casino! Never won in this

### My "Friends"

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Facial Skin Care, Acne, Body Skin, Wrinkles

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[ATTENTION LADIES !!!](#)

Keep Your New Years Resolutions! WOMEN'S

« Why I Came To The City Of Angels | Main | Eternal Love »

Monday, 29 March 2010

## My LA Marathon Race

The Los Angeles marathon was absolutely extraordinary. For 42km, I ran with a camera in hand shooting videos like a Hollywood director until the battery went flat.



It has been crazy fun tripping through the USA - but I'm ready to come home tomorrow. :)

:: Posted by Kenny Sia on 7:11 PM

:: Categorised as Life Documentary

31 Comments

## 31 Comments

im lame and first

Cowardly Anonymous Chicken

wah..so excited..running with a handycam...rely chio

## Sign In

Sign In

Register

## Chatterbox

21 Apr 10, 01:24 PM  
**Metalfreak:** alright peeps, I'm off to do some work. ciao!

21 Apr 10, 01:23 PM  
**Vicky:** lol....wao wao...junk junk?

21 Apr 10, 01:21 PM  
**Elaine:** many things >.<

21 Apr 10, 01:19 PM  
**Vicky:** elaine eat wat ler?

21 Apr 10, 01:18 PM  
**Elaine:** me tooo! \*burp\*

72 users online refresh

name  e-mail / ur  
 message  Go

help · smiles · profile

Make chatbox bigger.

## Live Updates

Fake lens, fake lashes, fake hair and even fake name.

Whoever Liz Lisa is, she's

kidnapped my friend. :(

<http://tweetphoto.com>

/19273302 about 3 hours ago

Wtf is a Liz Lisa

Spring/Summer look?

<http://tweetphoto.com>

/19270648 about 4 hours ago

I liked a YouTube video --

Slide <http://youtu.be>

/PJYgy0Qin1U?a about 9 hours

ago

1 won AUD\$103 at Crown

## My "Friends"

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pleasecheeseme@gmail.com

### Previous Cheese

Olympus PEN Liz Lisa Style

Dessert extravaganza

Best Buy World

Mini Can can, Liz Lisa and more

i ♥ Tomodachi Collection

Project Alpha 2

i ♥ Shiba inu

The Guinness Magic

Wardrobe spring sales

i ♥ shopping

Tadaima!

Hazakura ♥

Hada Labo ♥ Mochi mochi

Onechan ♥ Oshare

i ♥ Sakura

### Latest Comments

Insanely gorgeous and... yijun the camera...

Goldfish Uncle Love your ribbon necklace xm The leather strap is...

lj Oh myyy my long await... mulmul Woah cool!...

Labbylove me want ur...

kawaiiirubie I LOVE THE BAGS!!! how... yumii The...

gypsy-on-the-move waaa the bag looks damn... KY

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ABOUT

CHEESIE'S WARDROBE

your daily dose of calcium..

# Cheeserland

## Olympus PEN Liz Lisa Style

April 21, 2010

Since i'm all like, spring-obsessed, i decided to dress up my most loved **Olympus PEN E-PL1** Liz Lisa spring style.

This Olympus is actually quite evil. After making me obsessed with the camera, nao they wanna tempt me to buy all their accessories.

The below accessories for Olympus PEN E-PL1 are loan items (again T\_\_T). But i really really wanna get one for my cam. Help me choose which one is best okay!



#1 hand strap RM140, Leather body jacket RM300

NO MORE boring black straps and black casing!!!!



(c) Brian Hopkins 2010

### Cheesie's tweets

eating arnott's lemon crisp for breakfast -\_-



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Cheesie's Fav

thepoplook



pleasecheeseme@gmail.co

### Previous Cheese

Olympus PEN Liz Lisa  
Style  
Dessert extravaganza  
Best Buy World  
Mini Can can, Liz Lisa  
and more  
i ♥ Tomodachi  
Collection  
Project Alpha 2  
i ♥ Shiba inu  
The Guinness Magic  
Wardrobe spring sales  
i ♥ shopping  
Tadaima!  
Hazakura ♥  
Hada Labo ♥ Mochi  
mochi  
Onechan ♥ Oshare  
i ♥ Sakura

### Latest Comments

Insanely gorgeous  
and... yijun  
the camera...  
Goldfish Uncle  
Love your ribbon  
necklace xm  
The leather strap is...  
lj  
Oh myyy my long  
await... mulmul  
Woah cool!...  
Labbylove  
me want ur...  
kawaiiirubie  
I LOVE THE BAGS!!!  
how... yumii  
The...  
gypsy-on-the-move  
waaa the bag looks  
damn... KY

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your daily dose of calcium..

# Cheeserland

## Dessert extravaganza

April 20, 2010



(cc) Julian Hopkins 2010

Cheesie's tweets  
eating arnott's lemon  
crisp for breakfast -\_-



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Cheesie's Fao

thepoplook



## Fight with Wombeh's phone

Fat Her just got himself a new Blackberry!

He took forever deciding if he should get an Iphone or a BB and he was leaning towards the Iphone because Fat Her is a kid at heart and he was occupied with the amount of apps that he could have at the tips of his fingers wtf.

And he also had to go around to all the telcos to check out packages and rates and contract terms and conditions. So that took more time.

But then I guess he decided to get a BB to fit in with his peers WTF.

And he chose Maxis partly because they've been my family's telco since forever and partly because he thought they had the best plans and rates.

Right now there are a lot of different plans in the market from all the different telcos and it looks like the Iphone market is particularly competitive.



This is me being competitive with Wombeh's phone.



## AudAdmin & Adverts

Log in

XHTML

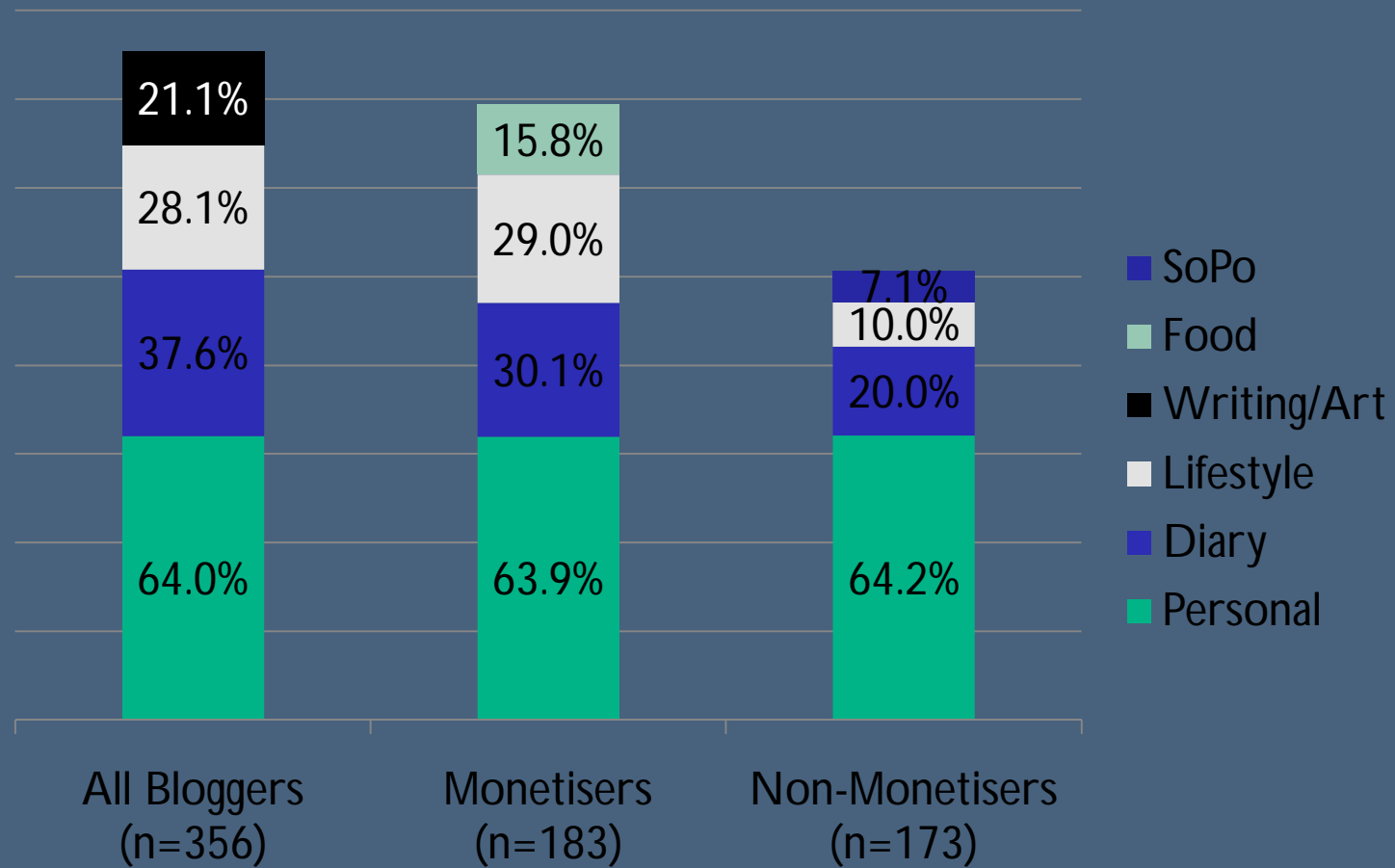


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<http://fourfeetnine.com/2010/04/14/fight-with-wombehs-phone/>

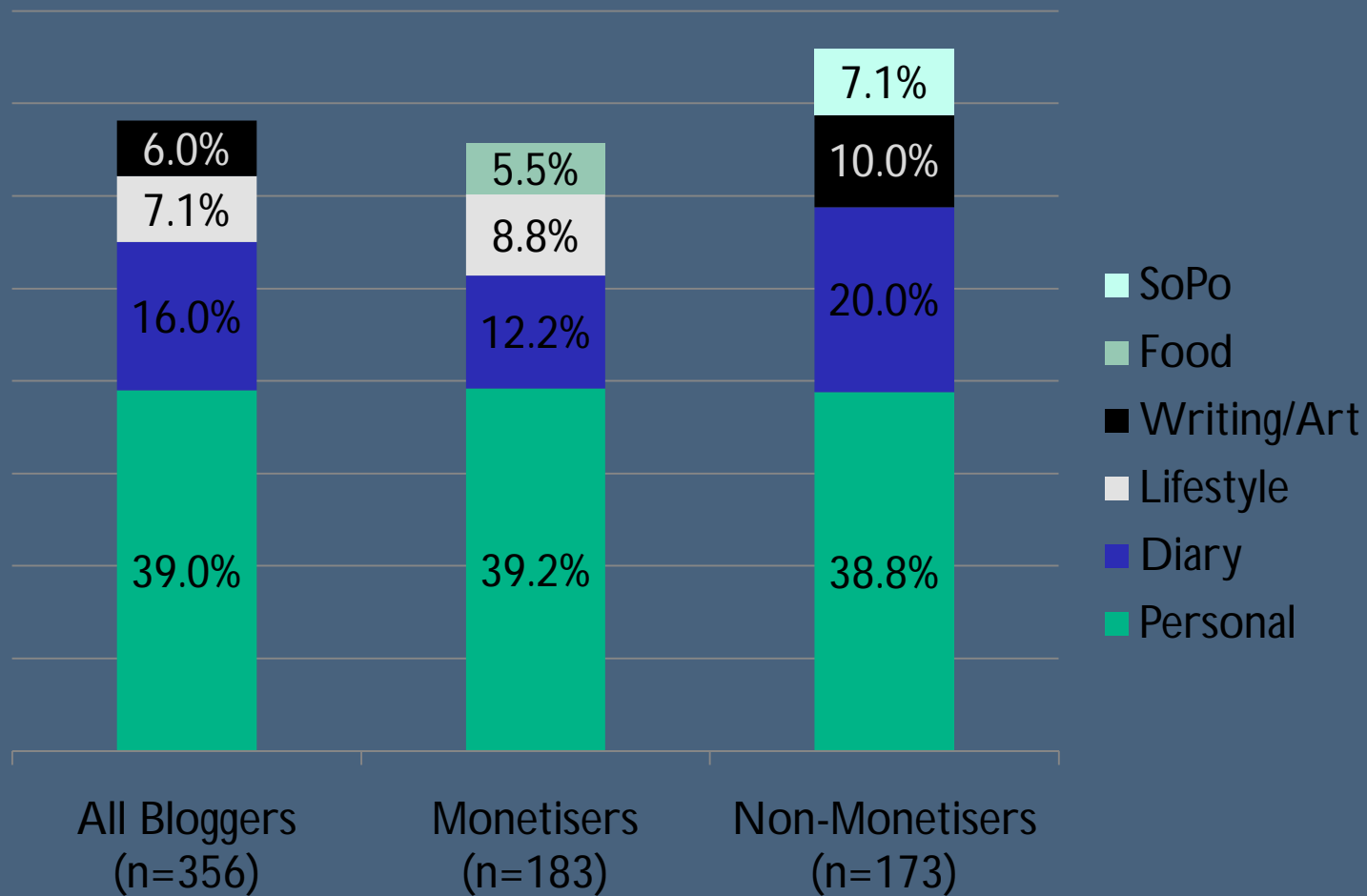
# Lifestyle blog

Self-categorisation of blogs - Top four overall categories



# Lifestyle blog

## Self-categorisation - Most relevant



# Lifestyle blog

"Things you are more likely to blog about"			
	All Bloggers (n=356)	Monetisers (n=183)	Non-Monetisers (n=173)
1st	Friends (59.8%)	Friends (62.8%)	Friends & Events (56.6%)
2nd	Events (59.3%)	Events (61.7%)	Family (47.4%)
3rd	Travel (50.6%)	Food & Travel (57.9%)	Hobby (45.1%)
4th	Food & Hobby (47.5%)	Hobby (49.7%)	Travel & Relationships (42.8%)

Cross-tab: 'Things you are more likely to blog about' X Self-Categorisation		
	Selected 'Personal' (n=137)	Selected 'Lifestyle' (n=25)
1st	Friends (71.5%)	Travel (76%)
2nd	Events (60.6%)	Food & Events (68%)
3rd	Relationships (56.9%)	Friends (64%)
4th	Travel (54.7%)	Hobby & News (48%)



# Lifestyle blog

“I consider mine a Lifestyle blog, I tend to travel a lot, attend events, and I write about food every now and then, write about my opinion on certain things [...] what’s cool, what’s there to do, this sort of thing [...] So it’s an evolvement of my previous blogging style which is personal blog. With personal blogs you rather write a lot more about what you think... about your family, your relationship, stuff like that I guess.” (Tommy, interview, August 5, 2008)

# Lifestyle blog

- Thomas has had four blogs, and said:  
“the previous ones are more personal, the one that I’m having now is a lifestyle, that connect with more people because personal ones are more boring in general [...] when it is a diary it only connects to people around you, who know you.” (Thomas, interview, 13 August 2009)

# Lifestyle blog

“The difference in these two blogs is actually very very little [...] a lifestyle blog would cover more, merrier things in life such as fashion, music, travel and stuff like that, but it can also be covered in a personal blog, but it’s just that when it comes to personal it’s everything all together. While in the lifestyle blog you shouldn’t, it’s more to how to live your life and stuff like that; and doesn’t really deploy the subject of much opinions that much, or feelings, and stuff like that. So it’s actually a very thin line in between, and I actually think that [they] almost merge.”

“I would consider [Tommy’s blog] as a personal blog”

(Andy, interview, 10 August, 2009)

# Ritual genre

- Genres not only in a textual sense, but as a form of ritual communication – recreating social forms (Couldry 2003)
- “text types or forms of communication associated with a social purpose and occasion.” (Schirato & Yell 2000, p.56)

# Blogosphere?

- Schmidt (2007) proposes “communities of blogging practices [...] framed [...] by [...] three structural elements: rules, relations, and code”
- ‘Community’ – methodological implications
- ‘Malaysian field of blogging’
  - a relational network defined by common practices and goals articulated around blogs, amongst which the actors have a common affiliation or interest to Malaysia
- Bourdieu (1998): autonomous fields, heteronomous actors
- Glocalisation (Miller & Slater 2000)
- Lifestyle blogs: are there common practices, common goals, reproduction of structural elements?
  - Textually
  - Goals
  - Structural elements

# Blogmeets

- Little overlap between SoPo and Personal/Lifestyle
- BlogAdNet organise events that provide material for Lifestyle-type blogging
- The majority since 2007 have been organised by BlogAdNet

# No Compromise for Mister Potato Fiesta 2009

anthroblogia < > *anthropo*, *blogs* & *-logia*: humans, blogs and the study of...

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ads by  nuffnang

< Expecting! | Say hello to Charles :) >

## No Compromise for Mister Potato Fiesta 2009

What is the purpose of a potato chip? What is its function? What defines a potato chip?

For the answer, we can turn to the wisdom of ancient Greek philosophers, and Aristotle in particular:

He argued that everything has a goal, which is its reason to exist. Many things and animals have something in common – but what defines them is what they have which is intrinsic and unique to themselves. For example: both birds and fish eat food, but a fish cannot fly and nor can a bird swim. Therefore, the function unique to a bird is to fly – so, a happy bird is one that can fly (so don't go putting birds in tiny cages 😞)

So, what about a potato chip? Well, it's clear, the purpose of a potato chip is to be a tasty snack.

First, it has to be somewhat filling (but not too much, it's a snack, remember): as an Irishman, I will of course need my occasional does of potatoes, so potato chips do the job well 😊

What is the other function of a potato chip? It is to delight your five senses: touch, sight, sound, smell and taste:

**Touch:** a potato chip should be light, with a delicate dusting of salt and flavourful goodness that adheres slightly to the fingers, providing extra delight when you lick it off (or let your dog lick it off, **\*\*after\*\*** you've done eating)



(cc) Julian Hopkins 2010

<http://julianhopkins.net/index.php?archives/272-No-Compromise-for-Mister-Potato-Fiesta-2009.html>

# Mr. Potato rocks with Hujan!

anthroblogia< >anthropo, blogs & -logia: humans, blogs and the study of...

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< Olympus XD card in unsustainable packaging | My 2009 >

## Mr. Potato rocks with Hujan!

After blogging about **philosophy** and **potato chips** for Nuffnang, I got invited to the 'Mr. Potato Fiesta' last week.

It was at the Mist Club in Bangsar



As usual with the Nuffnang events, there were prizes galore given out, food and drinks were provided - the beer was upstairs on the balcony for some reason and at first we missed it. The door gift was a big bag full of potato chips, a 'Mexican' hat (actually, it was one of those gardener's hats you see workers by the road using, painted in red - but it did the trick 😊), and a fake moustache. The bag is a good sturdy reusable bag, and I'm using it to go to the market now.



(cc) Julian Hopkins 2010

<http://julianhopkins.net/index.php?/archives/279-Mr.-Potato-rocks-with-Hujan!.html>





There were prizes for best dressed, and for the best blog post - top prize RM5,000! Nice! Second was 3K, and third 2K.



The top blogger was **Kecik**, second place was **The Egg Yolks**, and the third created a new blog for the entry - **Mr. Fussy**, which was pretty smart I think.

(cc) Julian Hopkins 2010



Photo credit: *The Star Online*

<http://thestar.com.my/metro/story.asp?file=/2009/12/29/central/5342784&sec=central>  
[Accessed March 6, 2010].



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Photo credit: shaolinphoto.com



# Reasons for Lifestyle blog?

- Banner ads and advertorials (paid posts)
- BlogAdNet: local audience for local advertisers
- Historical parallel: radio programming in USA developed as means to sell radios, and as a platform for advertising (Jackaway 1995)
  - Soap opera as a genre



# Reasons for Lifestyle blog?

- Is it an industrial adaptation?
- Poor quality/state control of MSM?
- Is it contingent upon the changing circumstances of the first generation bloggers?

“I've gone through my phases of writing; first it was, solely for myself; then I realised I had an audience, but it was OK, it's still for myself. And then [...] I was really busy in working life, but I was still trying to keep the blog alive [...] And, after that the advertising money started coming in, so it was important to keep it alive”

(Nicky, interview, October 26, 2009)

# Malaysian field of blogging?

- Lifestyle blog suits local advertising – e.g. Google AdSense is not as well localised
- Practice of giving incentives for material in the mainstream media is common
- Importance of personal networks; patronage

# Bloggers in the spotlight

By IAN YEE  
ianyee@thestar.com.my

**Y**OU'VE followed them on cyber-space, and now it's time to see what they are like on TV. Project Alpha, the online and TV reality show that takes a closer look into the lives of popular local bloggers, is back again after

a successful first season. The show will be broadcast online ([www.projectalpha.com.my](http://www.projectalpha.com.my)) in daily four-minute webisodes as well as weekly 30-minute episodes on Hitz TV. Since the show aims to "uncover Malaysia's top bloggers", RAGE caught up with some of this season's bloggers to find out more about themselves.



**Azwan Ali**  
>><http://silasaxawani.blogspot.com>  
TV host, producer, director, singer, actor, "super diva"

**Facebook or Twitter?**  
I'm so addicted to Twitter. As an artiste, it's the fastest way to tell your fans what's going on with you.  
**Why should people watch you on Project Alpha?**  
Because I was labelled as the number one most controversial diva if I think I want to condemn something, I just go for it.  
**Which blogger would you recommend for the show's third season?**  
I have to recommend my good friend, Azmi Nawawi (<http://azminawawi.blogspot.com>). I hear his blog is among the most popular ones.



**Joe Lee**  
>>[klubbkidd.com](http://klubbkidd.com)  
Entertainment writer

**iPhone or Blackberry?**  
Blackberry for sure. iPhones are for kids. When you have to work, the Blackberry definitely functions better.  
**What's so special about Malaysian bloggers?**  
No one can be as multi-cultural, multi-lingual as us. Our blogs are so diverse, and they appeal to so many people.  
**Why should people watch you on Project Alpha?**  
I think I'm the only one that really embodies Malaysia. I'm pure Chinese, but I blog in English and Bahasa Malaysia. You won't find another Malaysian Chinese blogger that has about 90% Malay followers. I'm quite proud of that.



**Ninie Ahmad**  
>>[ninieahmad.com](http://ninieahmad.com)  
Yoga instructor

**iPhone or Blackberry?**  
iPhone. I can just plug my phone in when I need music for my yoga classes, and I have some yoga apps as well.  
**Facebook or Twitter?**  
If you asked me yesterday, Facebook. If you asked me today, Twitter. I'm still undecided.  
**Why should people watch you on Project Alpha?**  
People who think yoga should still be banned should watch the show, because it will change their mind. Banning yoga is a joke.



**Teoh Kar Yeong**  
>>[kyspeaks.com](http://kyspeaks.com)  
IT

**Facebook or Twitter?**  
Like bak kut teh and you char kwai, they work together.  
**What do you hate most about blogging?**  
That's like asking, "What do you hate most about your mum/gf?" Very tough! I guess it's the expectation that you'll update every so often.  
**What makes Malaysian bloggers so special?**  
Because we're a lot more laid back (than political blogs I guess), and there's a lot of us.



**Gareth Davies**  
>>[shaolintiger.com](http://shaolintiger.com)  
IT security consultant, part-time photographer

**Paula Abdul or Ellen DeGeneres?**  
Not a big fan of either, give me another Randy Jackson any day.  
**Chelsea or Manchester United for the EPL title?**  
Real men play rugby. I don't watch sissies darning on grass.  
**Why should we watch you on Project Alpha?**  
Because er... umm, just watch la ck?



**Niki Cheong**  
>>[nikicheong.com/blog](http://nikicheong.com/blog)  
Journalist, actor, social media advocate

**Facebook or Twitter?**  
Are you kidding me? Of course Twitter. Or Facebook. Or Twitter.  
**What do you hate most about blogging?**  
Watermarking my pictures. For real.  
**Why should we watch you on Project Alpha?**  
Because I got to go to London, baby!

Project Alpha season two premieres online on April 19 at [projectalpha.com.my](http://projectalpha.com.my). You can also view Project Alpha at Daily Chilli ([dailychilli.com](http://dailychilli.com)), which is the official online news portal for the show.

## FEATURED BLOGGERS

You[th]s have a lot to say, and you say it in your blogs. Each week, RAGE highlights three young Malaysian bloggers.



**Wendy Chua**  
<http://whyareyoucrazy.blogspot.com>

Wendy will soon turn 21 and just loves the title "blogging rocks, that's why I love it so much," she said. This blogger writes posts about her "fantastic life" - writing, special events, fashion and beauty among other things.



**Syahirah Jermadi**  
<http://justadame.blogspot.com>

The 17-year-old blogger calls herself "The Free Sinker." She considers her blog "the best life as her sharing risk which she can share at any time and any way she wants." She also says thoughts are carved on the texture of the risk," she explains.



**Angeline Chua**  
<http://thetwentytwentys.blogspot.com>

Blogging is Angeline's passion, and she considers it a lovely alongside swimming and playing the guitar. Angeline, 22, loves blogging about food, especially Peking specialties. "Besides that, I do blog on the places I have travelled to," she says.



**Ringo Tan**  
>>[cheeseland.com](http://cheeseland.com)  
Blogger

**Do you actually like cheese?**  
I did. Still do, but not as much now. I am obsessed with something else now but I can't change my name to SpicyCodKee.  
**Cristiano Ronaldo or Lionel Messi?**  
Hugh Jackman.  
**Why should people watch you on Project Alpha?**  
Because everyone wants to know how I look like without Photoshop!

(cc) Julian Hopkins 2010

(Yee 2010)



# Malaysian field of blogging?

- “I can honestly say that I had no idea before the trip how big blogging is in Asia. There are bloggers who are like ‘celebrities’ (as well as some who actually are celebrities who also blog). It was so unusual at the Awards to have people come up and request photos with me and Immy.” (Burnett 2009)
- “Asian bloggers they tend to blog about their personal lives, basically everything that they’re doing you know like where they’ve gone, where they’ve eaten, where they’ve shopped, where they’ve travelled. Whereas in Western countries, like Australia for example, people are much more private; so they actually go much more into subject-specific interests, so like for example craft blogging, photography blogs, fashion blogs, things like that. Those are the main differences.” (Ming, 938Live radio interview, 26 October 2009)

# Malaysian field of blogging?

- “Filipino bloggers have the distinct advantage of freedom of speech compared to some of our Asian neighbors. There lies the difference in diverse content among our Asian counterparts.” (Lardizabal-Dado 2009)
- “This is Xia Xue. Unknown to me before the awards night, she has a massive following in Asia and can be considered an Internet celebrity of some sort. It resulted in her taking away 3 awards, the most of any blogger. One thing to note is that she is a full-time blogger, even though her blog doesn’t focus on any topic in particular. It’s a fascinating career for her, apparently she makes a fair bit of coin too.” (Howard 2009)

# Malaysian field of blogging?

- The field of blogging and advertising articulate through BlogAdNet, key Lifestyle bloggers, and the Lifestyle blog – heteronomous actors & actants
- Process of domestication, enrolment (Abramson 1998)

Introducing the [REDACTED] Evangelist Program, designed and created just so [REDACTED]ers can keep tabs on the happenings and updates of their esteemed labels.



Be the first to find out about product launches, press conferences, events, freebies, promotions and lots more. Connect with other Angels and be part of an exclusive community, and enjoy the perks, benefits, side dishes (whatever you want to call it) which comes with being an Angel. Express your everlasting loyalty and show your unwavering support. All you have to do is sign up!

# Conclusions

- Lifestyle as a category is fluid, but pervasive
- Developing as a commercial blog-genre
- BlogAdNet is an important actant – ‘translating’ between the fields of blogging and advertising
- Internet practices are embedded in local cultures

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