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This survey was designed and implemented by Julian Hopkins, as part of a PhD research project funded and supported by Monash University, Sunway campus.

More details are available at <http://julianhopkins.net>

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The online survey software used is available at: <http://www.surveymonkey.com/>

1. Please select one of the following options, then press 'Next page' below. Thank you :)			
		Response Percent	Response Count
"I confirm the above Statement of Consent and want to do the survey"	<div></div>	100.0%	553
"I have more questions"		0.0%	0
"I do not want to do this survey"		0.0%	0
answered question			553
skipped question			0

4. How old are you?				
			Response Percent	Response Count
	<18		0.0%	0
	18-20	<div></div>	13.9%	77
	21-25	<div></div>	36.5%	202
	26-30	<div></div>	18.8%	104
	31-35	<div></div>	9.8%	54
	36-40	<div></div>	4.0%	22
	41-50	<div></div>	8.0%	44
	51+	<div></div>	9.0%	50
	answered question			553
	skipped question			0

5. Please select which of the following best describes you:			
		Response Percent	Response Count
I am Malaysian	<div><div></div></div>	93.3%	516
I am not Malaysian, but I live in Malaysia	<div><div></div></div>	3.4%	19
I am not Malaysian and I do not live in Malaysia; but my blog is mainly about Malaysia or Malaysians	<div><div></div></div>	0.2%	1
I am not Malaysian, but I read Malaysian blogs	<div><div></div></div>	3.1%	17
None of the above apply to me		0.0%	0
	answered question		553
	skipped question		0

6. Please select one of these options, then press the 'Next page' button below			
		Response Percent	Response Count
I would like to leave this survey, thanks :)		0.0%	0
I would like to continue this survey, but I know that my results will not be counted		0.0%	0
	<i>answered question</i>		<b>0</b>
	<i>skipped question</i>		<b>553</b>

7. Please select one of the options below, then press the 'Next page' button below			
		Response Percent	Response Count
I would like to leave this survey		0.0%	0
I would like to continue this survey, but I know that my results will not be counted		0.0%	0
	<i>answered question</i>		<b>0</b>
	<i>skipped question</i>		<b>553</b>

8. Updates: a blog should be updated _____			
		Response Percent	Response Count
Every day	<div><div></div></div>	18.1%	100
At least 2-3 times a week	<div><div></div></div>	37.8%	209
At least once a week	<div><div></div></div>	24.2%	134
At least once a month	<div><div></div></div>	2.9%	16
The frequency of updates is not important	<div><div></div></div>	13.6%	75
Other (please specify)	<div><div></div></div>	3.4%	19
		answered question	553
		skipped question	0

9. Length of posts: a blog post should take no more than _____ to read.			
		Response Percent	Response Count
one minute	<div><div></div></div>	3.1%	17
two minutes	<div><div></div></div>	7.2%	40
three minutes	<div><div></div></div>	16.1%	89
five minutes	<div><div></div></div>	25.1%	139
ten minutes	<div><div></div></div>	8.1%	45
The length of the post doesn't matter	<div><div></div></div>	38.2%	211
Other (please specify)	<div><div></div></div>	2.2%	12
		answered question	553
		skipped question	0

10. Using the scale provided ('Strongly disagree' to 'Strongly agree'), please indicate how much you agree with the following statements.						
	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree	Response Count
"A blogger should only use their own original material"	4.7% (26)	19.9% (110)	23.1% (128)	<b>33.6% (186)</b>	18.6% (103)	553
"A blog should have photos"	4.7% (26)	15.6% (86)	<b>29.7% (164)</b>	29.5% (163)	20.6% (114)	553
"A blog should have a comments function"	1.6% (9)	4.3% (24)	13.9% (77)	37.6% (208)	<b>42.5% (235)</b>	553
"A blog should have a chat box function"	8.9% (49)	19.9% (110)	<b>45.4% (251)</b>	18.1% (100)	7.8% (43)	553
"A blog should be written by a single person"	13.4% (74)	29.1% (161)	<b>32.2% (178)</b>	16.1% (89)	9.2% (51)	553
"When I read a blog, I should learn something about the blogger as a person"	2.4% (13)	11.4% (63)	24.1% (133)	<b>46.1% (255)</b>	16.1% (89)	553
"A blogger should always be honest about his/her true feelings and thoughts"	1.8% (10)	7.8% (43)	15.6% (86)	34.9% (193)	<b>40.0% (221)</b>	553
"It's impossible to know anything about a blogger unless you talk to him/her directly"	12.1% (67)	<b>36.7% (203)</b>	21.0% (116)	21.3% (118)	8.9% (49)	553
"If I found out that a blog that I had been reading regularly was completely made-up, I would feel cheated"	5.2% (29)	9.8% (54)	15.6% (86)	28.4% (157)	<b>41.0% (227)</b>	553
"A fictional blog is not worth reading"	14.8% (82)	26.9% (149)	<b>27.7% (153)</b>	13.7% (76)	16.8% (93)	553
"I don't trust anonymous bloggers"	8.3% (46)	22.2% (123)	<b>37.1% (205)</b>	18.3% (101)	14.1% (78)	553
	<i>answered question</i>					<b>553</b>
	<i>skipped question</i>					<b>0</b>

11. How many active blogs do you have? ('active' means you have posted at least once in the last three months)			
		Response Percent	Response Count
1	<div><div></div></div>	43.4%	240
2	<div><div></div></div>	13.2%	73
3	<div><div></div></div>	4.2%	23
More than 3	<div><div></div></div>	3.6%	20
I have no active blog	<div><div></div></div>	35.6%	197
		<b>answered question</b>	<b>553</b>
		<b>skipped question</b>	<b>0</b>

12. Please indicate below why you have more than one active blog (select as many as apply)			
		Response Percent	Response Count
One of my blogs is a private blog (i.e. with password access only)	<div><div></div></div>	30.2%	35
One of my blogs is to make money only	<div><div></div></div>	18.1%	21
One of my blogs is for a specific hobby or interest	<div><div></div></div>	72.4%	84
Other (please specify)	<div><div></div></div>	31.9%	37
		<b>answered question</b>	<b>116</b>
		<b>skipped question</b>	<b>437</b>

13.

For the rest of the survey, please answer the questions in this survey in relation to the blog that is the most important to you.

*i.e. If you had to shut down all but one blog, which one would you keep?*

When you answer the questions in the following pages, please think about the blog that you would keep.

Please indicate below which of your blogs you would keep, thanks :)

		Response Percent	Response Count
My private (password protected) blog	<div></div>	8.6%	10
My blog for making money	<div></div>	6.9%	8
My hobby/special interest blog	<div></div>	23.3%	27
My personal blog	<div></div>	61.2%	71
Other (please specify)			4
	answered question		116
	skipped question		437

14. Why do you have a blog? Using the scale provided ('Very unimportant' to 'Very important'), please indicate how important the following reasons are to you.						
	Very unimportant	Somewhat unimportant	Neutral	Somewhat important	Very important	Response Count
Because I like writing	1.4% (5)	6.5% (23)	15.4% (55)	<b>46.1% (164)</b>	30.6% (109)	356
To keep in touch with friends	5.3% (19)	13.2% (47)	19.1% (68)	<b>42.7% (152)</b>	19.7% (70)	356
To make new friends	14.6% (52)	17.4% (62)	28.1% (100)	<b>30.3% (108)</b>	9.6% (34)	356
For my hobby / hobbies	3.1% (11)	6.7% (24)	19.7% (70)	<b>46.6% (166)</b>	23.9% (85)	356
For my job / professional purposes	20.8% (74)	<b>29.8% (106)</b>	29.5% (105)	14.9% (53)	5.1% (18)	356
To make money	<b>31.7% (113)</b>	23.0% (82)	24.4% (87)	16.3% (58)	4.5% (16)	356
To keep a track of things I want to remember	7.0% (25)	8.7% (31)	11.2% (40)	<b>38.8% (138)</b>	34.3% (122)	356
To help free speech	7.0% (25)	5.9% (21)	26.7% (95)	<b>38.2% (136)</b>	22.2% (79)	356
To influence Malaysian politics	30.3% (108)	23.3% (83)	<b>32.3% (115)</b>	8.7% (31)	5.3% (19)	356
To help me understand more about myself	5.9% (21)	9.8% (35)	20.2% (72)	<b>42.1% (150)</b>	21.9% (78)	356
To help society	8.7% (31)	13.2% (47)	<b>40.7% (145)</b>	26.7% (95)	10.7% (38)	356
Other (please specify)						26
	<b>answered question</b>					<b>356</b>
	<b>skipped question</b>					<b>197</b>



15. How would you categorise your blog? (Please choose up to three in order of relevance)				
	Most relevant	Second-most relevant	Third-most relevant	Response Count
Academic	23.5% (8)	44.1% (15)	32.4% (11)	34
Automotive	20.0% (1)	40.0% (2)	40.0% (2)	5
Beauty	12.5% (1)	37.5% (3)	50.0% (4)	8
Blog shop	50.0% (3)	33.3% (2)	16.7% (1)	6
Blogosphere	17.2% (5)	27.6% (8)	55.2% (16)	29
Business	35.0% (7)	25.0% (5)	40.0% (8)	20
Diary	41.8% (56)	32.8% (44)	25.4% (34)	134
Entertainment	27.7% (13)	34.0% (16)	38.3% (18)	47
Fashion	20.0% (1)	40.0% (2)	40.0% (2)	5
Food	31.6% (12)	34.2% (13)	34.2% (13)	38
Health	25.0% (1)	25.0% (1)	50.0% (2)	4
Humour	16.3% (7)	48.8% (21)	34.9% (15)	43
Lifestyle	25.0% (25)	41.0% (41)	34.0% (34)	100
Personal	60.1% (137)	25.4% (58)	14.5% (33)	228
Photography	12.8% (6)	36.2% (17)	51.1% (24)	47
SoPo (Social and Political issues)	54.3% (19)	34.3% (12)	11.4% (4)	35
Photoblog	26.8% (11)	29.3% (12)	43.9% (18)	41
Problog	0.0% (0)	66.7% (4)	33.3% (2)	6
Shopping	11.1% (1)	33.3% (3)	55.6% (5)	9
Sport	12.5% (1)	25.0% (2)	62.5% (5)	8
Technology	34.8% (8)	39.1% (9)	26.1% (6)	23
Travel	7.1% (3)	38.1% (16)	54.8% (23)	42
Teen-Male	12.5% (1)	37.5% (3)	50.0% (4)	8
Teen-Female	18.8% (3)	25.0% (4)	56.3% (9)	16
Writing/Art	28.0% (21)	32.0% (24)	40.0% (30)	75

	Other (please specify)	19
	<b><i>answered question</i></b>	<b>356</b>
	<b><i>skipped question</i></b>	<b>197</b>

16. Things you are more likely to blog about (Tick all that apply)			
		Response Percent	Response Count
Social/Political issues	<div></div>	31.7%	113
Food	<div></div>	47.5%	169
Friends	<div></div>	59.8%	213
Events	<div></div>	59.3%	211
Cinema	<div></div>	25.0%	89
Tech issues	<div></div>	16.6%	59
Gadgets	<div></div>	21.3%	76
Sex	<div></div>	10.1%	36
Relationships	<div></div>	40.2%	143
Family	<div></div>	45.8%	163
Clothes	<div></div>	14.0%	50
Shopping	<div></div>	21.1%	75
Celebrities	<div></div>	12.9%	46
Problogging	<div></div>	4.2%	15
Advertising	<div></div>	13.2%	47
Hobby	<div></div>	47.5%	169
Blogosphere happenings	<div></div>	22.5%	80
Beauty	<div></div>	12.6%	45
Travel	<div></div>	50.6%	180
News	<div></div>	31.2%	111
Religion	<div></div>	18.8%	67
School	<div></div>	19.4%	69

Other (please specify)	<div></div>	19.7%	70
	answered question		356
	skipped question		197

17. What language(s) do you blog in? (Tick all that apply in order of importance)					
	Most used	Second most used	Third most used	Fourth most used	Response Count
Bahasa Malaysia	11.8% (19)	62.1% (100)	22.4% (36)	3.7% (6)	161
Chinese	10.8% (11)	51.0% (52)	33.3% (34)	4.9% (5)	102
English	92.9% (325)	7.1% (25)	0.0% (0)	0.0% (0)	350
Tamil	0.0% (0)	4.1% (2)	2.0% (1)	93.9% (46)	49
Other (please specify)					19
	answered question				356
	skipped question				197

18. How long have you had your blog?			
		Response Percent	Response Count
less than 6 months	<div></div>	11.8%	42
7-12 months	<div></div>	9.3%	33
1-2 years	<div></div>	21.9%	78
More than 2 years	<div></div>	51.7%	184
Other (please specify)	<div></div>	5.3%	19
	answered question		356
	skipped question		197

19. On average, how often do you update your blog?			
		Response Percent	Response Count
Usually every day	<div><div></div></div>	12.9%	46
<b>2-3 times a week</b>	<div><div></div></div>	<b>34.0%</b>	<b>121</b>
Once a week	<div><div></div></div>	13.8%	49
A few times a month	<div><div></div></div>	19.9%	71
Once a month	<div><div></div></div>	7.9%	28
Less than once a month	<div><div></div></div>	5.1%	18
Other (please specify)	<div><div></div></div>	6.5%	23
	<b>answered question</b>		<b>356</b>
	<b>skipped question</b>		<b>197</b>

20. Anonymity: do your readers know who you actually are?			
		Response Percent	Response Count
I blog anonymously - I only use a pseudonym (nickname) and readers do not know who I am	<div><div></div></div>	10.1%	36
<b>I use my real name</b>	<div><div></div></div>	<b>47.2%</b>	<b>168</b>
My real name is stated on my blog, but I normally use a pseudonym (nickname)	<div><div></div></div>	16.3%	58
I only use my pseudonym (nickname) on my blog, but there are photos of me	<div><div></div></div>	20.8%	74
Other (please specify)	<div><div></div></div>	5.6%	20
	<b>answered question</b>		<b>356</b>
	<b>skipped question</b>		<b>197</b>

21. Do you have a statistics counter on your blog?			
		Response Percent	Response Count
Yes	<div><div></div></div>	64.9%	231
No	<div><div></div></div>	30.9%	110
I'm not sure	<div><div></div></div>	4.2%	15
Other (please specify)			7
answered question			356
skipped question			197

22. How many unique vistors do you have per day (on average)?			
		Response Percent	Response Count
Less than 10	<div><div></div></div>	22.8%	81
11-50	<div><div></div></div>	22.2%	79
51-100	<div><div></div></div>	12.1%	43
101-500	<div><div></div></div>	13.8%	49
501-1000	<div><div></div></div>	3.1%	11
1001-5000	<div><div></div></div>	2.0%	7
More than 5000	<div><div></div></div>	0.8%	3
I don't know	<div><div></div></div>	23.3%	83
Other (please specify)			10
answered question			356
skipped question			197

23. Do you allow comments on your blog?			
		Response Percent	Response Count
Yes – unmoderated	<div><div></div></div>	63.5%	226
Yes – but moderated first	<div><div></div></div>	30.6%	109
No - but I have a chat box instead	<div><div></div></div>	1.4%	5
No - I don't allow any comments	<div><div></div></div>	2.2%	8
Other (please specify)	<div><div></div></div>	2.2%	8
		<b>answered question</b>	<b>356</b>
		<b>skipped question</b>	<b>197</b>

24. Apart from 'spam', do you (or would you) ever censor comments – if so, why? (Tick all that apply)			
		Response Percent	Response Count
I never censor comments	<div><div></div></div>	39.8%	139
I censor offensive language	<div><div></div></div>	33.5%	117
I censor racially sensitive comments	<div><div></div></div>	36.4%	127
I censor comments that make personal attacks on people	<div><div></div></div>	43.0%	150
I censor comments that refer to my family	<div><div></div></div>	20.3%	71
I censor anonymous comments	<div><div></div></div>	5.7%	20
I censor comments I don't agree with	<div><div></div></div>	7.4%	26
Other (please specify)	<div><div></div></div>	7.2%	25
		<b>answered question</b>	<b>349</b>
		<b>skipped question</b>	<b>204</b>

25. Do you answer the comments?				
			Response Percent	Response Count
Always	<div><div></div></div>		35.2%	123
Always for my friends, but not necessarily for others	<div><div></div></div>		8.0%	28
Only when I have something useful to add	<div><div></div></div>		35.0%	122
Only when I feel like it	<div><div></div></div>		18.1%	63
Never	<div><div></div></div>		2.0%	7
Other (please specify)	<div><div></div></div>		1.7%	6
			<b>answered question</b>	<b>349</b>
			<b>skipped question</b>	<b>204</b>

26. Using the scale provided ('Strongly disagree' to 'Strongly agree'), please indicate how much you agree with the following statements.						
	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree	Response Count
"The comments are good for finding out what the readers like."	2.2% (8)	3.7% (13)	15.7% (56)	53.7% (191)	24.7% (88)	356
"I regularly check my visitor statistics and try to improve the number of visitors."	18.3% (65)	16.3% (58)	26.4% (94)	25.8% (92)	13.2% (47)	356
"I regularly check the keywords readers use to find my blog, and use more of those keywords to get more readers."	28.4% (101)	22.8% (81)	31.2% (111)	11.5% (41)	6.2% (22)	356
"I post as often as I can in order to keep my readers coming back."	16.6% (59)	15.2% (54)	25.3% (90)	33.1% (118)	9.8% (35)	356
"I have changed the type of content based on what I think the readers want more of."	30.9% (110)	28.9% (103)	23.3% (83)	14.3% (51)	2.5% (9)	356
"I don't care what the readers want, I will blog about whatever I want."	3.1% (11)	7.0% (25)	15.2% (54)	30.3% (108)	44.4% (158)	356
Other (please specify)						3

	<i>answered question</i>	<b>356</b>
	<i>skipped question</i>	<b>197</b>

27. Do you receive any income from blogging?			
		Response Percent	Response Count
Yes	<div><div></div></div>	26.1%	93
No - But I am trying to	<div><div></div></div>	25.3%	90
No - I am not trying to	<div><div></div></div>	48.6%	173
		<i>answered question</i>	<b>356</b>
		<i>skipped question</i>	<b>197</b>

28. What is your average income from blogging? (Remember, this survey is anonymous)			
		Response Percent	Response Count
Less than RM100 per month	<div><div></div></div>	66.7%	62
Between RM101 and 499 a month	<div><div></div></div>	14.0%	13
RM500-999 per month	<div><div></div></div>	3.2%	3
RM 1,000 – 2,000 per month	<div><div></div></div>	6.5%	6
More than 2,000 per month	<div><div></div></div>	2.2%	2
Other (please specify)	<div><div></div></div>	7.5%	7
		<i>answered question</i>	<b>93</b>
		<i>skipped question</i>	<b>460</b>



29. Do you use any of the following advertisement services on your blog? (Tick all that apply)			
		Response Percent	Response Count
Advertlets	<div><div></div></div>	10.9%	20
Adbrite	<div><div></div></div>	2.2%	4
Google AdSense	<div><div></div></div>	45.4%	83
Nuffnang	<div><div></div></div>	69.4%	127
Textlink	<div><div></div></div>	8.2%	15
I don't have any advertisements on my blog	<div><div></div></div>	10.9%	20
Other (please specify)	<div><div></div></div>	6.0%	11
		<i>answered question</i>	183
		<i>skipped question</i>	370

30. Do you do any of the following? (Tick all that apply)			
		Response Percent	Response Count
Review Me	<div><div></div></div>	2.2%	4
PayPerPost	<div><div></div></div>	9.8%	18
Paid advertorials	<div><div></div></div>	16.9%	31
I don't do any paid reviews or advertorials	<div><div></div></div>	71.0%	130
Other (please specify)	<div><div></div></div>	5.5%	10
		<i>answered question</i>	183
		<i>skipped question</i>	370

31. Are you part of a 'Get paid for blogging' service (e.g. Nutang)?			
		Response Percent	Response Count
Nutang	<div><div></div></div>	0.5%	1
No	<div><div></div></div>	97.3%	178
Other (please specify)	<div><div></div></div>	2.2%	4
answered question			183
skipped question			370

32. Do you use your blog to sell products or services directly to customers (e.g. clothes, handicrafts, IT services,...)?			
		Response Percent	Response Count
Yes	<div><div></div></div>	11.5%	21
No	<div><div></div></div>	87.4%	160
Other (please specify)	<div><div></div></div>	1.1%	2
answered question			183
skipped question			370

33. Are you an Amazon Associate?			
		Response Percent	Response Count
Yes	<div><div></div></div>	14.2%	26
No	<div><div></div></div>	85.8%	157
answered question			183
skipped question			370

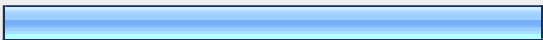






34. Are you part of any affiliate programmes? (Tick all that apply)			
		Response Percent	Response Count
Web hosting service	<div><div></div></div>	9.3%	17
Other affiliate programmes	<div><div></div></div>	8.7%	16
I am not part of any affiliate programme	<div><div></div></div>	83.6%	153
Other (please specify)	<div><div></div></div>	0.5%	1
	answered question		183
	skipped question		370

35. Is there anything else I've missed? Please use the box below to list any other income-generating methods you use		
		Response Count
		17
	answered question	17
	skipped question	536

36. Have you ever received free invitations to events, restaurants, cinema tickets, or gifts as a result of your blogging? (Tick all that apply)			
		Response Percent	Response Count
Events	<div><div></div></div>	24.2%	86
Cinema tickets	<div><div></div></div>	18.5%	66
Restaurant meal	<div><div></div></div>	10.4%	37
Gifts	<div><div></div></div>	12.1%	43
Nothing	<div><div></div></div>	68.3%	243
Other (please specify)	<div><div></div></div>	4.8%	17
	answered question		356
	skipped question		197

37. Do you blog about the free events, food or gifts you get?			
		Response Percent	Response Count
Yes, always	<div><div></div></div>	35.4%	40
Normally, but not always	<div><div></div></div>	29.2%	33
Sometimes	<div><div></div></div>	15.0%	17
Rarely	<div><div></div></div>	8.0%	9
Never	<div><div></div></div>	9.7%	11
Other (please specify)	<div><div></div></div>	2.7%	3
		<i>answered question</i>	113
		<i>skipped question</i>	440

38. Do you ever get asked (or have you ever been asked) to review products or services on your blog?			
		Response Percent	Response Count
Yes	<div><div></div></div>	19.9%	71
No	<div><div></div></div>	79.5%	283
Other (please specify)	<div><div></div></div>	0.6%	2
		<i>answered question</i>	356
		<i>skipped question</i>	197

39. Do you have any non-commercial ads or announcements on your blog?			
		Response Percent	Response Count
None		59.4%	211
SoPo campaign/issues		5.6%	20
Charity		5.1%	18
NGO		3.1%	11
Public awareness		16.6%	59
Blogosphere issues		4.8%	17
Other (please specify)		5.4%	19
answered question			355
skipped question			198

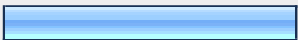





40. Using the scale provided ('Strongly disagree' to 'Strongly agree'), please indicate how much you agree with the following statements. If it's not applicable to you, please select 'Not applicable'.							
	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree	Not applicable	Response Count
"I have changed my <i>content</i> based on what I think will appeal to potential or actual advertisers"	33.4% (119)	21.1% (75)	12.1% (43)	9.0% (32)	0.8% (3)	23.6% (84)	356
"I have changed my <i>style</i> based on what I think will appeal to potential or actual advertisers"	34.3% (122)	21.6% (77)	10.4% (37)	8.7% (31)	1.7% (6)	23.3% (83)	356
"None of my style or content has changed apart from the actual advertorials"	12.4% (44)	5.6% (20)	23.0% (82)	15.7% (56)	10.7% (38)	32.6% (116)	356
"I have censored comments because they may affect the effectiveness of an advertorial or advertisement"	34.8% (124)	19.4% (69)	12.1% (43)	3.1% (11)	1.7% (6)	28.9% (103)	356
"I feel that I am more likely to do a positive review when I am paid, or given freebies"	25.6% (91)	14.0% (50)	16.0% (57)	13.2% (47)	4.5% (16)	26.7% (95)	356
Other (please specify)							2
answered question							356


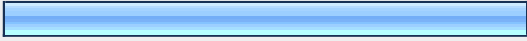

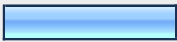


41. On average, how often do you read blogs (not including your own)?			
		Response Percent	Response Count
Usually every day	<div><div></div></div>	64.0%	354
2-3 times a week	<div><div></div></div>	19.7%	109
Once a week	<div><div></div></div>	5.2%	29
A few times a month	<div><div></div></div>	6.1%	34
Once a month	<div><div></div></div>	0.9%	5
Less than once a month	<div><div></div></div>	4.0%	22
		<i>answered question</i>	553
		<i>skipped question</i>	0

42. How many blogs would you say you read regularly?			
		Response Percent	Response Count
<5	<div><div></div></div>	42.0%	232
6-10	<div><div></div></div>	39.1%	216
11-20	<div><div></div></div>	10.7%	59
>20	<div><div></div></div>	7.1%	39
Other (please specify)	<div><div></div></div>	1.3%	7
		<i>answered question</i>	553
		<i>skipped question</i>	0



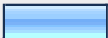




43. Can you give the addresses (or names) of the three blogs you read the <u>most regularly</u> ? If you prefer not to leave the names of the blogs, just put X in the boxes, thanks :)			
		Response Percent	Response Count
Blog 1	<div></div>	100.0%	553
Blog 2	<div></div>	98.0%	542
Blog 3	<div></div>	96.7%	535
answered question			553
skipped question			0

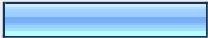
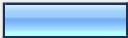
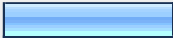

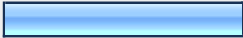
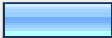
44. Regarding Blog 1, you read it regularly mainly because: (Tick all that apply)			
		Response Percent	Response Count
You know the blogger personally	<div></div>	37.4%	207
The content is useful/interesting	<div></div>	63.1%	349
You like the style of the blog and/or the writing	<div></div>	53.0%	293
The blog is important in the blogosphere	<div></div>	22.4%	124
Not applicable	<div></div>	6.0%	33
Other (please specify)	<div></div>	7.2%	40
answered question			553
skipped question			0

45. Regarding Blog 2, you read it regularly mainly because: (Tick all that apply)			
		Response Percent	Response Count
You know the blogger personally		32.2%	178
<b>The content is useful/interesting</b>		<b>60.4%</b>	<b>334</b>
You like the style of the blog and/or the writing		46.3%	256
The blog is important in the blogosphere		18.8%	104
Not applicable		9.4%	52
Other (please specify)		6.3%	35
	<b><i>answered question</i></b>		<b>553</b>
	<b><i>skipped question</i></b>		<b>0</b>

46. Regarding Blog 3, you read it regularly mainly because: (Tick all that apply)			
		Response Percent	Response Count
You know the blogger personally		28.6%	158
<b>The content is useful/interesting</b>		<b>57.7%</b>	<b>319</b>
You like the style of the blog and/or the writing		42.9%	237
The blog is important in the blogosphere		18.8%	104
Not applicable		15.0%	83
Other (please specify)		5.2%	29
	<b><i>answered question</i></b>		<b>553</b>
	<b><i>skipped question</i></b>		<b>0</b>



47. Of <u>all</u> the blogs that you read regularly (not just the three mentioned above), how many of the bloggers have you met in person?			
		Response Percent	Response Count
All		8.3%	46
About three-quarters		14.5%	80
About half		11.0%	61
About a quarter		6.7%	37
<b>Very few</b>		<b>28.9%</b>	<b>160</b>
None		27.8%	154
Other (please specify)		2.7%	15
		<b><i>answered question</i></b>	<b>553</b>
		<b><i>skipped question</i></b>	<b>0</b>

48. Of those who you have met in person, how many would you say are personal friends?			
		Response Percent	Response Count
All		22.1%	88
About three-quarters		13.3%	53
About half		18.5%	74
About a quarter		8.3%	33
<b>Very few</b>		<b>26.1%</b>	<b>104</b>
None		11.8%	47
		<b><i>answered question</i></b>	<b>399</b>
		<b><i>skipped question</i></b>	<b>154</b>

49. Of those who you have met in person, how many did you get to know online <u>before</u> you met them offline?				
			Response Percent	Response Count
All	<div><div></div></div>		12.6%	50
About three-quarters	<div><div></div></div>		7.1%	28
About half	<div><div></div></div>		9.1%	36
About a quarter	<div><div></div></div>		5.5%	22
Very few	<div><div></div></div>		26.7%	106
None	<div><div></div></div>		39.0%	155
		<i>answered question</i>		397
		<i>skipped question</i>		156

50. Do you read the comments in blog posts?				
			Response Percent	Response Count
Always	<div><div></div></div>		17.4%	96
Mostly	<div><div></div></div>		24.4%	135
Sometimes	<div><div></div></div>		43.9%	243
Rarely	<div><div></div></div>		12.3%	68
Never	<div><div></div></div>		2.0%	11
		<i>answered question</i>		553
		<i>skipped question</i>		0

51. Do you leave comments when you read a post?			
		Response Percent	Response Count
Always	<div><div></div></div>	2.4%	13
Always for my friends, but not necessarily for others	<div><div></div></div>	4.2%	23
Only when I have something relevant or useful to add	<div><div></div></div>	48.3%	267
Only when I feel like it	<div><div></div></div>	32.2%	178
Never	<div><div></div></div>	12.7%	70
Other (please specify)	<div><div></div></div>	0.4%	2
answered question			553
skipped question			0

52. Do you respond to other commenters' comments?			
		Response Percent	Response Count
Always	<div><div></div></div>	6.4%	31
Only when I have something relevant or useful to add	<div><div></div></div>	44.5%	215
Only when I feel like it	<div><div></div></div>	30.4%	147
Never	<div><div></div></div>	17.6%	85
Other (please specify)	<div><div></div></div>	1.0%	5
answered question			483
skipped question			70

53. Do you prefer to use a chat box or leave comments?				
			Response Percent	Response Count
Chat box			6.2%	30
Comments			56.9%	275
It depends on whose blog it is			14.5%	70
I don't mind either way			20.7%	100
Other (please specify)			1.7%	8
			<b>answered question</b>	<b>483</b>
			<b>skipped question</b>	<b>70</b>

54. Please respond to these statements by indicating how much you agree or disagree with them.							
	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree	Not applicable to me	Response Count
"If a blogger has a blog only in order to make money, it's not a real blog"	7.1% (39)	17.9% (99)	20.1% (111)	25.0% (138)	<b>28.6% (158)</b>	1.4% (8)	553
"When bloggers start to make money from their blog, their blog becomes less personal"	3.4% (19)	15.7% (87)	13.6% (75)	<b>41.4% (229)</b>	24.6% (136)	1.3% (7)	553
"Blogs are too commercialised nowadays"	2.9% (16)	15.9% (88)	28.2% (156)	<b>31.3% (173)</b>	18.8% (104)	2.9% (16)	553
"Advertisements don't change a blog, but advertorials do"	1.3% (7)	8.5% (47)	28.8% (159)	<b>36.5% (202)</b>	19.7% (109)	5.2% (29)	553
"Bloggers should be required to always clearly mark advertorials as such"	1.6% (9)	2.5% (14)	25.9% (143)	31.3% (173)	<b>32.4% (179)</b>	6.3% (35)	553
"I have stopped reading a blog (or some blogs) which became too commercialised"	6.0% (33)	14.5% (80)	20.8% (115)	21.5% (119)	<b>24.4% (135)</b>	12.8% (71)	553
"Making money from a blog may change it a bit, but not enough to make the change important"	3.1% (17)	13.6% (75)	32.9% (182)	<b>35.4% (196)</b>	11.0% (61)	4.0% (22)	553
"Blogs have become more superficial ever since bloggers started to make money from"	2.0% (11)	15.9% (88)	28.4% (157)	<b>34.0% (188)</b>	17.5% (97)	2.2% (12)	553

blogging."							
"When a blog starts to have advertorials, it loses its originality"	4.3% (24)	16.6% (92)	28.2% (156)	32.5% (180)	15.6% (86)	2.7% (15)	553
"The blogger community is important to me"	7.4% (41)	10.3% (57)	32.5% (180)	23.3% (129)	16.5% (91)	9.9% (55)	553
"I want to make more money with my blog"	17.0% (94)	12.3% (68)	26.0% (144)	11.9% (66)	9.8% (54)	23.0% (127)	553
"Most bloggers would change their usual blogging <i>style</i> if they were paid to"	3.1% (17)	12.8% (71)	25.0% (138)	36.7% (203)	17.4% (96)	5.1% (28)	553
"Most bloggers would change their usual blog <i>content</i> if they were paid to"	2.9% (16)	12.1% (67)	23.0% (127)	39.2% (217)	17.5% (97)	5.2% (29)	553
"If I had to stop blogging tomorrow, I wouldn't mind at all"	18.6% (103)	17.2% (95)	21.0% (116)	13.4% (74)	12.3% (68)	17.5% (97)	553
"Anyone can do what they like with their own blog"	4.2% (23)	6.5% (36)	8.0% (44)	27.5% (152)	46.5% (257)	7.4% (41)	553
	answered question						553
	skipped question						0

55. What is your gender?			
		Response Percent	Response Count
Male	<div></div>	47.6%	263
Female	<div></div>	50.5%	279
I'd prefer not to say	<div></div>	2.0%	11
	answered question		553
	skipped question		0

56. What is your occupational status?				
			Response Percent	Response Count
Academic/Educator	<div><div></div></div>		6.3%	35
Clerical/Administrative	<div><div></div></div>		1.1%	6
Computer Technical/Engineering	<div><div></div></div>		6.1%	34
Executive	<div><div></div></div>		9.2%	51
Government employee	<div><div></div></div>		1.1%	6
Home maker			0.0%	0
Manager	<div><div></div></div>		7.1%	39
Other Technical/Engineering	<div><div></div></div>		1.8%	10
Professional (doctor, lawyer, etc.)	<div><div></div></div>		6.9%	38
Retired	<div><div></div></div>		2.2%	12
Self-employed	<div><div></div></div>		6.5%	36
Service/Sales	<div><div></div></div>		2.2%	12
Student	<div><div></div></div>		37.1%	205
Trades/Craftsperson	<div><div></div></div>		0.5%	3
Unemployed/Looking for work	<div><div></div></div>		2.0%	11
I'd prefer not to say	<div><div></div></div>		3.1%	17
Not sure	<div><div></div></div>		0.5%	3
Other (please specify)	<div><div></div></div>		6.3%	35
	answered question			553
	skipped question			0

57. What is your ethnicity?			
		Response Percent	Response Count
Bidayuh	<div><div></div></div>	0.4%	2
Chinese	<div><div></div></div>	64.0%	354
Dusun		0.0%	0
Iban	<div><div></div></div>	0.5%	3
Indian	<div><div></div></div>	7.8%	43
Kadazan	<div><div></div></div>	0.4%	2
Malay	<div><div></div></div>	13.2%	73
Melanau	<div><div></div></div>	0.4%	2
Murut		0.0%	0
I'd prefer not to say	<div><div></div></div>	6.3%	35
Other (please specify)	<div><div></div></div>	7.1%	39
	answered question		553
	skipped question		0

58. If you live in Malaysia, can you please indicate which state you live in?				
		Response Percent	Response Count	
Johor	<div><div></div></div>	1.8%	10	
Kedah	<div><div></div></div>	0.5%	3	
Kelantan	<div><div></div></div>	0.2%	1	
Kuala Lumpur	<div><div></div></div>	28.2%	156	
Labuan		0.0%	0	
Melaka	<div><div></div></div>	1.4%	8	
Negeri Sembilan	<div><div></div></div>	1.6%	9	
Pahang	<div><div></div></div>	0.2%	1	
Perak	<div><div></div></div>	2.7%	15	
Penang	<div><div></div></div>	3.8%	21	
Perlis		0.0%	0	
Putrajaya	<div><div></div></div>	0.2%	1	
Sabah	<div><div></div></div>	0.7%	4	
Sarawak	<div><div></div></div>	3.6%	20	
<b>Selangor</b>	<div><div></div></div>	<b>37.6%</b>	<b>208</b>	
Terengganu	<div><div></div></div>	0.9%	5	
I'm a Malaysian currently living outside of Malaysia	<div><div></div></div>	11.0%	61	
I'm Singaporean (not living in Malaysia)	<div><div></div></div>	1.1%	6	
I'm not Malaysian or Singaporean and I don't live in Malaysia	<div><div></div></div>	2.0%	11	
I'd prefer not to say	<div><div></div></div>	1.3%	7	
Other (please specify)	<div><div></div></div>	1.1%	6	
	<b>answered question</b>			<b>553</b>
	<b>skipped question</b>			<b>0</b>



59. Please use the box below to write any further comments you have. You can comment on the survey itself, or on anything to do with blogs and/or monetisation. I'm really looking forward to reading what you have to say! If you haven't got anything further to add, just continue for the prize draw.

		Response Count
		180
	<i>answered question</i>	180
	<i>skipped question</i>	373