科技部補助專題研究計畫成果報告
期末報告

台灣部落格商業化效果衡量模式-以涉入及商業倫理為干擾變數

計 畫 類 別 ：個別型計畫
計 畫 編 號 ：NSC 101-2410-H-343-001-
執 行 期 間 ：101 年 08 月 01 日至 103 年 01 月 31 日
執 行 單 位 ：南華大學企業管理系

計 畫 主 持 人 ：范惟翔

報 告 附 件 ：出席國際會議研究心得報告及發表論文

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中 華 民 國 103 年 05 月 12 日

中 文 摘 要 ： 本研究採用的重要性績效分析（IPA）來分析台灣部落格網站服務品質的議題。重要度和滿意度的分析結果顯示，部落格介面平穩、提供多樣化的功能和提供上傳精靈是是落在第一象限，(繼續保持區)。(3)部落格未來功能的重要度和滿意度則是認為間彼此可以分享資源是落在第一象限，(繼續保持區)。根據這些提供的結果來探討和研究。因此本研究最後將針對分析結果，提出建議給實務界和學術界。

中文關鍵詞： 部落格、網站服務品質、重要度-績效分析法

英 文 摘 要 ：

英文關鍵詞： blog, e-service quality, importance-performance analysis

附件一

行政院國家科學委員會補助專題研究計畫 □期中進度報告 ■期末報告

台灣部落格商業化效果衡量模式-以涉入及商業倫理為干擾變數

計畫類別：■個別型計畫　□整合型計畫
計畫編號：NSC 101-2410-H-343-001
執行期間：2012/08/01 ~ 2014/01/31

執行機構及系所：南華大學企業管理學系

計畫主持人：范惟翔

本計畫除繳交成果報告外，另含下列出國報告，共 1 份：
□移地研究心得報告
■出席國際學術會議心得報告
□國際合作研究計畫國外研究報告

處理方式：除列管計畫及下列情形者外，得立即公開查詢
□涉及專利或其他智慧財產權，□一年□二年後可公開查詢

中　華　民　國　102　年　10 月 23　日

I. INTRODUCTION

What are Blogs? How and when did they first appear? Wikipedia defines a Blog (a contraction of the term "Web log") as a kind of website usually maintained by an individual, a Blogger, who regularly enters comments, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. The word "Blog" can also be used as a verb, meaning to maintain or add content to a Blog. Hsu and Lin [1] mention that Blogs first appeared in 1999 with the object of commenting on politics, and it certainly caused an increase in campaign funding for many candidates. Blogs attracted immediate attention once they had been introduced into politics and these “Poliblog” commentaries had a tremendous influence on elections.

According to Wikipedia explained that many blogs provide commentary or news on a particular subject; others function as more personal online diaries. A typical blog combines text, images, and links to other blogs, Web pages, and other media related to its topic. The ability for readers to leave comments in an interactive format is an important part of many blogs. Most blogs are primarily textual, although some focus on art (artlog), photographs (photoblog), sketches (sketchblog), videos (vlog), music (MP3 blog), audio (podcasting), which are part of a wider network of social media. Micro-blogging is another type of blogging, one which consists of blogs with very short posts.

Blogs first appeared less than ten years ago but the information explosion has caused their usage to grow exponentially. Blogs are in use throughout the world and have become a tool of the masses. The last decade has also seen much importance placed on blog research. Because of this rapid growth many people simply do not understand what blogs are, or how they are used. Four million blogs could be found on the Internet five years after they first appeared in 1999. However, by December 2013 the blog search engine Technorati (http://technorati.com/) was tracking more than 150 million different blogs. According to these data, the effect on the traditional media and publishing must be very great.

Todoroki, Konishi, and Inoue [2] said that blog-based research notebook enables us to manage all the personal information electronically, which was formerly recorded in our paper-based notebooks. This service requires user authentication function in a user-installed server and infrastructure for ‘‘blogging anytime, anywhere’’. Once these are satisfied, the blog acts as a personal informatics workbench; a gateway to all the information needed which is traceable and retrievable. Although some existing knowledge-sharing systems also have electronic notebook service as their front-end, the present and existing notebooks should be properly used depending on the purpose, managing personal information or promoting knowledge-sharing. The growth of Weblogs, also abbreviated to blogs, on the Internet has been phenomenal. Originally an online writing tool that helped its users keep track of their own online records, the blog quickly turned into a key part of online culture. The method provides an easy way for an average person to publish material of any topic he or she wishes to discuss in a web site. With a popular issue, a blog can attract tremendous attention and exert great influence on society. [3].

The study’s motivates, in our changing technological environment the World Wide Web, plays a very important part. This fast developing technology has made it possible for people to interact in ways that were impossible before. This phenomenal increase in the exchange of ideas between people has many perspectives that can be investigated.

There are little technical knowledge is needed to set up and run a Blog. All you need to establish your own

Blog or Blogs is a computer and an Internet connection. You will not only be able to share articles, your personal feelings, pictures and videos, but you can also make friends and share your opinions with anyone or everyone else you encounter on the Internet. Using a Blog to express your opinions will also improve, and perhaps also change, the style of both your writing and reading. This study explores the phenomenon of the Blog in Taiwan. This is a worthwhile pursuit that gives us much food for thought. How can it be possible for 112 million blogs to be created in under 10 years? The study also explores the attraction blogging has for the user and also attempts to make some suggestions that might help Blog providers improve their services.

II. PROCEDURE FOR PAPER SUBMISSION

A. E-Service Quality

The last few decades have seen growing interest and importance placed on research in the definition, modeling, and measurement of service quality. Parasuraman, Zeitithaml and Berry proposed that service quality has four distinguishing characteristics: (1) Service quality is more difficult for the customer to evaluate than goods quality; (2) Service quality perceptions result from a comparison of consumer expectations with actual service performance; (3) Quality evaluations are not made solely on the outcome of a service; they also involve evaluations of the process of service delivery; (4) Services cannot be stored and carried forward to a future time period. [4]

As the Internet has remained a crucial channel for selling most types of merchandise and services, the issue of understanding electronic services has recently received considerable attention in academic research. Ruyter et al [5] described Electronic service (E-Service) as "providing a superior experience to consumers with respect to the interactive flow of information". Accordingly, on-line service can be divided into a functional dimension (what is delivered in term of service outcome) and a technical dimension (how is it delivered in term of service process), Grönroos et al. [6] provided a definition of NetOffer model. Many researchers thought that the definition of e-service should include all cues and encounters that occur before, during and after the electronic service delivery.

Parasuraman et al. [7] proposed that service quality is a function of the gap between expected service and perceived service. They developed a model of service quality by an exploratory investigation of quality in four retail consumers including appliance maintenance, retail banking, securities brokers, and credit card services. This model based on the gaps between consumers and marketers, and it is widely called "PZB model" or "GAP model". According to the study, ten key dimensions about service quality were introduced in 1985, and then refined into five dimensions named SERVQUAL in 1988 for measuring customers' subjective perception of service quality.

E-Ratings, a section of a well-known magazine for rating the quality of products and services, Consumer Reports evaluates the quality of service provided on a website. There are three criteria that E-Ratings use to evaluate a website: credibility, usability and content. Similarly, BizRate.com creates a measurement based on ten dimensions to evaluate e-service quality. The "Webby Awards" from the International Academy of Digital Arts and Science also has their own criteria for evaluating the quality of a website. Final, the award for website quality given by Worldbestwebsites.com evaluates quality by five criteria.

Additional research has expanded the use of SERVQUAL to other areas including retail consumers of health care, residential utility, job placement, retail store, pest control, dry cleaning, financial service, and fast-food services found the resultant dimensions have ranged from one to eight. [8]

Several researchers have criticisms for the SERVQUAL. For example, estimation of customer perception may already include perception minus the expectation mental process, and SERVQUAL applications in different industries reveal that 5 dimensions may not cover aspects of customer service present in all service encounters.

The five dimensions in SERVQUAL and SERVPERF models can measure service quality well in off-line environments, however, on-line services have unique characteristics that should be contained, for example, connectivity and server problems. [9] There are more and more researches focus on e-service quality recently. The first definition of e-service quality is that service quality on the Internet is the extent to which a website facilitates efficient and effective shopping, purchasing, and delivery of products and services. [10]

Loiacono, Watson, and Goodhue developed WebQual, a scale with 12 dimensions to improve the service quality of websites. [11] However, this study generated information for website designers, rather than measuring service quality, so WebQual may be insufficient. Yoo and Donthu developed a scale called SITEQUAL to measure site quality on four dimensions. [12] Since the data for developing and testing SITEQUAL were gathered from students who did not have to complete the purchasing process, it does not constitute a comprehensive assessment of a site's service quality. By using an on-line survey, Wolfinbarger and Gilly developed a scale called eTailQ. This scale of e-service quality has four dimensions: Website design, reliability/fulfillment, privacy/security, and customer service. [13]

Collier and Bienstock measured service quality in E-Retailing and they developed a conceptual framework of e-service quality. [14] This research focused not only on website interactivity or process quality but also on outcome quality and recovery quality. It consisted of three second-order dimensions and eleven first-order dimensions: privacy, design, information accuracy, ease of use, functionality, order timeliness, order accuracy, order condition, interactive fairness, procedural, and outcome fairness. In order to integrate both utilitarian and hedonic e-service quality elements, Bauer, Falk, and Hammer developed a transaction process-based scale for measuring service quality (eTransQual). The five dimensions in eTransQual are functional/design, enjoyment, process, reliability and responsiveness. [15]

B. Importance-Performance Analysis

Importance-Performance Analysis (IPA) is a simple and useful technique for identifying those attributes of a product or service that are most in need of improvement or that are candidates for possible cost-saving conditions without significant detriment to overall quality. The application of IPA, introduced by Martilla and James is well documented and has shown the capability to provide service managers with valuable information for both satisfaction measurement and the efficient allocation of resources in an easily applicable format. [16]

IPA, first introduced by Martilla and James, they pointed out that IPA is a simple and effective technique that can assist practitioners in identifying improvement priorities for service attributes and direct quality-based marketing strategies. Practitioners apply IPA to analyze two dimensions of service attributes: performance level (satisfaction); and, importance to customers. Analyses of these dimension attributes are then integrated into a matrix that helps a firm identify primary drivers of customer satisfaction and, based on these findings, set improvement priorities. [17] About IPA that attribute importance is depicted along the x-axis and attribute performance (satisfaction or service quality) is depicted along the y-axis. [18]

IP maps highlight the relative positions of attributes in matrix format, with the importance values on the

vertical axis and performance values on the horizontal axis. E-service quality and logistics service quality questionnaire items are classified into quadrants as shown in the graph: quadrant Ⅰ (improvement reinforcement area), quadrant Ⅱ (maintenance reinforcement area), quadrant Ⅲ (secondary improvement area) and quadrant Ⅳ (over-emphasized area).

Quadrant I

Both performance and importance are high, indicate opportunities for achieving or maintaining competitive advantage and are major strengths. The management scheme for this quadrant is "keep up the good work."

Quadrant II

Performance is low and importance is high that require immediate attention for improvement and are major weaknesses. The management scheme for this quadrant is "concentrate here.''

Quadrant III

Performance and importance are low and that are minor weaknesses and do not require additional effort. The management scheme for this quadrant is ''low priority.''

Quadrant IV

Performance is high and importance is low, indicate that business resources committed to these attributes would be overkill and should be deployed elsewhere. These attributes are minor strengths. The management scheme for this quadrant is ''possible overkill.''

The study will apply the IPA technique to analyze users' performance and importance of using blog.

III. DATA AND ANALYSIS RESULTS

A. Data Collect

Data was collected by a web survey located on a portal, http://210.17.21.66/CVSVote3.htm. In order to increase the response rate of blog participants, we placed messages about the survey on more than ten online message boards that had heavy traffic:

- Google (http://blogsofnote.blogspot.com/)
- MSN (http://home.live.com/)
- PChome (http://mypaper.pchome.com.tw/)
- Xuite (http://blog.xuite.net/)
- Yahoo (http://tw.blog.yahoo.com/)
- Wretch (http://tw.blog.yahoo.com/)
- PIXNET (http://www.pixnet.net/)
- Roodo (http://blog.roodo.com/)
- Sina (http://blog.sina.com.tw/)

The survey notice was left on these boards, and some others, for a month and a half. The samples: 729 on-line questionnaires and 221 printed ones were returned. Of this 950 total returned, 900 were effectively useable.

The overall amount of data in this analysis dataset is 971 including 71 non-returns and 900 returns. Analysis of the respondents: 70.1% are female; 46.3% are in the 21-25 age groups; 69.8% are in college; most are students 51.3%; 85.7% are single; 65.8% of the respondents had not incomes in excess of 20,000 NTD and 45.6% respondents live in the south. We can also found that we found most writers' classification about top 3 was:

1) Mood class group are 47.7%.
2) Private class space group are 10.6%.
3) Entertainment class group are 9.2%.

And most readers' classified top 3 were:

1) Entertainment class group are 18.9%
2) Mood class group are 11.1%
3) Private space class group are 10.5%.

Experience with Blogs: 49.0% have been using the Internet for more than 7 years; 62.6% are in the 3 hours and over Internet access time groups; 79.3% have their own Blogs and 63.3% are using Wretch. 54.1% of the respondents were in the 30 minutes and over reading and writing Blog time groups and 77.8% had experience in writing Blogs. According to the above data multiple responses show that mail (14.0%), finding data (13.1%) and watching news (11.9%) are the top three reasons for Internet access. After this comes the use of Blogs (10.1%) at top 5; always reading and writing on a Blog platform, Wretch (40.3%),Yahoo (22.1%) and then Xuite (9.0%); always reading and writing article classification, mood (14.2%), entertainment (12.4%), and then private space (8.0%).

B. IPA Results

According to the reference about e-service quality, this research develop eight e-service quality index for evaluate the blog provider. The eight e-service quality indexes was show as the following:

1) Blog's interface is smooth. (A1)
2) Blog provides multiplicity functions. (A2)
3) Blog provides multiplicity type of interface. (A3)
4) Blog's web space is enough using. (A4)
5) Blog grammar's limitation is widespread. (A5)
6) To subscribe RSS. (A6)
7) Teaching is clearing. (A7)
8) To provide upload functions. (A8)

As shown in Figure 13 for all the respondents to the IPA analysis, most fall into quadrant Ⅲ (A3, A5, A6, A7), and then quadrant Ⅰ (A1, A2, A8), with just a few in quadrant Ⅳ (A4), but quadrant Ⅳ is empty. On the other hand:

Quadrant: Both performance and importance are high on this quadrant. So Blog can refer to A1, A2, A8 items and keep up the good work.

Quadrant Ⅱ: In this quadrant, performance is low and importance is high, so the items here should be the first to be improved, but the study has no item for this.

Quadrant Ⅲ: Both performance and importance are low in this quadrant. So A3, A5, A6, A7 should be the second to be improved.

Quadrant Ⅳ: Quadrant Ⅲ and quadrant Ⅳ's performance is relative low, but quadrant Ⅳ's importance is relatively high. A4 has importance enough, so that it should be improved first before quadrant Ⅳ and Ⅲ to be more effective and beneficial.

"Blog interface is smooth", "Blog provides multiplicity functions" and " Upload functions are provided". These three functions are important and their performances are targeted to writers. These three functions have

their advantages on blogs, so we should enhance the existing advantages to maintain the blogs' quality level.

"Web space provided by the Blog enough for normal use" is more important instead of performance. In conclusion, Blog' space is more important for users, but they are not the performances designated to them. Because the point is that Wretch is performed by 63.3% users, and if users want to increase space on Wretch they have to pay for it. So they can't upload many videos, photographs etc., and therefore the performance level drops.

As for "Blog provides multiple types of interface", "Blog grammar is widely limited"," To subscribe RSS", and" Teaching is clearing", these four functions are not important and its performance only matters for writers. In conclusion, the four functions are not necessarily entailed without any usage; however they have to re-plan and increase writers' performance and its importance felt by writers.

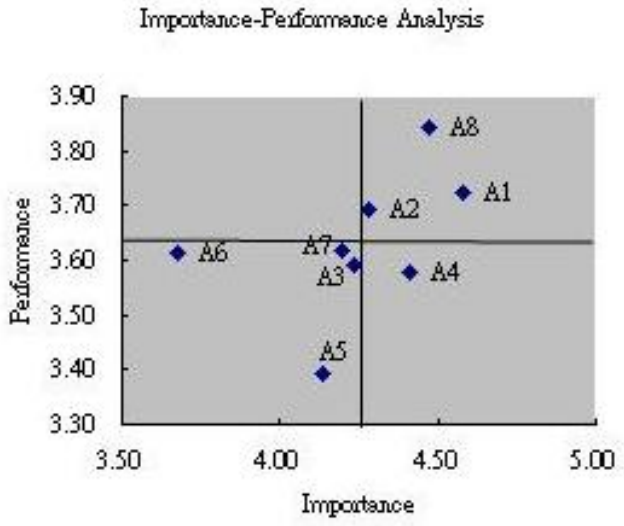

Fig. 1. Importance-Performance Analysis (n=700)

We group IPA into three groups: Gender, Time, and Top 2 blogs. Table 2 is independent samples t test results. As the gender group, A2, A4, A5, A7, and A8 are in the same quadrant, but their importance is significantly different. A3 is in another quadrant, and shown significant differences between females and males. The gender group of IPA results is as show the Fig.2 and Fig.3.

"Blog providing multiple types of interfaces" has different receptions between genders. Male views this with less importance and high performance; and female instead, views with high importance and less performance. The result has a significant difference, so we have to improve the functions to increase the perceptions of both male and female as far as both the importance and performance are concerned. Thus, as for "Blog provides multiplicity functions"," Web space provided by the Blog enough for normal usage"," Blog grammar is widely limited", " Teaching is clearing", and " Upload functions are provided", these five functions falls on the same quadrant for either gender, but the results from the five functional importance and performance criteria experience significant differences. In conclusion, we have improved and suggested further enhancements for these functions.

Males and females' importance rank: (1). Blog interface is smooth, (2).Upload functions are provided, (3). Web space provided by the Blog enough for normal use and performance rank: (1). Upload functions are provided, (2). Blog interface is smooth (3). Blog provides multiplicity functions. In conclusion, gender has same liking on these functions.

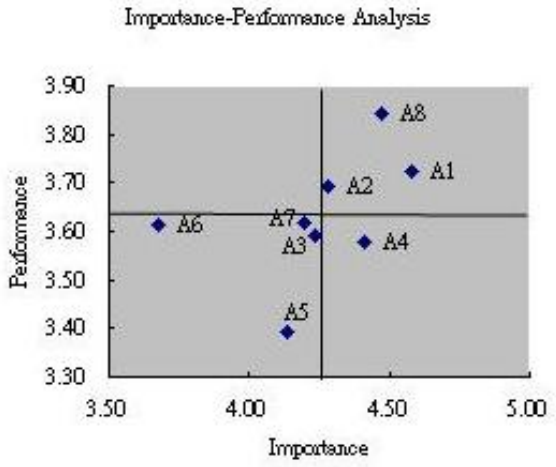

Fig. 2. Males' IPA (n=208)

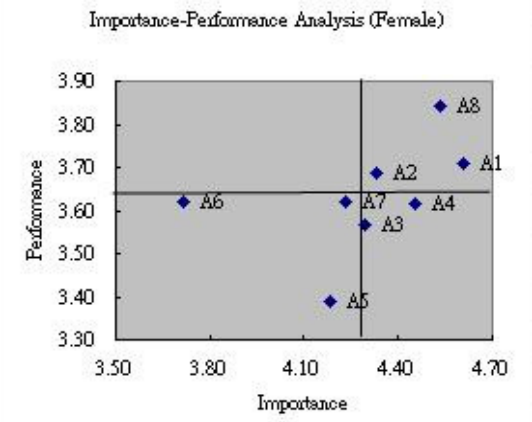

Fig. 3. Females' IPA (n=492)

We group this using Blog time "under 30 minutes" and "30 minutes and over." The data show that A2 and A7 are in different quadrants, but the importance of A2 is significant difference. A4 is in quadrant Ⅳ, the importance is high and performance is low, we can improve it before the other quadrants except quadrant Ⅰ.

The time that uses blogs every day can be grouped into two categories: "Under 30 minutes" and "30 minutes and over". "Blog provides multiplicity functions" and "Teaching is clearing" are on the different quadrants, but just the importance for "Blog provides multiplicity functions" has a significant difference in these groups. On the other hand, even though "Teaching is clearing" has different level of importance and performance respectively, but it hasn't the significant difference in these groups. "Blog provides multiplicity functions" has high importance and performance on these groups, but it has to be improved further so as to increase its importance.

"Under 30 minutes" importance rank: (1). Blog interface is smooth, (2). Upload functions are provided, (3). Web space provided by the Blog enough for normal use, and performance rank: (1). Upload functions are provided, (2). Blog interface is smooth (3). Blog provides multiplicity functions;"30 minutes and over" importance rank: (1). Blog interface is smooth, (2)."Web space provided by the Blog enough for normal use" and Upload functions are provided, (3). Blog provides multiplicity functions, and performance rank: (1).Upload functions are provided, (2). Blog provides multiplicity functions (3). Blog interface is smooth. In conclusion, the top 3 are different in sequence, but they also express have same liking on the three same functions.

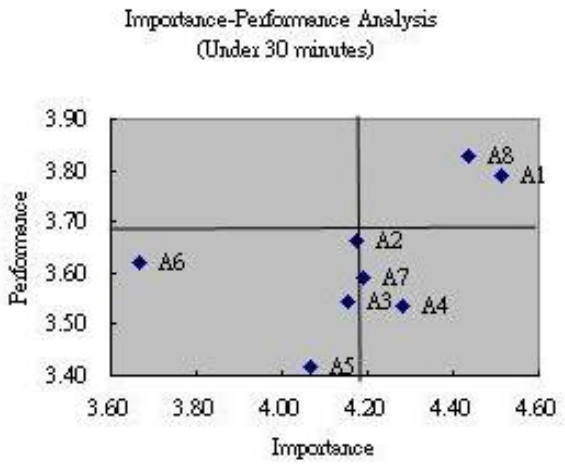

Fig. 4 Under 30 minutes IPA (n=265)

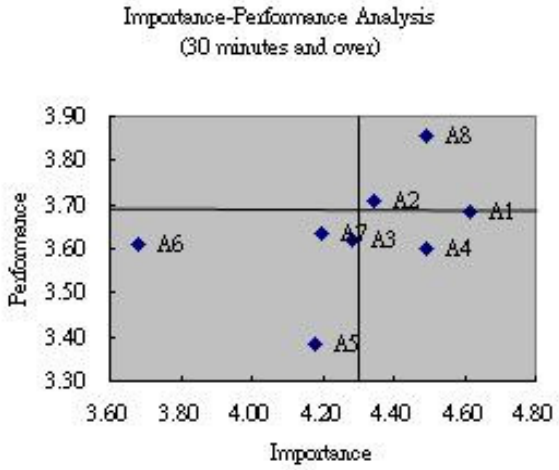

Fig. 5 30 minutes and over IPA (n=435)

We also test the effect of different factor (gender and use of time) to the e-service quality. Table 2 and Table 3 indicated the t-test results. According to the t-test result, we can find that the gender is significant differences to the importance of blog's e-service quality, the index include "Blog provides multiplicity functions", "Blog provides multiplicity type of interface", "Blog's web space is enough using", "Blog grammar's limitation is widespread", "Teaching is clearing", and "To provide upload functions". The different the use blog of time is significant differences for the importance of e-service quality, there are "Blog's interface is smooth"," Blog provides multiplicity functions"," Blog provides multiplicity type of interface", "Blog's web space is enough using" and "Blog grammar's limitation is widespread".

TABLE 2 NDEPENDENT SAMPLES T TEST (GENDER GROPU)

		Female	Male	Mean Difference	t-value
A1	Importance	4.61	4.51	-0.09	-1.68
	Performance	3.71	3.76	0.05	0.75
A2	Importance	4.33	4.16	-0.17	-2.63**
	Performance	3.69	3.70	0.01	0.23
A3	Importance	4.29	4.09	-0.20	-3.14**
	Performance	3.57	3.65	0.09	1.19

A4	Importance	4.46	4.32	-0.14	-2.27*
	Performance	3.61	3.49	-0.12	-1.47
A5	Importance	4.18	4.02	-0.17	-2.43*
	Performance	3.39	3.41	0.02	0.27
A6	Importance	3.72	3.58	-0.13	-1.62
	Performance	3.62	3.59	-0.03	-0.49
A7	Importance	4.23	4.11	-0.12	-1.70*
	Performance	3.62	3.62	0.00	-0.04
A8	Importance	4.53	4.33	-0.21	-3.37**
	Performance	3.84	3.85	0.01	0.13

TABLE 3 NDEPENDENT SAMPLES T TEST (UISER TIME GROUP)

		Under 30 minutes	30 minutes and over	Mean Difference	t-value
A1	Importance	4.51	4.62	-0.11	-1.97*
	Performance	3.79	3.69	0.10	1.68*
A2	Importance	4.17	4.35	-0.17	-2.89**
	Performance	3.66	3.71	-0.04	-0.71
A3	Importance	4.15	4.28	-0.13	-2.08*
	Performance	3.54	3.62	-0.08	-1.10
A4	Importance	4.28	4.49	-0.21	-3.55***
	Performance	3.54	3.60	-0.07	-0.92
A5	Importance	4.06	4.18	-0.12	-1.77*
	Performance	3.42	3.38	0.03	0.48
A6	Importance	3.66	3.68	-0.02	-0.24
	Performance	3.62	3.61	0.01	0.16
A7	Importance	4.19	4.20	-0.01	-0.14
	Performance	3.59	3.63	-0.05	-0.68
A8	Importance	4.44	4.49	-0.06	-1.00
	Performance	3.83	3.86	-0.03	-0.42

We analyze for each blog provider (Google, Msn, Pchome, Xuite, Yahoo, Wretch, PIXNET, Roodo, Sina and others), and test the importance and performance of the eight e-service quality index. Table 4 and Table provide in the analysis results. For MSN, PChome, Xuite, Yahoo, Wretch, PIXNET, Roodo, and Sina, they have high averages at the importance levels of “Blog interface is smooth”, Google and other platforms have high averages for two functions of “Blog provides multiplicity type of interface”, and “Web space provided by the Blog enough for normal use”. In conclusion, we have to strengthen these three functional levels of importance.

“Blog interface is smooth” (PChome, Xuite, Yahoo, and Roodo) has exhibited many blogs’ performances, and then followed by “To subscribe RSS” (Google, PIXNET, and Sina), and ” Upload functions are provided”

(MSN, Wretch, and Other) in ranking; and followed by “Web space provided by the Blog enough for normal use” (Roodo and Sina), and lastly, “Blog provides multiplicity functions” (Roodo), ” Blog grammar is widely limited” (Roodo), and ” Teaching is clearing” (Sina). In conclusion, these are the seven functions exhibited high performances on each blog, so we should keep up their levels of performance.

MSN, PChome, Xuite, Yahoo, Wretch, PIXNET, Sina and other platforms have low averages in the levels of importance at “To subscribe RSS” importance, and Roodo has low average for “Blog grammar is widely limited ". In conclusion, these two functions have to be re-planned so as to increase their levels of importance.

“Blog grammar is widely limited” (MSN, Yahoo, Wretch, PIXNET, and Sina) exhibited many blog performances but is less in average, and then followed by “Blog provides multiplicity type of interface” (Google, PChome, Roodo, and Sina), and again followed by “Blog interface is smooth” (PIXNET and Sina), ” Teaching is clearing” (Xuite and PIXNET), and ” Upload functions are provided” (PIXNET and Sina), and trailed by “Blog provides multiplicity functions” (Sina), and ” To subscribe RSS”(Other platforms). In conclusion, the seven functions have to be improved and their performance levels must be increased.

TABLE 4 IMPORTANCE AVERAGE SCORE FOR E-SERVICE QUALITY

	Blog e-service quality index							
Blog	A1	A2	A3	A4	A5	A6	A7	A8
Google	4.25	4.08	4.50	4.08	4.00	3.92	4.17	4.33
Msn	4.73	4.41	4.38	4.62	4.51	4.38	4.57	4.59
Pchome	4.71	4.00	4.43	4.43	4.57	3.57	4.71	4.57
Xuite	4.32	4.11	3.89	3.95	3.95	3.79	4.00	4.05
Yahoo	4.46	4.15	4.01	4.20	4.12	3.85	4.19	4.29
Wretch	4.60	4.30	4.26	4.44	4.10	3.57	4.15	4.52
PIXNET	4.57	4.38	4.33	4.48	4.38	4.05	4.43	4.52
Roodo	5.00	4.80	4.40	4.60	3.80	4.00	4.20	4.60
Sina	5.00	4.50	4.00	4.50	4.00	3.50	4.50	5.00
Others	4.58	4.33	4.30	4.70	4.36	3.70	4.42	4.48

TABLE 5 PERFORMANCE AVERAGE SCORE FOR E-SERVICE QUALITY

	Blog e-service quality index							
Blog	A1	A2	A3	A4	A5	A6	A7	A8
Google	4.00	3.67	3.17	3.58	3.25	4.25	3.50	3.92
Msn	4.22	4.11	4.03	4.19	3.86	4.08	4.19	4.27
Pchome	4.14	3.86	3.43	3.71	3.86	3.86	3.57	4.00
Xuite	4.00	3.53	3.68	3.79	3.53	3.63	3.42	3.58
Yahoo	3.92	3.69	3.56	3.60	3.51	3.67	3.64	3.70
Wretch	3.64	3.67	3.58	3.50	3.29	3.54	3.58	3.86

PIXNET	3.67	3.71	3.71	3.71	3.67	3.67	3.67	3.67
Roodo	3.80	3.80	2.80	3.80	3.80	3.80	3.40	3.60
Sina	3.50	3.50	3.50	4.00	3.50	4.00	4.00	3.50
Others	3.79	3.67	3.61	3.79	3.61	3.58	3.73	3.82

IV. CONCLUSION AND SUGGESTION

The study concludes that by using blog in analyzing the experience of blog usage and multiple responses, three of these findings are summarized as follow:

1) When the rate of blog usage is high, it expects that receiving mail, finding data, and watching news are what respondents usually do. Wretch is often used (63.3%) than the other blogs and express what most famous of these blogs.

2) 62.6% of the Internet access time lasts over 3 hours, 54.1% in using the blog time lasts over 30 minutes, 77.8% respondents have never written a blog, and 79.3% respondents have their own blogs. From multiple responses in gender classification, when they go Internet access, the top male and female rankings on using blog are 7 and 4 respectively, and all the respondents are in top 5. In conclusion, Wretch has its fame on blogs.

3) In the aspect of article' classification, most of the writer and reader classifications on blogs focus on mood expression, entertainment, and private space groups, and from all the respondents, mood expression group is the most important classification. In conclusion, respondents often express their moods through blogging that can impute the social stress, competition, and economical depression, so they can vent their dissatisfactions or angers this way. From the datum, we also can found that blogs are most used focus on students (51.3%). It shows that users who are youthful on using blogs in Taiwan.

Blogs can generate in-depth effects for users. In recent years, referencing request on blogs is on the rise. During this period, online culture also has pushed envelop for interpersonal interaction. We should confront and address these problems proactively, and hope that with service improvements and technological innovations, the user's incessant asking the service providers to achieve the high levels of importance and performance for each function implemented; this should not be surprising after all.

Blogs can provide users with some help, and allow them grow confidences on blogs. We suggest service providers adopt strategies like: For first-time blog users, they can be treated with certain innovations which would make users feel they would be interested. And with gradual addition with ease of usage, and their perceived usefulness would increase as well. Sometimes, they even can have activities on blogs to increase blog usages, interactions with other users, which would eventually lead the users closer to the heartbeat of the market.

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附件五

國科會補助專題研究計畫出席國際學術會議心得報告

日期：102 年 8 月 1 日

計畫編號	NSC 101-2410-H-343 -001 -		
計畫名稱	台灣部落格商業化效果衡量模式-以涉入及商業倫理為干擾變數		
出國人員 姓名	范惟翔	服務機構 及職稱	南華大學企管系副教授
會議時間	102 年 7 月 23 日至 102 年 7 月 24 日	會議地點	大陸珠海
會議名稱	(中文)第二屆信息技術與管理創新國際學術會議 (英文)2013 2nd International Conference on Information Technology and Management Innovation		
發表題目	(中文) (英文)An analysis of the Blog-User' attitude employing structural equation modeling combine TAM and TPB model		

一、參加會議經過

「2013 第二屆信息技術與管理創新國際學術會議（ICITMI）」於今年 7 月 23～24 日在大陸珠海舉行，本人提出口頭報告論文一篇，承國科會惠准補助差旅費，於 7 月 18 日啟程出發，24 日返抵國門，會中與多位學者先進互動良好，交換彼此間之研究心得。

二、與會心得

本次會議主辦單位為 Queenland University of Technology, Australia、Korea Maritime University, Korea、Hong Kong Industrial Technology Research Center、Inha University, Korea、National Chengchi University, Taiwan 及 Chungbuk National University, Korea 共 6 個單位。會議共同主席有 Prof. Keon Myung Lee, Chungbuk National University, Korea、Prof. Su-Fen Yang, National Chengchi University, Taiwan、Prof. Prasad Yarlagadda, Queenland University of Technology, Australia、Prof. Yun-Hae Kim, Korea Maritime University 共 4 位。會議主題共分為二項：資訊科技及管理創新。主要關鍵主題有 Blog-User' attitude、On-Line Shopping 、Mathematical Structure of Information Field，其次核心主題有 Group Multiobjective Decision Marking、Twisted Cube Networks、Cluster-Composition Graphs、Acquisition Algorithm、ARIMA Models。除學術研究外，亦有科技廠商的業界人士共襄盛舉參與盛會。本次會議所發表之內容豐富且新穎，其中有近 30 篇可供本人研究參考用，會中參與者互相交換許多研究成果及心得，場面相當熱鬧且極具意義。經熱烈討論後，與會學者及業者皆依依不捨地相互道別。

三、攜回資料名稱及內容：會議議程手冊

四、照片


第二届信息技术和管理创新国际学术会议通知（ICITMI 2013）

2013年7月23-24日 珠海

会议通知

论文编号：TX2095

作　者：Wei-Shang, Fan, etc

论文标题：同时全注册

经大会组织委员会的专家评审，您的文章已被本次会议录用，将在期刊 Applied Mechanics and Materials 上发表，请向您（们）表示衷心的祝贺！并诚挚邀请您（们）前来参会，说明有关事项通知如下：

一、提交电子文档

请于截止日期前按要求提交论文修改稿，版权协议以及其他相关文件（详细情况请查询会议相关网页 http://www.icitmi.org/Index.asp ）。

二、会议注册

每篇被录用的论文必须注册，方可发表。注册费用为 2100 元人民币/篇（注意：根据版稿的实际页数计算，论文页数如超出 4 页，超出部分需另加 200 元/页），请于规定时间内将您的注册费电汇至下面账号，否则对其成注册，论文不予发表。本次会议由广州协科会务服务有限公司承办，并由其代表中国大陆作者的会议注册费和出具发票，会议期间住宿及交通费用自理。

支付方式（一）（只适用美金支付，适合所有作者）

Beneficiary Bank Name: HSBC Hong Kong

Beneficiary Bank Address: 1 Queen's Road Central, Hong Kong

Beneficiary Account Name: Hong Kong Industrial Technology Research Centre

Beneficiary Account Number: 015-317506-838

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Bank Code: 004 (optional)

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开户行：中国工商银行广州寺贝支行

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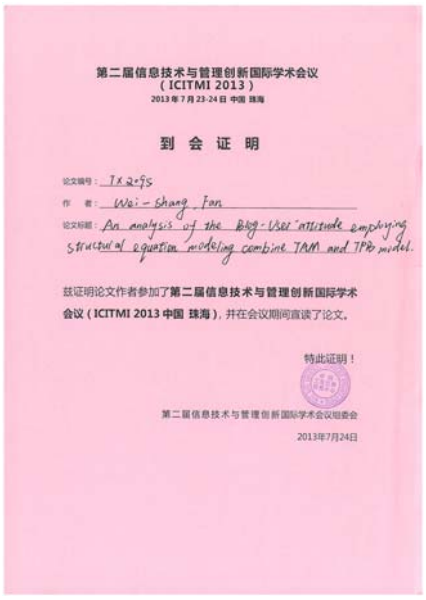
账　号：3602880319100035044

第二届信息技术和管理创新国际学术会议组委会

香港工业技术研究中心（代章）

广州协科会务服务有限公司

2013年7月1日


第二届信息技术与管理创新国际学术会议
（ICITMI 2013）
2013年7月23-24日 中国 珠海

到会证明

论文编号：TX2095

作　者：Wei-Shang Fan

论文标题：An analysis of the Blog-User'attitude employing structural equation modeling combine TAM and TPB model.

兹证明论文作者参加了第二届信息技术与管理创新国际学术会议（ICITMI 2013 中国 珠海），并在会议期间宣读了论文。

特此证明！

第二届信息技术与管理创新国际学术会议组委会

2013年7月24日

附件五

國科會補助專題研究計畫出席國際學術會議心得報告

日期：102 年 8 月 1 日

計畫編號	NSC 101-2410-H-343 -001 -		
計畫名稱	台灣部落格商業化效果衡量模式-以涉入及商業倫理為干擾變數		
出國人員 姓名	范惟翔	服務機構 及職稱	南華大學企管系副教授
會議時間	102 年 9 月 24 日至 102 年 9 月 26 日	會議地點	日本名古屋
會議名稱	(中文) (英文)International Conference on Information and Social Science (ISS) & International Symposium on Marketing, Logistics, and Business (MLB)		
發表題目	(中文) (英文)An Analysis on Blog Usage Satisfaction Using The Cusp Catastrophe Model		

一、參加會議經過

「ISS & MLB 2013」於今年 9 月 24～26 日在日本名古屋舉行，本人提出口頭報告論文一篇，承國科會惠准補助差旅費，於 9 月 24 日啟程出發，從大阪轉車至名古屋，於 28 日返抵國門，會中與多位學者先進互動良好，交換彼此間之研究心得。

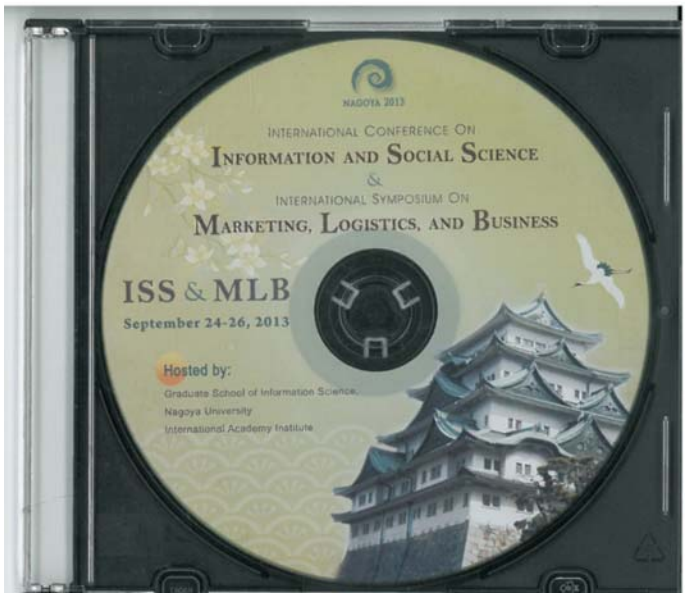
二、與會心得

本次會議由名古屋大學主辦，會議主題共分為二項：「資訊科技及社會科學研究」與「行銷物流及企業經營」，主要關鍵主題有 Transcultural Brand、Blog Usage Attitude 、B2C Marketing 、Information Management，其次核心主題有 The Antecedents of Consumer'S Intention、RSP、Supply Chain Network Optimization、Infwormation Security Risk Management。共分為四個展覽廳進行，論文海報發表近 100 篇，論文口頭發表近 50 篇，除學術研究外，亦有不少物流及科技廠商的業界人士共襄盛舉參與盛會。本次會議所發表之內容豐富且新穎，有來自十餘國學者參加，會中遇到中國博士留學生趙偉准教授，其研究專長為社交軟體及部落格，與本人之研究專長相近，曾在其他國際學術研討會中有一面之緣，這次相見，有了更多交流討論之機會，更與其他參與者互相交換許多研究成果及心得，場面相當熱鬧且極具意義。經熱烈討論後，與會學者及業者皆依依不捨地相互道別。

三、攜回資料名稱及內容：

名古屋大學國際學院相關資料、會議議程、光碟片

四、照片


NAGOYA 2013
INTERNATIONAL CONFERENCE ON
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&
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ISS & MLB
September 24-26, 2013
Hosted by:
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NAGOYA 2013
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國科會補助計畫衍生研發成果推廣資料表

日期:2013/10/26

國科會補助計畫	計畫名稱: 台灣部落格商業化效果衡量模式-以涉入及商業倫理為干擾變數
	計畫主持人: 范惟翔
	計畫編號: 101-2410-H-343-001- 學門領域: 行銷

無研發成果推廣資料

101 年度專題研究計畫研究成果彙整表

計畫主持人：范惟翔	計畫編號：101-2410-H-343-001-
計畫名稱：台灣部落格商業化效果衡量模式-以涉入及商業倫理為干擾變數	

成果項目			量化			單位	備註（質化說明：如數個計畫共同成果、成果列為該期刊之封面故事...等）
			實際已達成數（被接受或已發表）	預期總達成數(含實際已達成數)	本計畫實際貢獻百分比		
國內	論文著作	期刊論文	0	0	100%	篇	
		研究報告/技術報告	0	0	100%		
		研討會論文	0	0	100%		
		專書	0	0	100%		
	專利	申請中件數	0	0	100%	件	
		已獲得件數	0	0	100%		
	技術移轉	件數	0	0	100%	件	
		權利金	0	0	100%	千元	
	參與計畫人力（本國籍）	碩士生	0	0	100%	人次	
		博士生	0	0	100%		
		博士後研究員	0	0	100%		
		專任助理	0	0	100%		
國外	論文著作	期刊論文	1	0	100%	篇	Applied Mechanics and Materials
		研究報告/技術報告	0	0	100%		
		研討會論文	2	0	100%		(1)International Conference on Economics and Business Administration；(2)International Symposium on Marketing, Logistics, and Business
		專書	0	0	100%	章/本	
	專利	申請中件數	0	0	100%	件	
		已獲得件數	0	0	100%		
	技術移轉	件數	0	0	100%	件	
		權利金	0	0	100%	千元	
	參與計畫人力（外國籍）	碩士生	0	0	100%	人次	
		博士生	0	0	100%		
		博士後研究員	0	0	100%		

		專任助理	0	0	100%		
其他成果 (無法以量化表達之成果如辦理學術活動、獲得獎項、重要國際合作、研究成果國際影響力及其他協助產業技術發展之具體效益事項等，請以文字敘述填列。)		已經發表一篇國際期刊（EI）以及兩篇國際學術研討會					

	成果項目	量化	名稱或內容性質簡述
科教處計畫加填項目	測驗工具(含質性與量性)	0	
	課程/模組	0	
	電腦及網路系統或工具	0	
	教材	0	
	舉辦之活動/競賽	0	
	研討會/工作坊	0	
	電子報、網站	0	
	計畫成果推廣之參與（閱聽）人數	0	

科技部補助專題研究計畫成果報告自評表

請就研究內容與原計畫相符程度、達成預期目標情況、研究成果之學術或應用價值（簡要敘述成果所代表之意義、價值、影響或進一步發展之可能性）、是否適合在學術期刊發表或申請專利、主要發現或其他有關價值等，作一綜合評估。

1. 請就研究內容與原計畫相符程度、達成預期目標情況作一綜合評估

■達成目標

□未達成目標（請說明，以 100 字為限）

□實驗失敗

□因故實驗中斷

□其他原因

說明：

2. 研究成果在學術期刊發表或申請專利等情形：

論文：■已發表 □未發表之文稿 □撰寫中 □無

專利：□已獲得 □申請中 ■無

技轉：□已技轉 □洽談中 ■無

其他：(以 100 字為限)

3. 請依學術成就、技術創新、社會影響等方面，評估研究成果之學術或應用價值（簡要敘述成果所代表之意義、價值、影響或進一步發展之可能性）(以 500 字為限)

本計畫承蒙國科會經費補助,針對部落格選擇行為議題進行三個面向的研究,首先結合 TAM 與 TPB 模型探討影響選擇行為意向的因素與因素間的結構關係，其次利用 IPA 分析法，探討部落格網站服務品質因素的重要度構面與優先改善構面為何？最後則是利用尖點劇變模型探討消費者選擇部落格行為意向的非線性現象。相關研究結果分別發表在一篇國際期刊（EI)，以及兩篇國際學術研討會上。