

Release date: 1 June 2009

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>

This work is distributed under the: Creative Commons Attribution-Noncommercial-No Derivative Works 2.5 Malaysia License.  
For more information visit <http://creativecommons.org/licenses/by-nc-nd/2.5/my/>, or contact Julian Hopkins at [j@julianhopkins.net](mailto:j@julianhopkins.net)

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></div></div>	100.0%	197
"I have more questions"		0.0%	0
"I do not want to do this survey"		0.0%	0
answered question			197
skipped question			0

4. How old are you?				
			Response Percent	Response Count
	<18		0.0%	0
	18-20	<div><div></div></div>	9.1%	18
	21-25	<div><div></div></div>	25.4%	50
	26-30	<div><div></div></div>	16.2%	32
	31-35	<div><div></div></div>	10.2%	20
	36-40	<div><div></div></div>	5.6%	11
	41-50	<div><div></div></div>	15.7%	31
	51+	<div><div></div></div>	17.8%	35
			<b>answered question</b>	<b>197</b>
			<b>skipped question</b>	<b>0</b>

5. Please select which of the following best describes you:			
		Response Percent	Response Count
I am Malaysian	<div><div></div></div>	90.4%	178
I am not Malaysian, but I live in Malaysia	<div><div></div></div>	4.1%	8
I am not Malaysian and I do not live in Malaysia; but my blog is mainly about Malaysia or Malaysians		0.0%	0
I am not Malaysian, but I read Malaysian blogs	<div><div></div></div>	5.6%	11
None of the above apply to me		0.0%	0
		<b>answered question</b>	<b>197</b>
		<b>skipped question</b>	<b>0</b>

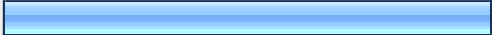
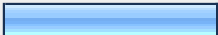




8. Updates: a blog should be updated _____			
		Response Percent	Response Count
Every day	<div><div></div></div>	29.4%	58
At least 2-3 times a week	<div><div></div></div>	38.6%	76
At least once a week	<div><div></div></div>	17.8%	35
At least once a month	<div><div></div></div>	3.6%	7
The frequency of updates is not important	<div><div></div></div>	7.1%	14
Other (please specify)	<div><div></div></div>	3.6%	7
	answered question		197
	skipped question		0

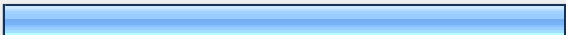
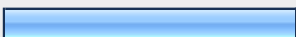



9. Length of posts: a blog post should take no more than _____ to read.			
		Response Percent	Response Count
one minute	<div><div></div></div>	4.6%	9
two minutes	<div><div></div></div>	7.6%	15
three minutes	<div><div></div></div>	17.3%	34
five minutes	<div><div></div></div>	26.4%	52
ten minutes	<div><div></div></div>	4.6%	9
The length of the post doesn't matter	<div><div></div></div>	37.1%	73
Other (please specify)	<div><div></div></div>	2.5%	5
	answered question		197
	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"	8.1% (16)	21.8% (43)	21.8% (43)	<b>34.5% (68)</b>	13.7% (27)	197
"A blog should have photos"	3.0% (6)	11.2% (22)	<b>31.0% (61)</b>	25.9% (51)	28.9% (57)	197
"A blog should have a comments function"	1.5% (3)	5.1% (10)	13.2% (26)	30.5% (60)	<b>49.7% (98)</b>	197
"A blog should have a chat box function"	5.6% (11)	16.2% (32)	<b>50.8% (100)</b>	17.8% (35)	9.6% (19)	197
"A blog should be written by a single person"	10.7% (21)	<b>29.9% (59)</b>	28.9% (57)	20.3% (40)	10.2% (20)	197
"When I read a blog, I should learn something about the blogger as a person"	2.0% (4)	12.2% (24)	23.9% (47)	<b>43.1% (85)</b>	18.8% (37)	197
"A blogger should always be honest about his/her true feelings and thoughts"	1.5% (3)	5.6% (11)	13.7% (27)	32.0% (63)	<b>47.2% (93)</b>	197
"It's impossible to know anything about a blogger unless you talk to him/her directly"	16.2% (32)	<b>32.0% (63)</b>	24.9% (49)	19.8% (39)	7.1% (14)	197
"If I found out that a blog that I had been reading regularly was completely made-up, I would feel cheated"	5.1% (10)	9.1% (18)	13.2% (26)	22.3% (44)	<b>50.3% (99)</b>	197
"A fictional blog is not worth reading"	9.6% (19)	20.3% (40)	<b>31.0% (61)</b>	14.2% (28)	24.9% (49)	197
"I don't trust anonymous bloggers"	9.1% (18)	17.8% (35)	<b>38.1% (75)</b>	15.2% (30)	19.8% (39)	197
	<i>answered question</i>					<b>197</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		0.0%	0
2		0.0%	0
3		0.0%	0
More than 3		0.0%	0
I have no active blog	<div></div>	100.0%	197
	answered question		197
	skipped question		0

	<i>skipped question</i>	<b>197</b>
--	-------------------------	------------

41. On average, how often do you read blogs (not including your own)?			
		Response Percent	Response Count
Usually every day		53.8%	106
2-3 times a week		23.4%	46
Once a week		4.6%	9
A few times a month		9.1%	18
Once a month		2.0%	4
Less than once a month		7.1%	14
		<i>answered question</i>	<b>197</b>
		<i>skipped question</i>	<b>0</b>

42. How many blogs would you say you read regularly?			
		Response Percent	Response Count
<5		61.9%	122
6-10		32.0%	63
11-20		2.5%	5
>20		3.0%	6
Other (please specify)		0.5%	1
		<i>answered question</i>	<b>197</b>
		<i>skipped question</i>	<b>0</b>





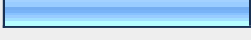
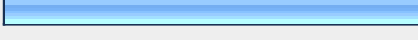

43. Can you give the addresses (or names) of the three blogs you read the <u>most regularly</u> ? If you prefer not to leave the names of the blogs, just put X in the boxes, thanks :)			
		Response Percent	Response Count
Blog 1	<div></div>	100.0%	197
Blog 2	<div></div>	96.4%	190
Blog 3	<div></div>	93.9%	185
answered question			197
skipped question			0

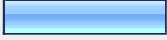
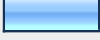


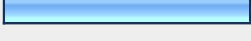
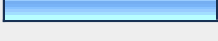
44. Regarding Blog 1, you read it regularly mainly because: (Tick all that apply)			
		Response Percent	Response Count
You know the blogger personally	<div></div>	23.4%	46
The content is useful/interesting	<div></div>	70.1%	138
You like the style of the blog and/or the writing	<div></div>	50.8%	100
The blog is important in the blogosphere	<div></div>	31.5%	62
Not applicable	<div></div>	4.6%	9
Other (please specify)	<div></div>	9.1%	18
answered question			197
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	<div></div>	19.8%	39
<b>The content is useful/interesting</b>	<div></div>	<b>65.5%</b>	<b>129</b>
You like the style of the blog and/or the writing	<div></div>	44.7%	88
The blog is important in the blogosphere	<div></div>	26.9%	53
Not applicable	<div></div>	9.1%	18
Other (please specify)	<div></div>	9.1%	18
	<b>answered question</b>		<b>197</b>
	<b>skipped question</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	<div></div>	19.8%	39
<b>The content is useful/interesting</b>	<div></div>	<b>58.9%</b>	<b>116</b>
You like the style of the blog and/or the writing	<div></div>	39.1%	77
The blog is important in the blogosphere	<div></div>	25.4%	50
Not applicable	<div></div>	14.7%	29
Other (please specify)	<div></div>	6.1%	12
	<b>answered question</b>		<b>197</b>
	<b>skipped question</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		6.1%	12
About three-quarters		7.6%	15
About half		8.6%	17
About a quarter		3.0%	6
Very few		26.9%	53
<b>None</b>		<b>45.7%</b>	<b>90</b>
Other (please specify)		2.0%	4
		<b><i>answered question</i></b>	<b>197</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		17.8%	19
About three-quarters		10.3%	11
About half		17.8%	19
About a quarter		3.7%	4
<b>Very few</b>		<b>27.1%</b>	<b>29</b>
None		23.4%	25
		<b><i>answered question</i></b>	<b>107</b>
		<b><i>skipped question</i></b>	<b>90</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>	8.6%	9
About three-quarters	<div><div></div></div>	1.0%	1
About half	<div><div></div></div>	3.8%	4
About a quarter	<div><div></div></div>	3.8%	4
Very few	<div><div></div></div>	26.7%	28
None	<div><div></div></div>	56.2%	59
answered question			105
skipped question			92

50. Do you read the comments in blog posts?			
		Response Percent	Response Count
Always	<div><div></div></div>	16.2%	32
Mostly	<div><div></div></div>	27.4%	54
Sometimes	<div><div></div></div>	40.6%	80
Rarely	<div><div></div></div>	11.7%	23
Never	<div><div></div></div>	4.1%	8
answered question			197
skipped question			0

51. Do you leave comments when you read a post?			
		Response Percent	Response Count
Always	<div><div></div></div>	1.5%	3
Always for my friends, but not necessarily for others	<div><div></div></div>	1.0%	2
Only when I have something relevant or useful to add	<div><div></div></div>	33.5%	66
Only when I feel like it	<div><div></div></div>	35.5%	70
Never	<div><div></div></div>	27.4%	54
Other (please specify)	<div><div></div></div>	1.0%	2
answered question			197
skipped question			0

52. Do you respond to other commenters' comments?			
		Response Percent	Response Count
Always	<div><div></div></div>	0.7%	1
Only when I have something relevant or useful to add	<div><div></div></div>	30.1%	43
Only when I feel like it	<div><div></div></div>	34.3%	49
Never	<div><div></div></div>	32.2%	46
Other (please specify)	<div><div></div></div>	2.8%	4
answered question			143
skipped question			54

53. Do you prefer to use a chat box or leave comments?			
		Response Percent	Response Count
Chat box		4.9%	7
Comments		55.9%	80
It depends on whose blog it is		14.0%	20
I don't mind either way		22.4%	32
Other (please specify)		2.8%	4
answered question			143
skipped question			54

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"	10.2% (20)	17.3% (34)	23.4% (46)	20.8% (41)	26.9% (53)	1.5% (3)	197
"When bloggers start to make money from their blog, their blog becomes less personal"	4.1% (8)	16.2% (32)	16.8% (33)	33.0% (65)	28.9% (57)	1.0% (2)	197
"Blogs are too commercialised nowadays"	5.1% (10)	19.3% (38)	33.0% (65)	24.4% (48)	15.7% (31)	2.5% (5)	197
"Advertisements don't change a blog, but advertorials do"	1.5% (3)	8.1% (16)	28.4% (56)	35.0% (69)	22.3% (44)	4.6% (9)	197
"Bloggers should be required to always clearly mark advertorials as such"	0.5% (1)	2.0% (4)	27.4% (54)	31.0% (61)	34.5% (68)	4.6% (9)	197
"I have stopped reading a blog (or some blogs) which became too commercialised"	7.6% (15)	12.7% (25)	21.8% (43)	18.3% (36)	20.8% (41)	18.8% (37)	197
"Making money from a blog may change it a bit, but not enough to make the change important"	3.6% (7)	11.2% (22)	27.4% (54)	40.1% (79)	12.7% (25)	5.1% (10)	197
"Blogs have become more superficial ever since bloggers started to make money from"	2.5% (5)	17.3% (34)	33.5% (66)	24.9% (49)	18.8% (37)	3.0% (6)	197

blogging."							
"When a blog starts to have advertorials, it loses its originality"	5.6% (11)	12.7% (25)	29.4% (58)	32.5% (64)	18.3% (36)	1.5% (3)	197
"The blogger community is important to me"	7.1% (14)	8.1% (16)	27.9% (55)	25.4% (50)	16.8% (33)	14.7% (29)	197
"I want to make more money with my blog"	11.7% (23)	9.1% (18)	33.0% (65)	2.5% (5)	1.0% (2)	42.6% (84)	197
"Most bloggers would change their usual blogging style if they were paid to"	3.6% (7)	15.2% (30)	22.8% (45)	32.0% (63)	20.3% (40)	6.1% (12)	197
"Most bloggers would change their usual blog content if they were paid to"	4.1% (8)	14.7% (29)	22.3% (44)	33.0% (65)	18.8% (37)	7.1% (14)	197
"If I had to stop blogging tomorrow, I wouldn't mind at all"	2.5% (5)	4.6% (9)	25.4% (50)	7.6% (15)	14.2% (28)	45.7% (90)	197
"Anyone can do what they like with their own blog"	6.6% (13)	10.2% (20)	9.6% (19)	24.9% (49)	41.1% (81)	7.6% (15)	197
	answered question						197
	skipped question						0

55. What is your gender?			
		Response Percent	Response Count
Male	<div></div>	53.3%	105
Female	<div></div>	43.7%	86
I'd prefer not to say	<div></div>	3.0%	6
	answered question		197
	skipped question		0

56. What is your occupational status?				
			Response Percent	Response Count
Academic/Educator	<div><div></div></div>		5.6%	11
Clerical/Administrative	<div><div></div></div>		2.5%	5
Computer Technical/Engineering	<div><div></div></div>		5.1%	10
Executive	<div><div></div></div>		7.1%	14
Government employee	<div><div></div></div>		2.0%	4
Home maker			0.0%	0
Manager	<div><div></div></div>		11.7%	23
Other Technical/Engineering	<div><div></div></div>		2.5%	5
Professional (doctor, lawyer, etc.)	<div><div></div></div>		10.7%	21
Retired	<div><div></div></div>		4.6%	9
Self-employed	<div><div></div></div>		8.6%	17
Service/Sales	<div><div></div></div>		1.0%	2
<b>Student</b>	<div><div></div></div>		<b>28.9%</b>	<b>57</b>
Trades/Craftsperson	<div><div></div></div>		0.5%	1
Unemployed/Looking for work	<div><div></div></div>		1.5%	3
I'd prefer not to say	<div><div></div></div>		3.0%	6
Not sure	<div><div></div></div>		1.0%	2
Other (please specify)	<div><div></div></div>		3.6%	7
	<b>answered question</b>			<b>197</b>
	<b>skipped question</b>			<b>0</b>

57. What is your ethnicity?				
			Response Percent	Response Count
	Bidayuh		0.0%	0
	Chinese	<div></div>	59.9%	118
	Dusun		0.0%	0
	Iban	<div></div>	0.5%	1
	Indian	<div></div>	13.2%	26
	Kadazan	<div></div>	0.5%	1
	Malay	<div></div>	8.1%	16
	Melanau		0.0%	0
	Murut		0.0%	0
	I'd prefer not to say	<div></div>	8.6%	17
	Other (please specify)	<div></div>	9.1%	18
	answered question			197
	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>		1.0%	2
Kedah	<div><div></div></div>		1.0%	2
Kelantan			0.0%	0
Kuala Lumpur	<div><div></div></div>		24.9%	49
Labuan			0.0%	0
Melaka	<div><div></div></div>		1.0%	2
Negeri Sembilan	<div><div></div></div>		2.0%	4
Pahang			0.0%	0
Perak	<div><div></div></div>		4.1%	8
Penang	<div><div></div></div>		2.5%	5
Perlis			0.0%	0
Putrajaya			0.0%	0
Sabah	<div><div></div></div>		1.0%	2
Sarawak	<div><div></div></div>		4.6%	9
<b>Selangor</b>	<div><div></div></div>		<b>39.6%</b>	<b>78</b>
Terengganu	<div><div></div></div>		0.5%	1
I'm a Malaysian currently living outside of Malaysia	<div><div></div></div>		9.1%	18
I'm Singaporean (not living in Malaysia)	<div><div></div></div>		1.5%	3
I'm not Malaysian or Singaporean and I don't live in Malaysia	<div><div></div></div>		4.1%	8
I'd prefer not to say	<div><div></div></div>		2.0%	4
Other (please specify)	<div><div></div></div>		1.0%	2
	answered question			197
	skipped question			0



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
		66
	<i>answered question</i>	66
	<i>skipped question</i>	131