Participation in Nigerian Blogosphere: An Assessment of Blog Readers' Attitudes Towards Linda Ikeji's Blog

Adeola Abdulateef Elega

Submitted to the
Institute of Graduate Studies and Research
in partial fulfillment of the requirements for the degree of

Doctor of Philosophy
in
Communication and Media Studies

Eastern Mediterranean University
July 2018
Gazimağusa, North Cyprus

Approval of the Institute of Graduate Studies and Research

—————————————————
Assoc. Prof. Dr. Ali Hakan Ulusoy
Acting Director

I certify that this thesis satisfies all the requirements as a thesis for the degree of Doctor of Philosophy in Communication and Media Studies.

—————————————————
Assoc. Prof. Dr. Agah Gümüş
Acting Dean, Faculty of Communication
& Media Studies

We certify that we have read this thesis and that in our opinion it is fully adequate in scope and quality as a thesis for the degree of Doctor of Philosophy in Communication and Media Studies.

—————————————————
Assoc. Prof. Dr. Bahire Efe Özad
Supervisor

Examining Committee
—————————————————

1. Prof. Dr. Aysel Aziz   —————————————————

2. Prof. Dr. Dursun Gökdağ   —————————————————

3. Assoc. Prof. Metin Ersoy   —————————————————

4. Assoc. Prof. Agah Gümüş   —————————————————

5. Assoc. Prof. Bahire Efe Özad   —————————————————

ABSTRACT

This study investigates blog reading practices of blog readers, selection criteria, perception of blogs and traditional media in terms of credibility, perception of blog readers' activities in terms of their importance to the blogging activity, blog reading motives and blog readers perception of other blog readers. Social Presence and Uses and Gratification Theories are used to explain blog reading motives and perception.

The study adopts a quantitative research methodology and the population are Nigerian students enrolled in Eastern Mediterranean University, a public university in Turkish Republic of Northern Cyprus in the Fall 2016/2017 semester (N=1394). With a sizeable sample size (n=280), data analysis was carried out descriptively, comparatively and through correlational analysis.

Results show that blog readers read all new entries whenever the launch of the URL of the blog. Blog readers select news based of the following criteria; education, information, tragedy, entertainment, gossip, comedy. The study shows that most blog readers believes that the blog is more credible than traditional media.

Blog readers believe that they are important to the blogging activity. Following Uses and Gratification Theory, majority of the blog readers read blogs for intrinsic motivation. Following Social Presence Theory, this study found that most blog readers think that most commenters use a fake user ID to comment.

Keywords: Blog, Blog Readership, Linda Ikeji's Blog, Nigeria, Uses and Gratification Theory

ÖZ

Bu çalışma, blog okurlarının geleneksel medya ve blog seçme ve algılamalarını kredibilite, blog okurlarının blog aktivitisenin önemi ve blog okurlarıyla ilgili motiveleri araştırmaktadır. Blog okurlarının motivelerini ve algılarını açıklamakta Sosyal Varolma Kuramı ve Kullanımlar ve Doyumlar Kuramları kullanılmıştır.

Bu çalışmada nicel araştırma yöntemi kullanılmıştır ve çalışmanın evreni 2017-2018 Bahar döneminde Kuzey Kıbrıs Türk Cumhuriyetinde bir devlet üniversitesi olan Doğu Akdeniz Üniversitesinde kayıtlı Nijeryalı öğrencilerdir (N=1394). Çalışmanın örneklemi (n=280) dir. Veri analizi betimle, karşılaştırma ve korrelasyon analizi yöntemleriyle yapılmıştır.

Bulgular, blog okurlarının her bloğun URL'sindeki her yeni paylaşımı okuduklarını göstermektedir. Blog okurları haberi şu kritere göre değerlendirmektedir: eğitim, bilgi, trajedi, eğlence, dedikodu, komedi. Çalışma çoğu blog okurunun bloğun geleneksel medyadan daha kredible olduğuna inandıklarına işaret etmektedir.

Blog okurları kendilerinin blog aktivitesi için önemli olduğuna inanmaktadırlar. Kullanımlar ve Duyumlar Kuramı ile ilgili, blog okurlarının çoğunun İçten gele motivasyonu vardır. Sosyal Varolma Kuramı ile ilgili, bu çalışma çoğu blog okurunun çoğu yorumcunun yorumlarında sahte kulanıcı kimliği kullandıklarını düşündüklerini göstermektedir.

Anahtar Kelimeler: Blog, Blog Okurluğu, Linda Ikeji's Bloğu, Nijerya, Kullanımlar ve Doyumlar Kuramı.

DEDICATION

To my dad, Alhaji Tahiru Abiola Elega and mum, Hajia Silifat Aina Elega

ACKNOWLEDGMENT

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

LIST OF ABBREVIATIONS

CNN   Cable News Network

FM & B   Fashion, Modeling and Beauty

LIB   Linda Ikeji's Blog

NTA   Nigerian Television Authority

TVC   Television Continental

Chapter 1

INTRODUCTION

Blogging is a digital publishing phenomenon that has become increasingly popular over the years and one of its areas, blog readership, is what this study sets to explore through the evaluation of the practices, opinions, perception and ideas of the readers of Linda Ikeji's Blog, a blog with history of rich audience engagement.

This chapter discusses the problem of the study, defines the purpose of the study along with the research questions, explains the significance of this study, presents the assumption of the study, acknowledges the delimitations and limitations of the study, and defines the terms used repeatedly in this study.

1.1 Problem of the Study

Since the early 2000's, blogs have increasingly become one of the most popular online activities. They have proved influential as an interactive media platform and they have earned considerable media attention so as scholarly attention. Although, blogs gained widespread popularity and increasing notice after 2002, they date back to the late 1990's. As Nardi, Schiano and Gumbrecht (2004) put it, "If we were to select an official birth year for blogs, it would have to be 1997" (p. 3).

The state of scholarship on the blogosphere since the early 2000's reveals that few scholarly expeditions of blogs were available. Gurak, Antonijevic, Johnson, Ratliff and Reyman (2004) discuss the early state of scholarship on blogosphere and

presents the scholarly contribution available in this area of Computer Mediated Communication (CMC) in "Into the blogosphere", one of the earliest comprehensive scholarly efforts on the blogosphere. They maintained that, only a handful of conferences were devoted to "the art and science of weblogs" in the early 2000's.

Gurak et al., (2004) also hint that the social, cultural, and rhetorical activities and characteristics of the blog were assessed through language studies, discourse analysis, and blog authors' patterns of communication. Scholars presented the blogs as an "art of expression of self" which helps in the formation of the distinct individual personalities, providing student-centred learning, community building and information sharing and, majority of the studies on blogs focused on idiosyncratic reflections, critical assessments analyses of blogs' elements, corpus studies of blogs, and quantitative analysis of blogging actions.

In recent years, the state of scholarship on blogosphere is changing. Wallsten (2005) states that; "explosion in the popularity of blogging has been accompanied by a surge in the number of academic studies focusing on blogs (p.3). It has been well-documented that tens of studies on the blogosphere have concentrated on blogs, blogosphere, blogs authors and blogging but blog readership and audience participation has earned relatively little scholarly attention, thereby creating a major gap in knowledge (Galily, Tamir, & Muchtar, 2012; Baumer, Sueyoshi, & Tomlinson, 2008; Yardi, Golder, & Brzozowski, 2009; Kaye 2005a). Concerns such as blog reading practices, selection criteria, comparing the credibility of blogs and traditional media, importance of blogs readers to the blogosphere, reading motives and social presence on blogs have not been comprehensively addressed as the following paragraphs buttresses.

Apparently, the two main players on the blogosphere are the bloggers and blog readers and, they both have distinct roles and activities on the blogosphere. As the names imply, the bloggers typically write the posts while the readers read them. Unlike the blog authors, the roles, activities and common behaviours of blog readers haven't been exclusively investigated.

Blog reading is most likely based on the selection of entries hence, for blog readers, selecting a story to read might have to be based on certain criteria. These criteria in the case of bloggers have been examined and identified. Graf, (2012) says "posting content is always the result of a selection process of possible entries and images" (p. 2759) and, he identified bloggers selection criteria as values, unconventionality, identification, visuality, quarrel and sociality. However, no comprehensive study has investigated the selection criteria of blog readers on the blogosphere.

The discourse of the reliance on information obtained from blogs is the prime mover of comparism of blogs with traditional media in terms of credibility. Blogs have become increasingly global in current times and its effect on traditional journalism has been tremendous, hence it is important to comprehensively investigate the perception of blog readers, the primary dependant on these information, about both platform; blogs and traditonal media such as radio, TV, magazines, newspapers etc.

Baumer et al., (2008) assert that "not only is the number of blogs increasing, but also the number of blog readers. The role of this ever-increasing population of blog readers presents a promising and important, yet little-explored, area of research" (p. 1111). Blog reading is apparently an important element in the blogging activities but

who's better to ask about their perception of blog readers in terms of importance. Just like the aforementioned, this subject matter has received no scholarly attention.

Among other scholars who have explored blogging motivation of bloggers, Nardi, Schiano, Gumbrecht and Swartz (2004) assert that bloggers blogs to "documenting one's life; providing commentary and opinions; ex- pressing deeply felt emotions; articulating ideas through writing; and forming and maintaining community forums" (p. 43). For blog readers, the question 'why do blog readers read blogs' is a significant question and a concern that hasn't also been comprehensively explored yet.

The issue of anonymity on the blogs is a major concern because people at different ends operates the Internet through a device and the device doesn't necessarily identify its user. The device which may range from a highly powerful operating system to a mobile one, may only provide certain information. From a practical standpoint, it is extraordinarily difficult to establish who the other is with any conviction (Zeno-Zencovich, 2014).

All of these unanswered questions about blog readers has been a major concern especially in respect to the "face of Nigerian blogosphere" Linda Ikeji's Blog; hence, the birth of this study.

1.2 Aims, Research Questions and Hypothesis of the Study

The problem stated in section 1.1 provides the context for this research and primarily, this study aims to examine the blog through the eyes of the blog user's because as Nardi, Schiano and Gumbrecht (2004) rightly assert, blogs generate the readers and the readers also form what makes a blog. Through a comprehensive

approach, this study aims to systematically understand the blog reader's behaviour, attitudes, preferences, opinions and, intentions on blogs. This study focuses on Nigerian Students enrolled in Eastern Mediterranean University in the Fall 2016/2017 academic session. The aims to investigate into this area with a major examination of the differences and relationship between blog users' demographics:

- Age

- Gender

- Marital status

- Level of education

- Faculty

- Year of study

This study sought to explore the following research questions and hypothesis.

RQ1: What are the blog reading practices of blog users and are there any significant differences in the scores of readers (gender and age) reading practices?

Many blogs especially, general information blogs serve information on any and everything news worthy. Hence, it is worth asking;

RQ2: What are the selection criteria of blog readers and are there any statistical significant difference in the scores of respondents (gender and marital status) selection criteria of news entries?

Considering that, "Access to specific information from a trustworthy source is thus an important motive for different kinds of readers of blogs" (Puschmann & Mahrt, 2012 p. 175). It is worth asking;

RQ3: How credible do blog readers consider blogs when compared with traditional news media and, are there any statistical significant difference in the

scores of respondents (gender and faculty) in terms of credence of blog over traditional media?

Given that majority of blog authors prefer connecting to their readers and mostly put in with the knowledge and awareness of these blog readers (Geyer & Dugan, 2010). It is extremely important for us to ask;

RQ4: Do blog readers perceive themselves to be important to the blogging activity and, are there any statistical significant difference in the scores of respondents (gender and program) in terms of their significance to the activities?

Blogs are evidently used by blog readers to explore certain forms of satisfaction or to gratify certain needs. Following this assertion, it is important to know;

RQ5: What are the blog reading motives of blog readers and, 1) are there any statistical significant difference in the means of respondents (gender, and year of study) in terms of credence of blog over traditional media?

H1: There is a relationship between respondents age and their blog reading motives.

Considering that the Internet has the capacity to offer its users a level of anonymity or pseudonymity, and evidently, it is extremely difficult to establish who other blog users actually are, it is worth asking;

RQ 6: To what extent do blog users perceive other blog commenters as a real?

H2: There is a significant difference in the means of male and female blog readers in the issue of perception of other users as real.

1.3 Motivation for the Study

As an avid blog visitor, myself, I have always been fascinated by blog readers and how they engage in digital conversations. Fall 2015-2016 academic year, I took a

course, Writing for the Media (COMM514) taught by Assoc. Prof. Metin Ersoy and, as a requirement for the course, I wrote a final paper entitled "An assessment of the Nigerian blogosphere and its contribution to the creation of what the public think is important: an agenda setting approach". In the paper, I talked about the definition and types of blogs, Nigerian blogging landscape, Agenda Setting Theory (core statement, scope and relevance to the study) and the impact of blogs in creation of what the Nigerian populace think is important. This paper organically inspired my PhD dissertation and also a whole new research purview for me.

1.4 Significance of the Study

Audience studies is an area of communication and media studies that will never get superannuated. Needless to say, the coming of newer technologies has made it even more relevant. This study not only sought to fill a knowledge gap in new media scholarship but it primarily focuses on blog readers engagement with blogs; an area that is fairly new, topical, relevant and has earned little scholarly attention.

This study is significant because it addresses major blog reading concerns. It contributes and extends conversation on blog reading activities such as commenting and reading news entries. It explores blog readers' selection criteria, credibility of blogs over traditional media outlets and it also reveals that blog readers perceive themselves in certain ways in the discourse of importance of readers to the activities in the blogosphere through their clicks, link shared and overall readership on blogs. Blog reading motives such as reading blogs for gossip, to pass the time, to gain knowledge from others, for entertainment and to get information, are explored. This study also adds new knowledge as regards blog commenters perception of other blog commenters as real following Social Presence Theory and considering that the larger

goal of this study is to assess blogging from the user's perspective, the results of this study will not only be relevant to the scientific community but it will also be relevant to blog readers, bloggers and blog enthusiasts around the world.

1.5 Assumptions of the Study

The main assumption of this study is that blog reading is an activity that will continue to be around as long as blogs are available. Blogs have thrived consistently for almost two decades now and since the outset, there has been conversations on the future of blogs by blog enthusiasts, technologists, journalists, bloggers and researchers. In his futuristic paper, Johnson (2008) assert that, "Considering the explosion of blog content and delivery mechanisms, blogs are not going away unless a better way of spreading news and personal chronicles comes along" (p. 199).

Apparently, the ever-changing progression of new media makes it extraordinarily significant to predict the future of blogs but most likely, blogs will transform into Blog 2.0 just like the Web 2.0. Just like the human, individual blogs are given birth to, they grow and die because they are attached to the life of the blog authors therefore, it is most likely that many personal might not last forever, but, it is evident that some blog types such as Institutional such library blogs and topical blogs and may last. This is because they live on the attention of blog readers, lurkers and commenters (Johnson, 2008). Hence, blog reading activities will most likely not vanish.

1.6 Delimitations and Limitations of the Study

The delimitations of this study are as follows;

- The choice of this specific research problem over others is a major delimitation of this study. They are a number of other researchable and topical issues in

blogosphere that demands comprehensive studies but this study focused on blog readership.

- This study focuses on Linda Ikeji's Blog among other blogs in the Nigerian blogosphere.

- Despite being a comprehensive study, the results of this study cannot be generalized to all the general Interest blogs readers in the world nor all topical blogs with high audience engagement.

- For this study, two major theories; Social Presence Theory and Uses and Gratification and Theory.

- The result of this study is subjected to a self-selected group of blog readers/users, so, this limits generalizability of the findings.

- This study is restricted to Linda Ikeji's Blog readers enrolled in a public university and these respondents are of a specific age range (16 and above). Limitations are;

- Data was obtained through survey; therefore, response bias is almost impossible to control.

- An unavoidable limitation of this study is that participants may not be fully remember everything on the subject as the time of the survey.

1.7 Definitions of the Key Terms

Blog: this is a regularly updated webpage with many recorded posts and entries presented in a reverse chronological order.

Blogosphere: this term refers to the realm of blogs, blogging activities and all the interconnections that takes place in the blog world. boyd (2006) called it the public sphere containing the public digital bodies that we mentally created.

Bloggers/blog Authors: a person or group of people who keeps, updates or publishes on blog.

Blog Readers: these are people who read the posts on the shared on-line journals.

Blog Users: these are people who either actively or passively use the blog. "Users read information and opinion, send in their own analysis and links to additional information, and interact with bloggers and other blog readers. Blog users may be as actively engaged as they wish" (Kaye, 2005b p. 75).

Blog Visitors: are the large and heterogenous people that use the blogs. Blog readers, blog users, and blog audience are used interchangeable throughout this plenary study**.**

Blog Lurking: this is a blog visiting activity whereby a blog user observes but does not actively participate on the blog.

Blog Comment Section: this is a facility on blogs that allow blog readers to respond to blog authors posts or the comments of other blog users.

Blog Readers' Practices: this is the customary way of operation or behaviour of blog readers when they engage in the act of reading or using of blogs.

Blog Genres: these are the categories of blogs based on their characteristics and common attribute they share.

Blog Users' Demographics: this term means the structure of the sample of the study; age, gender, level of education etc.

Commenting: this is an activity of posting text responses to specific posts that the blog author or other blog users have published.

Celebrity: a popular individual who is mostly known for something such as sport, music or movie star.

General Interest/Information Blogs: this is a blog genre that I have operationalized for this study because, generally, blogs have not been well sorted into structured categories. They are the types of blogs that reports latest news of all beats (See 2.6.4.1).

Gossip: unrestrained information about other people, mostly sharing stories which are not established by the subjects as true.

Linda Ikeji's Blog: this is a popular self-named general interest blog in Nigeria with rich audience engagement.

Motivation: this is an explanation for acting in a certain way.

Intrinsic motivation: these are innate reasons for doing things or acting in a particular way.

Extrinsic motivation: as opposed to intrinsic, these are acts driven by outward rewards.

Real: following Social Presence Theory, "real" or "real person" is operationalised in this study to mean an actual person who isn't using a pseudo name, account or identity.

Chapter 2

LITERATURE REVIEW

This chapter contains the theoretical framework, conceptual framework and chronological arrangement of prior studies. For theories, this section discussed the history, definition and core statement, and related literature of the following theories; Social Presence Theory and Uses and Gratification Theory. The section also discusses the relevance of these theories to the current study. The conceptual framework explores relevant concepts; blogs and blog readers: an overview, blogs: history and definition, blog structures, blog genres, blog readership, types of blog readers, characteristics of blog readers and digital conversations on the blogosphere. The final part is the chronological arrangement of related works and chapter summary.

2.1 Theoretical Framework

The theories used in this work guides the structure of this research. Both theories; Social Presence and Uses and Gratification Theory were introduced to explain blog user's perception of other blog commenters as real and blog reading motives, respectively.

2.2 Social Presence Theory

"Social Presence is the feeling that other actors are jointly involved in communicative interactions" (Walther, 1992, p. 54) and new forms of communication such as Social Networking Sites and blogs and have provided us the opportunity to interact with other people in new social spaces facilitated by internet.

Social Presence Theory therefore, best explains how internet users perceive other users on these social platforms.

2.2.1 History

As asserted by many (Lowenthal, 2009; Gunawardena & Zittle, 1997), Short, Williams and Christie propounded the Social Presence Theory in 1976. Short et al., developed the theory to create an understanding on the social – psychological attributes of computer mediated interaction via social cues (Gunawardena & Zittle, 1997). Originally, Short et al., (1976), based the theory on two main concepts; intimacy and immediacy (Cobb, 2009). Argyle and Dean (1965), says that, in many communication exchanges, intimacy is determined by majority of factors, some of which they named as smiling, physical distance, eye contact and individualised subject matters in communication. As stated by Wiener and Mehrabian (1968), immediacy is a mentally distance created by communicators. They put this between themselves and the object of communication.

As described by Lowenthal (2009), Social Presence Theory mainly focuses on creating an understanding on how people interact online in the inception of the theory but overtime, studies on CMC and social presence have displayed that individualized views of social presence is more important than objective qualities of a communication outlet. Tu (2002) also added that, at the initial stage, Social Presence Theory functioned mainly for face to face communication, precisely, audio close-circuit television encounters and Computer Mediated Communication.

Considering the fact that the favourite method of Social Presence Theory is quantitative research method, overtime, many significant measurements have been distinctively designed for the theory. In 1997, the Social Presence Scale (SPRES)

was produced by Gunawardena and Zittle. SPRES was specifically designed to measure respondents take on social presence at a college congress. The measurement scale contained fourteen item Likert scale (Gunawardena & Zittle, 1997). The Social Presence and Privacy Questionnaire (SPPQ) was designed by Tu (2002). The measurement scale differentiated three key dimensions: interactivity, social context and online communication.

2.2.2 Definition and Core Statement

A lot of definitions has been offered overtime on this discourse. Simplistically, Social Presence Theory can be defined as a theory that helps us understand how internet users perceive each other. It can also be defined as the "the degree to which a person is perceived as a "real person" in mediated communication" (Gunawardena, 1995 p. 151). Also, as described by Short et al., (1976), Social Presence Theory can be defined as the "degree of salience of the other person in a mediated communication and the consequent salience of their interpersonal interactions" (p. 65). Gunawardena and Zittle (1997) posits that;

> This means the degree to which a person is perceived as a "real person" in mediated communication. They define social presence as a quality of the medium itself and hypothesize that communications media vary in their degree of social presence. The capacity of the medium to transmit information about facial expression, direction of gaze, posture, dress, and nonverbal cues all contribute to the degree of social presence of a communications medium (p. 9).

Social presence explore the degree of closeness that we experience through nonverbal cues. Therefore, audio visual platforms such as television seems to more workable with social presence more than audio-only platforms because they have the ability to display nonverbal cues. Text-based CMC are mostly rich in exchange of information but they are not particularly prominent in generating intimacy. Short, Williams and Christie, (1976) defined "Immediacy", a major element of Social

Presence Theory as the quickness between a communicator and the other of object of his/ communication. They also mentioned that;

> We regard social presence as being a quality of the communications medium. Although we would expect it to affect the way individuals perceive their discussions, and their relationships to the persons with whom they are communicating, it is important to emphasize that we are defining Social Presence as a quality of the medium itself. We hypothesize that communications media vary in their degree of Social Presence, and that these variations are important in determining the way individuals interact (p. 65).

2.2.3 Related Literature

Social Presence Theory is a Computer Mediated Communication (CMC) theory and it can be discussed in respect to a variety of online forms of communication. Overtime, a handful of studies have explored this subject matter. Many of them explored on Social Presence Theory and online learning as well as using social media to enhance social presence, however, very few have focused on this subject matter.

Dunlap and Lowenthal (2009) investigated the use of microblogs i.e. Twitter, to promote easy interaction between students and faculty in online program. Gunawardena (1995) explored the significance of communication and cooperative learning in computer conferences through a Social Presence Theoretical approach. She conducted two research studies on this subject matter and drew conclusion for the findings that, for a fact, CMC is low in social settings, but it can be considered as entertaining and engaging to conference participants.

2.3 Uses and Gratification Theory

Uses and Gratification Theory emphasizes the activeness of media users. It basically explains how the media functions for the society, groups and individuals. At its core, it highlights that the media is used to satisfy individual needs.

2.3.1 History

Historically, the Uses and Gratification Theory has been regarded to be one of the most well-established communication theories and specifically, audience theories. Many have maintained that it was initiated in the 1970's as a response to the focus on "sender" and the "message" in the mass communication research landscape (Utwente, 2017). However, prior to 1970's, the Uses and Gratification Theory riveted on satisfaction gotten without effects or satisfaction obtained (Rayburn & Palmgreen, 1984). Similarly, Ruggeiro (2000) who appraised researchers who studied this theory prior to the 1970's, posits that the theory was inquired into haphazardly. He said,

> The earliest researchers for the most part did not attempt to explore the links between the gratifications detected and the psychological or sociological origins of the needs satisfied. They often failed to search for the interrelations among the various media functions, either quantitatively or conceptually, in a manner that might have led to the detection of the latent structure of media gratifications (p. 5).

He also argued that the theory became well established in the '70's because researchers explored motivation of audience members and they added classifications of how the individuals use the media to satisfy specific demands (social and psychological) (Ruggiero, 2000). A particular discourse point, "active audience" largely defines this theory. According to Windahl (1981), the core statement of this theory brings forth the notion that audience members are highly selective and highly rational.

Uses and Gratification prospered initially but the theory was explored to its full potentials when new forms of media was introduced. The use of media content is motivated by objectively knowing one's self and one's needs and expecting that

those needs can be met by the media texts (Katz, Blumler, & Gurevitch, 1974). Weiyan (2015) posits that "With the advanced technologies presenting audience with more and more media choices, motivation and gratification become one of the most crucial factors of audience analysis. Communication scholars become more interested in online audiences because of these newer media forms" (p. 75).

2.3.2 Definition and Core Statement

Uses and Gratification is media theory that prioritizes the power and choices of the individuals and groups who uses the media. According to Weiyan (2015), primarily, this theory explains why, how, and with what aim audience members use the media in their lives. As aforementioned (See 2.3.1), Uses and Gratification has helped explain various communication technologies such as television, the radio, newspaper and magazine and books.

Katz, Blumer and Gurevitch (1974) believed that Uses and Gratification Theory is rooted in the concept that individuals or group have certain aims and incitement for choosing certain media. They deliberately select a specific information source that gratifies their instantaneous needs. The theory proposes that individual media users are equipped with many choices and motivation or purpose for selecting an information sources varies from person to person.

Many scholars have explained this theory in different ways (Perse & Courtright 1993; Roy, 2008; Lucena, 2011). Roy (2008) described the theory in a holistic fashion. According to him, "Uses and gratifications (U&G) is a time-honored media use theory, helpful for understanding consumer motivations for media use, and has been applied to scenarios ranging from radio to television, cable TV, TV remote controls, and now the Internet" (p. 77).

Perse and Courtright (1993) defined in terms of social media. They defined it as theory used to examine how social media such as discussion forums, email, multiplayer games, BBS, and other virtual community. They use media to gratify individual's needs with various purposes. Lucena, (2011) states that;

> The uses and gratifications theory supports that, rather than being passively affected by media messages, individuals forming the media audiences actively choose and utilize media contents to satisfy their social and psychological needs and obtain personal gratification. The approach, therefore, assumes the audiences to be active, discriminating, and goal-directed, and that the uses made of media messages by the audiences act as intervening variables in the process of effect (pp. 53-54).

Also, in a holistic manner, Baxter, Egbert, and Ho (2008) adds that Uses and Gratification Theory is important in examining how users communicate in their everyday life using various communication technologies.

2.3.3 Related Literature

Many studies have explored Uses and Gratification Theory (Payne, Dozier, Nomai & Yagade, 2010; Korhan & Ersoy 2016; Basilisco & Cha 2015). Few studies has however explored blogs in terms of uses and gratification.

Kaye (2005b) examined blog readers motivation for blog reading following Uses and Gratification Approach. In the effort to complete the inquiry, data was collected via online survey following a convenience sampling. Overall, 3,747 respondents participated in the study. Result shows that most of the respondents used the internet for $7^{1/2}$ years and blogs for almost two years. The study asked open-ended questions for why blog readers relate with blogs. 4,880 reasons were provided and they were coded into 62 items and finally grouped into ten isolated items; personal satisfaction, fact-finding, blog presentation/characteristics, information seeking, expression/ association with blog authors and blog readers, opposing to institutionalised media

belief, convenience, enlightenment/quest for viewpoint, public observation and, cognitive/ aesthetic satisfaction.

Jarreau and Porter (2017) investigated the science blog user's motivation for blog reading through a Uses and Gratification approach. The study also seeks to know who reads science blogs. A survey was conducted among 2,955 blog readers of forty science blogs randomly selected. Data was collected between October 19th 2015 and November 20th 2015. At least thirty-three of the forty blogs posted blog entries announcing about the study. Respondents were urged to submit response for the survey more than once if they are responding from different blogs to measure account for interchange of readership in the selected blogs. Results show that blog users who read science blogs regularly highlighted an array of reasons why they use blogs, one of which is for community seeking reasons. Special interest users agreed that they do because of ambiance and entertainment needs. Unequalled blog users who seek information posits that they read blogs for information that can't be found elsewhere. Findings suggests that many of the blog readers are highly knowledgeable when it comes to the discourse of science.

2.4 Relevance of the Theories to the Current Study

Both theories; Social Presence Theory and Uses and Gratification Theory have been extensively used to explain various new media tools but not so much with blogs (See 2.2.3 and 2.3.3). However, Uses and Gratification have been adopted in this study because and as aforementioned, the theory addresses the use and purpose of new media tools for individuals. In this study, the theory was used to explain blog reading motives. It is evident that many blog readers visit blogs for various reasons and from the core statement of the theory, it is known that these motives and purposes are

different for each user. In this study, Uses and Gratification is used to explain and explore internal and external motives such as entertainment, education, idea sharing, sharing latest trends, information sharing, gossip, passing time and gaining knowledge.

Social Presence Theory as aforementioned is a theory that addresses how media users perceive or are aware of each other (See 2.22). In this study, the theory is used to explain the extent which a blog reader or commenter perceive other blog readers or commenter as a real person. The theory is significant in this effect because it best explains if blog visitors feel comfortable discussing personal issues with commenters, if blog visitors feel comfortable expressing themselves with other commenters on the blog more than through face to face communication and if they feel isolated on blogs because they don't feel connected to other commenters. It also explains if blog visitors feel like the emotions they express through their comments resonate with other blog commenters, if they feel that some commenters are robots and if they feel that most commenters use a fake user ID to comment.

2.5 Blogs and Blog Readers: An Overview

Digital technological tools such as blogs have exploded and have become consistent for over a decade since emergence (Elega & Özad, 2017; Elega & Özad, 2018a). Typically, blogs are interactive and many of them allow blog visitors to read, lurk and comment. According to Lenhart and Fox (2006) 87% of them allow comments on their blog. For the not so many blogs who do not allow blog visitors to leave comments, through hyperlinks, they create constant conversations with other blogs. Through these links, bloggers respond to each other. These kind of conversations between blogs expose potential blog readers to even more perspectives on blog

entries. Given that blog readers' activities on the blogosphere is nonexistent without the blogs, the following section talks about the history, defintion of blogs, blog strutures and blog genres, blog readership, types of blog readers, characteristics of blog readers, digital conversations on the blogosphere.

2.5.1 Blogs: History, Current Events and (Re)definition

This section discusses the major timeline of blogging events from 1994 to 2018 and it also makes an effort to offer a new and detailed definition to the generic definition that has been offered to blogs over the years.

2.5.1.1 History and Current Events of Blogs

In 1994, Justin Hall created what could be regarded as the first type of blogs. Hall's Links.net was regarded as a personal homepage because at the time, the name "blogs" wasn't coined yet (Chapman, 2011). In December 1997, Jorn Barger, an online diarist coined the universally known term "weblogs" from the phrase "logging the Web" (Thompson, 2015). One of blog's trailblazers Blood, (2000) submits that editor of Infosift, Jesse James Garrett, commenced collecting websites index that resembles Infosight together. After the compilation, he sent the list of the websites to Cameron Barrett and he shared it on Camworld, his site. The list grew popular and many administrators began sending their own webpage reference to Cameron for him to add to the growing list. Early 1999, Jesse Garretts's enlisted the first twenty-three blogs that became widely known. Not long after the first list was launched, a community quickly grew because many blogs became notable to people.

In the beginning of 1999, Peter Merholz publicly expressed that he'd call it 'wee-blog' and naturally it transformed into blogs, overtime. At as this time, many people started launching their own blogs and the blogosphere began growing and it continued. In 1999, the first free blog software, Pitas took off. This prompted the

influx of hundreds of blogs. "In August, Pyra released Blogger, and Groksoup launched, and with the ease that these web-based tools provided, the bandwagon-jumping turned into an explosion. Late in 1999 software developer Dave Winer introduced Edit This Page, and Jeff A. Campbell launched Velocinews" (Blood, 2000, para 4).

The beginning of 2000's marked the explosion of the blogging phenomenon. It became known that a new media tool had emerged and just like traditional media, blogs became increasingly powerful to the masses; individuals and groups. Many blog authors share their everyday live with strangers on the internet; some of them with similar interests and experiences (Krishnamurthy, 2002; Bar-Ilan, 2004).

In February 2003, Google bought Blogger from Pyra and, Typepad started in 2003. Myspace also launched in July 2003 and America Online (AOL) bought RED Blogs service in March 2005 and Weblogs Inc., in October 2005. English American Blogger, Andrew Sullivan moved Daily Dish, his famous blog to Time.com. In November 2005, DigitalGrit started its Business Blog Service. At its eBay Live! seminar in June 2006, eBay started user blogs. In August 2006, popular search engine, Google paid $900 million to be the main provider for MySpace.com[1]. In October 2011, it was reported that there are 173 million blogs online.

Some of the popular blogs software are WordPress, Blogger, Typepad, LiveJournal, Medium, Ghost, Tumblr and so on. Few of these famous blog hosting sites such as WordPress, Tumblr and Squarespace aren't just exclusively blog software, in 2014, 74.6 million websites ran on WordPress, and 18.9% of all individually-hosted sites

---

[1] https://keonwooictblog.weebly.com/blog/the-history-of-blogblogging

on the WWW were hosted on WordPress sites. 75 million websites ran on WordPress as of December 2016.

Majority of the top blogs are earning a lot of money. The Huffington Post is reported to earn an approximated $14 million every month. Multilingual technology blog network, Engadget earns an estimate of $5.5 million each month claiming the second place in top earning blogs. Mashable makes roughly $2 million monthly, Moz makes an estimate of $4.5 million monthly and TechCrunch makes $2.5 million monthly.

Only on Tumblr, Squarespace, and WordPress alone, it is estimated that the total number of blogs on the internet equals over 440 million. With other software, there are definitely far more number of blogs in the world. As stated by WordPress, a total of 76.3 million entries are published on WordPress every month, and as much as 409 million readers open 22.3 billion blog pages every month[2].

Blogs have continued to grow and in 2018, millions of blogs as well as millions of avid readers have continued to allow the blogging landscape to flourish.

2.5.1.2 (Re)defining Blogs

A lot of definitions has been offered to blogs. Starting with the blog hosting sites, Blogger, they defined blogs as a publishing tool in October 1999. In 2000, they described their product as a website that gives immediate communication strength by giving authors the opportunity to post ideas on the web whenever they feel like. Live journal, another hosting website describes its product in 2000, as a user friendly yet powerful publishing tool enabled by an open source software. In 2004, Typepad described blogs as an influential website that allows users to share travel logs, digital

---

[2] http://mediakix.com/2017/09/how-many-blogs-are-there-in-the-world/#gs.M8JquP0

scrapbooks and journals on the internet. Xanga described its product in 2004 as an online based community that allow users to share journals and diaries. Blog companies most described blogs by the content i.e. journals, publications, logs and diaries (boyd, 2006).

Oxford Dictionary (2017) defines blogs as a website that is written in a conversational style, ran by one or more persons and gets updated regularly. Dictionary of Media and Communications defined blogs as a;

> Web site with a regularly updated list of commentary and links to information on the Internet. A blog often serves as a publicly accessible journal for an individual or community of individuals and tends to reflect the distinct character and personality of the site's users. Blogs are set up with easy-touse authoring tools." (Danesi, 2009 p. 44).

Scholarly contributors like Nardi, Schiano and Gumbrecht (2004) defined them as modified webpages that gets updated from time to time and, they mostly contain many filed posts (Nardi, Schiano, Gumbrecht, 2004). Schmidt (2007) states that "Weblogs, or ''blogs,'' are frequently updated websites where content (text, pictures, sound files, etc.) is posted on a regular basis and displayed in reverse chronological order" (p. 1409). In addition, Godwin-Jones (2006) also states that the blog is 'one, large, loosely interwoven net of information, as blog entries are linked, referenced, and debated" (p.13).

Blogger and seasoned journalist Jeff Jarvis submits that 'blogs are whatever we make them' (Conniff, 2005). They are "are a recent addition to the repertoire of computer-mediated communication (CMC) technologies through which people can socialize online" (Herring et al., 2005a, p. 1).

Overall, majority of contributors have made it known that blogs are regularly updated webpages, they are run by one person or more and they are presented in a reverse chronological order. Most of these generic discourses found in the definition of blogs have been oversimplified the idea of blogs. As buttressed by Garden (2012), the problem with defining blog isnt that it is difficult to describe what blogs are but, many scholars have defined it in inexact and vague ways. Hence, we redefine blogs in piecemeal drawing from the generic definitions available.

Update Frequency and Posting Volume: The assertion "Blogs are regularly updated webpages" seems to befit only active blogs. A typical active blog updates many times a day while inactive blogs don't. Studies on blog update frequency have offered a holistic approach to frequency of posts. According to Ma and Zhang (2007), blog authors who want their blogs to be active have to update the blog with new entries every other time. An analysis into the updating frequency of popular blogs shows that many blogs posts 30 entries on average in a single day. Each entry was below 150 words (Louis, 2005). In the discourse of posting volume, Liao (2006) hinted that majority of blog readers won't appreciate long articles. He said, even though it may be sensible to say that relatively short posts make more frequent updating achievable. Majority of posts helps increase blog visitation, subject matter, standard of post, comprehensive coverage and attention span of blog visitors.

The amount of entries differs across blogs too. Ma and Zhang (2007), who studied style of corporate blogs reveals that;

> All corporate blogs showed short blog length. The overall average length of blog entries is 300 words with a minimum of 114 words and a maximum of 570 words. The observation is in accordance with our assumption based on previous study. Corporate blogs want to catch reader's attention by not providing so much at one time. As for update frequency, corporate blogs in

our study showed varied patterns. The most frequently updated blog posted 2.83 entries a day (Sunbelt software), while the least frequently updated blog only posted 2 blog entries during the whole month we studied (English cut). Overall the average updating frequency is 1 blog post per day (pp. 121-122).

Nardi, Schiano and Gumbrecht (2004) states that the generic discourse of blogs as a frequently updated website particularly suits personal blogs because it allows blog authors to inform blog visitors about a schedule. For instance, a traveller may document her itinerary, where she is headed to, where she is at the moment and other things she finds worth sharing with the readers. Also, boyd (2006) adds that LiveJournal, one of the early blog hosting sites described blogs "… an online journal that you can update with short entries many times a day, or with long entries a few times a week". Goldstein (2009) submits that;

> Some blogs are updated several times a day, some daily, and some at highly irregular intervals, perhaps once a week or several times a month. Some are updated so rarely that they appear abandoned. In general, blog readers can expect the frequency of posts to a given blog to vary (p. 549).

Blogs are run by an Individual by Groups: Garden (2012) assert that "blogs are authored and controlled by an individual or groups who post the entries and moderate the comments, which in part distinguishes them from message boards or other public plat- forms which are conversations between members of the public" (p.488). The number of authours managing a blog is largely determined by factors some of which are the genres or how active it is. Active blogs post many entries in a day. Some over twenty to fourty and this tranlstaes into high readership, lurking and commenting for them (See 2.64). In cases like this, authours might be more than one because writing, editing and validating users comments is tedoius. This is also not to say that blogs with fewer audience cannot be run by more than one blogger. Garden (2012) adds that genres and sub-genres can determine some affordances.

Diary blog is usually that of a single person and seldom includes links, whereas political blogs are often authored by a group, and feature links to other blogs and websites. A cultural or literary blog is usually that of an individual and often has links and an eclectic mix of photos, text, video clips (p. 491-492).

Blogs are Displayed in Reverse Chronological Order: Many scholars have defined blogs as a webpage that is "displayed in a reverse chronological order". Hourihan (2002) proposes that this description is truly one blog features that distinguishes it from other types of websites such as homepages. The idea of reverse chronological speaks to immediacy and how contemporary the platform is. According to Reid (2011), rather than offer a simplistic content-oriented definition for blogs, it is better to define it based on its technics. While many blogs are created using HTML, most blogs today run on software such as Blogger, Typepad and WordPress. With such blogs, posts are saved in databases, then when needed they are published on the blog based on the measure incorporated in the database fields. Typically, entries are published chronologically on blogs however, they can be published based on category which is also fairly common on blogs. In cases where they are many authors, entries can also be published based on the author who publishes such post. In few cases, they are also published alphabetically following the first letter of the title. Some of this are not so common on blogs but it's not to say that all blog entries are presented in an inverted chronological grouping. It is evident that most early blogs launched on Blogger and other early software were chronologically organized and this is one of the reasons why many blogs today are chronologically organized (Blood, 2000).

2.5.2 Blog Structures

As accentuated a couple of times in this dissertation, blogs are shared online journal that allows authors to post daily entries entailing their personal opinion, ideas,

experiences, and interests, and they are mostly presented in a reverse chronological order. They appear in different forms but they have a dominant look. "On most blogging sites, bloggers can choose from a number of boilerplate formats or customize their own pages. But the basics of blogging are consistent across portals and individual blogs" (Miller & Shepherd, 2004, p. 8). The basics as seen in most blogs are dated blog entries, blog header, blog archives, hyperlinks, comment section, theme and for successful ones, advert.

Blog Header: The blog header introduces the blog and as many have called it, it is "first impression" of blogs. It is mostly horizontally aligned to the shape of the blog and contains blog name and description of the blog. In most cases, it is an automatic hyperlink that directs blog readers to the homepage of the blog. It is mostly central to the blog page and it gives enough information that indicates what the entries below are about.

Figure 1: Blog Header[3]

Blog Entries: Blog entries are posts published by blog author(s). They mostly run from the most current post at the top to the older ones to the tail. A typical blog post is dated and it also reveals the specific time the post was published for the public's viewership. They contain images and accompanied text which serves as the body of the story.

---

[3] Blog header http://www.lindaikejisblog.com/

I will run for president in 2019- Fayose

Ekiti state governor, Ayo Fayose, says he will run for president in 2019. Fayose disclosed this when he spoke with journalists in Ado-Ekiti, the state capital on Friday. He said:

f Facebook   **Twitter**   **Email**   **WhatsApp**

Read more >>

Posted by Linda Ikeji at 6/17/2017 04:39:00 am   22 comments:

Figure 2: Blog Entry[4]

Blog Archives: Collected records of older blog entries are mostly contained in blog archives and they are mostly located at the sidebar of the blog. In most cases, blogs archives are arranged chronologically by months or/and years. When clicked, entries of these older posts appear as they show the dates that they were archived.[5]

---

[4] http://www.lindaikejisblog.com/2017/06/i-will-run-for-president-in-2019-fayose.html
[5]. http://www.lindaikejisblog.com/2016_09_04_archive.html This arrangement allows readers to easily assess older posts of interest for reference or even to read anew.
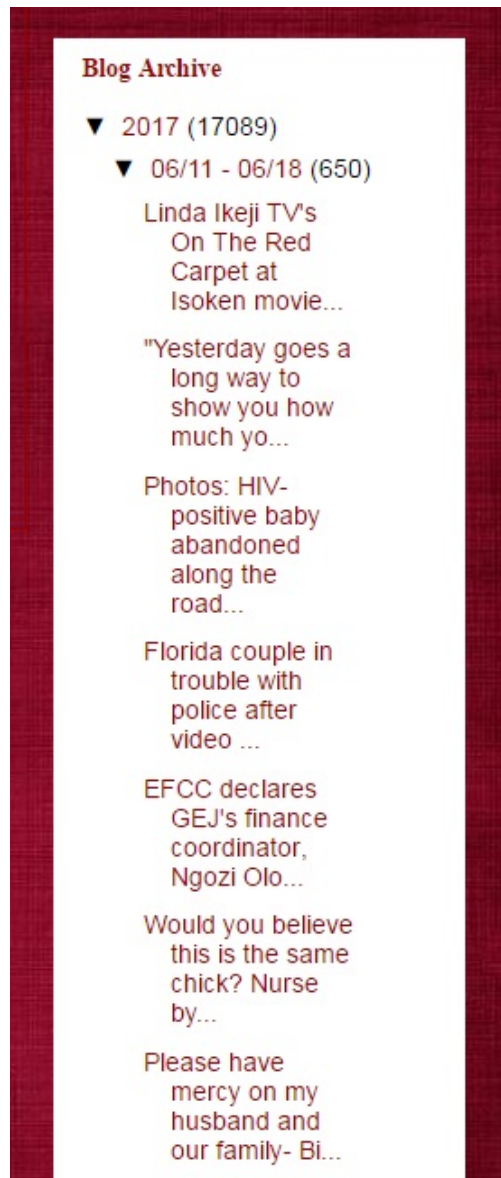
Figure 3: Archived posts[6]

Hyperlinks: Weblinks are quite visible on blogs because they make navigation in and around the blog possible. Like hyperlinks on other elements on the cyberspace, links on blogs redirect a hypertext file to another position. They are generally rendered active by clicks.

---

[6] http://www.lindaikejisblog.com/

"Yesterday goes a long way to show you how much you'll never feel left out or Unloved"- Tonto Dikeh tells her 14-month old son

Figure 4: Hyperlink

Comment Section: The comment section on blogs dates back to 2002. This facility enables bloggers and blog readers to be dialogical and interactive, making them to create mutual trust and respect for each other. In this space, debate and discussion can also happen (Domingo & Heinonen, 2008; Quiggin, 2006). Mishne and Glance's (2006) added that comments represent a significant part of the blogosphere. It amounts up to 30% of the whole blog entries. It is one of the most significant and powerful features of blogs. It is the voice of the people.
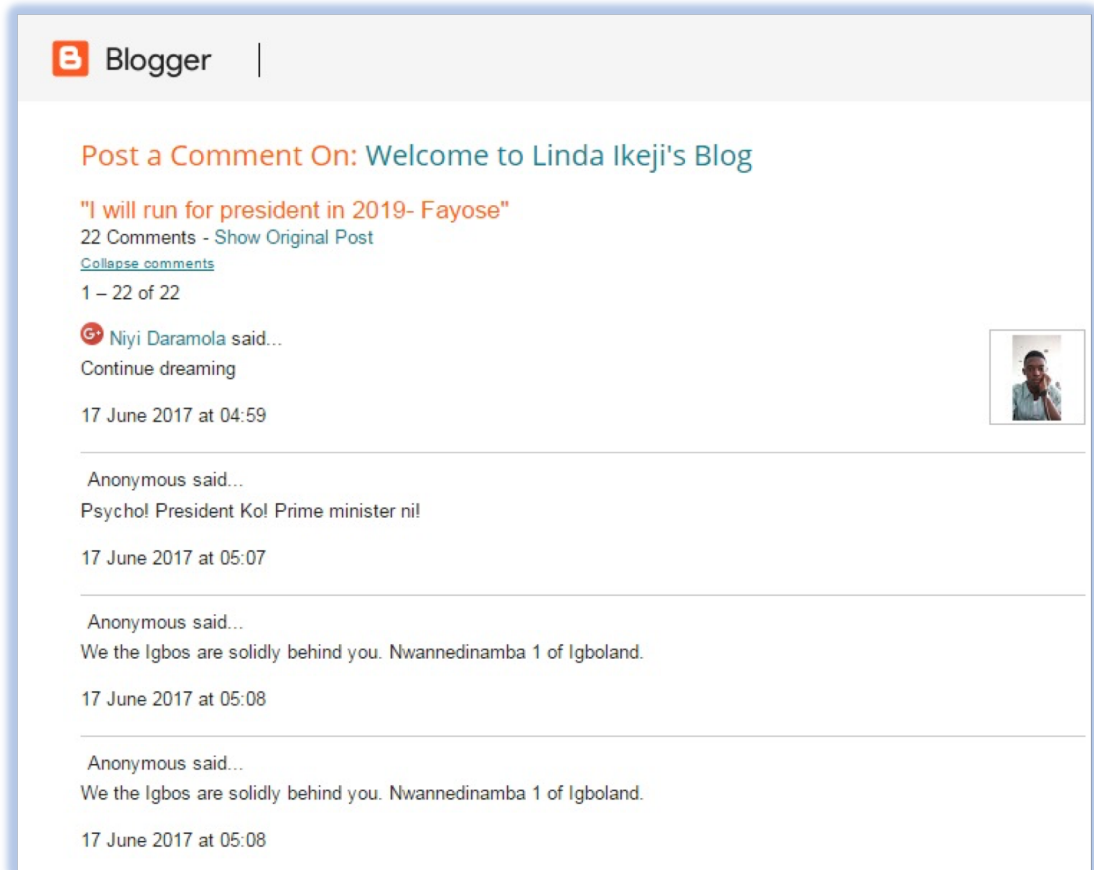
Figure 5: Comment Section[7]

Theme: Blog themes are assemblages of colour schemes, photos, and sometimes sounds etc, used in the interface of blogs.

---

[7]

https://www.blogger.com/comment.g?blogID=9174986572743472561&postID=17470675694455897
89&bpli=1&pli=1
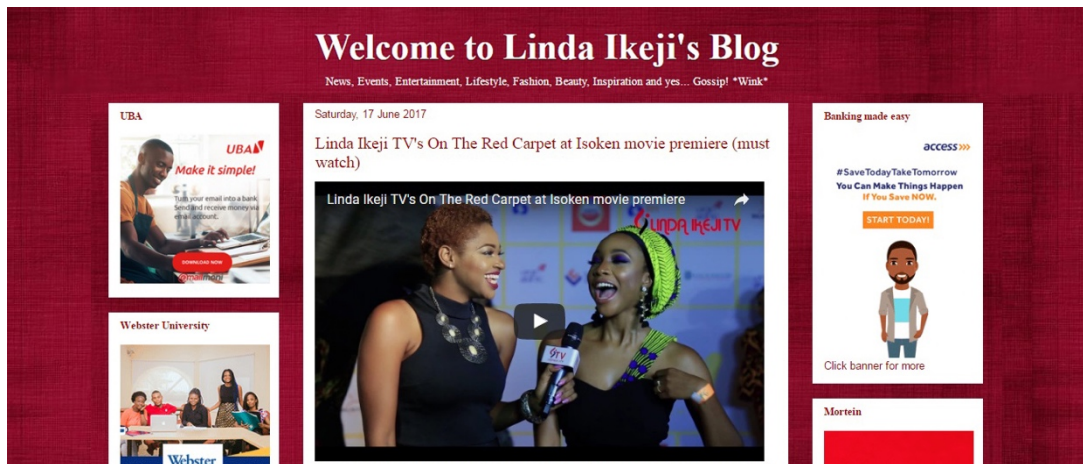
Figure 6: Blog Theme

Adverts: Blog adverts are mostly visible on the pages of successful blogs. Just like Newspaper spaces, the bigger or more strategic the space, the larger the price. Blogs prioritize some areas more than others. For a majority of successful blogs, adverts on the header and the background of the blog are the most expensive because as aforementioned, the header introduces the blog and advert situated there means that everyone who opens the blog must see it. Other advert spaces are sidebars and footer.
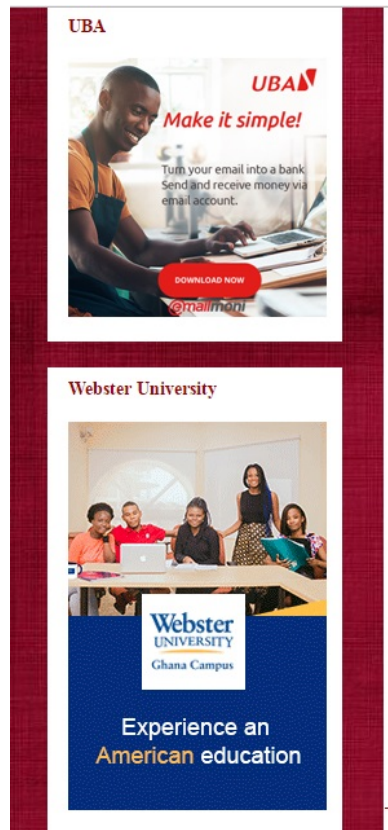
Figure 7: Side Bar Adverts

2.5.3 Blog Genres

Blogs as it has been earlier stated, some bloggers use blogs to curate everyday activities and some others use blog for sharing issues that are of interest to them and a target audience.

There are different types of blog. Gill (2004) says that blog genres are as varied as the bloggers and the topics they blog about. It is evident that blogs have not been well sorted into structured groups. However, few authors have grouped blogs. Primo, Zago, Oikawa and Consoni (2013) grouped blog genres into 16 sets with a disacknowledgement of famous blog genres like gossip/celebrity blogs, pornographic blogs and war blogs, which was mentioned in Hookway's (2008) list of five.

In this section, special information blogs, news blogs and general interest/ information blogs are discussed and, given that this study is blog reader-focused, this categorization is on blog content and how blog readers view blogs.

Special Information Blogs: This genre of blogs focuses on singular beat. They are very unique in their approach and the blog authors are aware that unlike other genres of blogs, they are saddled with the responsibility to curate on one subject matter. For example, fashion, food, sport, entertainment, celebrity and gossip, technology to mention but a few. Tiger, (2013) argues that celebrity gossip blogs such as Perez Hilton "have millions of unique viewers" (p. 341). This is because such blogs focuses on special or unique kind of information, in Hiltons case, everything in and around celebrity gossip. Unlike general interest blogs, special information blogs typically focus on target audience which in most cases are people who are expected to read their stories. Fashion blogs in different countries write in a way that appeals to people or potential blog readers who are interested in styles of dress and ornamnets in their milieu. Special information blogs could also be blogs that merges two or more similar sub-beats such as arts, culture and youth culture which Elega and Özad (2017) tagged cultural and social blogs in their paper. Other types of special information blogs are academic blogs and they've been studied extensively (Kirkup, 2010; Chong, 2010; Baecher, Schieble, Rosalia, & Rorimer, 2013).

News Blogs: news blogs are typically journalistic blogs that shares newly received information about an important event or something different from the usual. News blogs are synonymous to twenty-four hours news channels such as CNN, France24 and Aljazeera. These are institutionalized or traditional media platform. News blogs have evolved over the years and many readers especially young adult turn to them to

get their news or even in some cases solely depend on them to get news. Scholars such as Kahn and Kellner (2003) have even argued that contribution and reportage in many stories on blogs have revolutionized journalism in this day and time. According to them;

> News blogs like Google (http://news.google.com), NewsIsFree (http://www.newsisfree.com), and Syndic8 (http://www.syndic8.com) daily log syndicated content and broadcast it globally to a diverse audience. This has resulted in a revolution in journalism in which subcultures of bloggers are continually posting and commenting upon news stories of particular interest to them, which are in turn found, read, and re-published by the global media (p. 310).

As hinted in the preceding assertion, most news blogs write for all types of readers because just like traditional media outlets, the expected readers are large, scattered and heterogeneous. Political blogs also pose to be news blogs too because they have amassed respect based on various key achievements in journalism and politics (McKenna & Pole, 2008). The importance of this type of blogs to young adults, adults, entrepreneurs, researchers and the society at large is their ability to bring about social and political change in the society. In late 2002, when mainstream journalists failed to notice Senate Majority Leader Trent Lott's statement that the U.S. would be in a prosperous condition if former Senator Strom Thurmond had succeeded in his 1948 segregationist bid for president. Blog authors called out Trent Lott and it ultimately ensued his resignation (Ryan, 2003).

General Interest/ Information blogs: These types of blog post latest news on everything and anything news worthy that is happening in the society. Stories ranging from fashion, business and finance, science and technology economics, arts, health, sports, culture, lifestyle, entertainment, war gossip, celebrity news, and more. They are generally different in content and nature. Kaye and Johnson (2011) one of

the few scholars to acknowledge general interest blog called it general information blog. They defined them as blogs "which citizens play in active role in the process of collecting, reporting, analysing, and disseminating news and information" (p. 238). Linda Ikeji's Blog is a perfect example of a general information blog. On the blog header, it says it focuses on "News, Events, Entertainment, Lifestyle, Fashion, Beauty, Inspiration and yes... Gossip! *Wink*", however, as studied overtime, it is evident that the blog focuses on everything and anything. Most general information blogs focus on expected blog readers; they expect all kinds of people to read their blog considering the content (See 2.6.4.1).

2.5.4 Blog Readership

As earlier stated (See 2.6), blogs are fundamentally interactive platforms that allow visitors to leave comments to blog authors and other readers. The question, "Who is a blog reader, why are they motivated to read and what kind of activities they engage in?" is a one that has been talked about by many scholars. For Baumer et al., (2008), "The position of the blog reader is often an ambiguous one. Most research on blogs adopts the view that readers, commenters, and participants are also bloggers themselves" (p. 1112). Furukawa, Matsuo, Ohmukai, Uchiyama and Ishizuka (2007) added in their all-inclusive study on blogs reading behaviours that blog authors also engage in reading activity because they read and leave comments on other blogs as they update their own blogs. Lenhart and Fox (2006) state that majority of bloggers has read blogs and as a matter of fact, the number of bloggers who have read other blogs might be as high as 90%. So, blog authors are also blog readers.

Blog readers are people who either passively and/or actively use the online journal. Kaye (2005a) states that blog readers have the right to fully engage in discussions on the blogs or they may decide to be non-participative and simply read news entries

and the opinions of others. They are also informants in the blogosphere because blog authors get a lot of information from them (Robinson, 2006). Walter (2005) states that;

> Most weblogs use links generously, allowing readers to follow conversations between weblogs by following links between entries on related topics. Readers may start at any point of a weblog, seeing the most recent entry first, or arriving at an older post via a search engine or a link from another site, often another weblog. Once at a weblog, readers can read on in various orders: chronologically, thematically, by following links between entries or by searching for keywords (p. 45).

For reading motives, Baumer et al., (2008) submit that blog readers are motivated by the immense satisfaction gotten from the blog reading activity. Blog reading allow blog readers and blog authors to create a camaraderie on the blogosphere because of the interactive tools available on blogs. Sankaram and Schober (2015) mentioned that blog reading is contributory to why blogs readers leave comments on blogs. They do to suggest, correct or extend the original post or a comment of the blog reader. Reading is closely associated with two blog reading acitivites; commenting and lurking.

The comment section allows readers to post written words as responses to specific entries or original posts that the author(s). Just like blog entries, they are also mostly chronologically arranged (Marlow, 2004). These replies form a fairly large part of the blogosphere. As Mishne and Glance (2006) put it, discussion on the blogosphere constitute up to 30% of the blog entries. For Marlow (2004), commenting is a fundamental social activity in the blogosphere. Comments shows how well people read or visit a blog. According to Baumer et al., (2008), the comment section generates a double opportunity for interaction on the blogosphere. For one, readers and the blog author; this interaction just like in most activities on the blogosphere

depends on the blog authors consent of the comment. Blog authors have the power not to accept, decline or delete a comment. In the case of readers and other readers, comments help them to express their beliefs, thoughts and ideas on issues shared on the blog (Walker, 2005).

Lurking is another blog visiting activity that is primarily characterized by observing, but not actively engaging in blog visiting activities such as reading and commenting. It could be a conscious or unconscious activity. Nonnecke and Preece, (2001) believes that is peculiar to some individuals and their purpose for doing it range from personal to work related activities. Sankaram and Schober (2015) mentioned that, "The nature of blog interaction makes it easy for readers who potentially could post to read a dialogue without actually participating in it" (p. 407).

2.5.4.1 Types of Blog Readers

Blog readers as this study reinforces, are an important player in the blogosphere and there are as varied as the style of readership, comments and responses on the blogs are. Blog readers can be categorised into different groups but given that this study focuses on blog readership in its entirety, this study adopts adopt Li's (2005) types of visitors; actual readers, expected readers, targeted readers, and. According to Li, "A blogger intends to write for some specific readers. However, due to the openness of the Internet, the blogger should expect some untargeted readers to be reached. In addition, the finally reached audience can be another group of people" (pp 47-48). This section extends these categories'.

Expected Readers: Expected blog readers are prospective users whom the blog author presume will visit the blog. They are of a wider range than targeted blog readers and, for most blog authors who seek readership, they presume from the

beginning of blog creation process the kind of audience members they want. "Clearly, individual expectations are those that can be said to be held by and attributable to individual actors" (Konrad, 2006 p. 431) however, at the most basic level, blog authors expect people who are interested in the subject matter they choose to discuss, address or share opinions on, to read their blogs. Apart from blog readers' interest, another factor that drives blog authors' expectation is the milieu. It is evident that there is really no borderline on the internet however, from the inception, most authors expect people who are interested in their kind of discourses in their milieu, to read their blog before people miles away.

This doesn't affirm that it is always going to be the case because sometimes, readers from other regions even get to the story before those close by because apparently, the internet isn't located anywhere. The readers expected on certain blogs are also likely to be of a certain demographics like age, gender, sexual orientation political affiliation, education etc. For example, Lawrence, Sides and Farrell (2010) said that blog users who visit political blogs are probably more educated than those who don't read. The total number of political blog users with university diploma amounts to 39%. Authors expect certain types of readers to read their blogs, blog readers also expect to read some specific kinds of posts on the blog so as meet some specific kinds of the people of the blog because as right put by Konrad, (2006) "individual as well as collective expectations are an emergent product of social interaction" (p. 431).

Targeted Readers: Targeted blog readers are people whom the blog authors' write specifically for. The blog author writes to draw favorable attention to the blog from these individuals or groups. Their criteria could be based on gender, sexual

orientation, race, etc. For example, considering that mummy blogs focus on curating everyday family life and sharing motherhood stories (Friedman, 2013). Mommy blog readers are people who are interested in children, parenting skills or topics in and around motherhood. Hence, it is natural for blog authors to target mothers or care givers. Depending on the location, it wouldn't be entirely strange if mommy bloggers also target a few percentages of men because in Burke-Garcia, Berry, Kreps and Wright's (2017) study, "The readers of the participating blogs were primarily comprised of women but one indicated having approximately 20% male readership" (p. 1935). Readers, be it men or women seek voices that they find supportive, compassionate and provocative. They use blog as a medium to reflect on their own parenting practices (Orton-Johnson, 2017).

Actual Readers: These type of blog readers are the visitors we find on blogs. They are valued more than the other kinds of readers because unlike the expected and targeted readers, the actual ones are the ones that add value to the shared online journal. They read, comment, engage in conversations on the blogs and as a matter of fact, most times when we say "blog readers" in most scientific studies we mean the actual ones. The actual blog readers are as important as the bloggers themselves because, just like bloggers, they determine a significant part of what the bloggers write about. While discussing blog readers and political polarization, Lawrence, Sides, and Farrell (2010), states that "choices not only affect the content of blogs themselves, primarily via readers' comments, but also provide evidence about whether blogs are likely to foster deliberation or merely reinforce existing beliefs" (p. 143).

2.5.4.2 Characteristics of Blog Readers

Blog readers are typically large, scattered and heterogeneous, however, there are some common behaviours or attributes among them and this section discusses few of them.

Blog Readers Contribute to Blog Entries: Entries drive the blogosphere. It serves as the middle point for readers and authors. It is the major facilitator of digital conversation on the blogosphere. Apparently, blog authors are the major contributors of entries on most blogs but it is evident that many blog readers are as informed as the blog authors themselves and, in many cases, they share their own version of stories or experiences which sometimes, help shape a new post or inspire the blogger to write a new post. This evidently is largely done through the comment section. Apart from the dominant type of entries on the blogs which are posts, blog readers also contribute through comments and as aforementioned, the commentary on blogs are a major part of the blogging activity. Nardi, Schiano, and Gumbrecht, (2004), says that a blog authors experiences and emotions are largely influenced by their readers and, given that blog visitors are informed about this situation, they feel compelled to make contributions through commentary, visit and also lurk (Baumer et al., 2008).

Blog Readers are Intentional and Aware: They deliberately engage in activities on the blogosphere such as tagging, commenting, reading among others. More often than not, most blog readers don't accidentally visit blogs. They mostly only go on other blogs when someone else refers them to the blog. Lawrence, Sides and Farrell (2010) likened this to traditional media. They said accidentally checking other blogs is like, "when a person watch-ing "American Idol" sees a political advertisement

during a commercial break" (p. 143). Majority of the blog readers have one or more blogs they visit and they do so consciously from time to time. Majority of the blog readers are not only informed about events happening in everyday, they are aware. According to Lawrence, Sides and Farrell (2010), readers or blog visitors are more likely to be aware with current political events more than institutionalised media viewers/readers/listeners.

Blog Readers are Active: blog readers actively participate in blogging activities. They make conscious decisions to read, comment, invite friends to read stories and share hyperlinks of blogs on their social networking pages. As Baumer et al., (2008) put it, visitors are in active and continuous interpretation and interaction with the blog; they engage and create their own meaning and reality. "Similarly, the reality and meaning of a blog exists neither solely in the blog itself nor solely in the reader, but rather in the reader's active interpretation of, and interaction with, the blog" (p. 1111).

Blog Readers Define Blogs: Many blog authors sought to be famous because been popular not only translates to more readership but it also does monetarily. Among other things, most advertisers check how interactive a blog is, how many readers and hits it gets in a day before they determine if they'd advertise or not. In Elega and Özad (2018b), A-list bloggers were determined by the number of comments found on each blog. According to Trammell and Keshelashvili (2005) blogs with high readership are regarded A-list.

2.5.4.3 Digital Conversations on the Blogosphere

Blogs are primarily websites that generates a lot of content and according to Kaye and Johnson (2011), these contents simulates interpersonal relations. Bukvova, Kalb,

and Schoop (2010) adds that blog readers' comment on entries generates camaraderie among themselves and also the blogger. Digital conversations on blogs is synonymous to a face-to-face discussion because as humans, we keep ideas for a while that it swiftly stays topmost in our minds and we still don't feel obliged to respond as soon as the other party speaks. Digital conversations on blogs can start and stop, with intervals of intense dialogue broken up by elongated gaps, while still maintaining the thread of a continuing conversation about a specific subject matter (Ewins, 2005).

Conversations on blogs are integral parts of the blogosphere. These conversations determine which blog is interactive. The back and forth of digital conversations of blogs keep both bloggers and blog readers engaged, keep lurkers around more than non-interactive blogs and keeps blog visitors in tune with updates on the blog. Just like in institutionalized organizations media like newspaper, magazines, television and radio. Blog conversations significantly drive the advertising area of blogging. Majority of the companies or advertisers are interested in how engaged their target readers are with the blog.

As humans, we like to be known as a member of a community or people of like minds or occasionally, opposing minds. Interactive blogs stimulate networking. It allows users to create and maintain relationships online. According to one of the participants in Elega and Özad's (2018b) study. One of the participants pointed out that;

> I had issues in my relationship then if I could recall. I was so down and depressed so I sort for some closure to feel good. So, while going through my Facebook timeline. I saw a post by a friend and when I clicked the post, the post directed me to where my friend lifted the story from and it was from a blog, Linda Ikeji. That was around 2010. So, when I got on the blog, I read

the story. If I could remember it was about a woman complaining about her husband cheating on her, so after commenting, the readers there loved my comment, some were even asking me if they could copy my comment and make reference to it. I was happy, I found a place that could distract me from my depression and make me feel good again. I found a sort of a new family (p. 6).

Different from everyday conversations, digital conversation on blogs occur in a structured format. Occasionally, some known members oversee the blogging dialogue by commencing the discussion while other members participate and contribute to the conversations (McGlohon, Leskovec, Faloutsos, Hurst, & Glance, 2007). These conversations could be also hard to trace (Efimova & De Moor, 2005). Some of them break into tens of pages. Feedback is an important part of digital conversations of logs and according to Li (2005);

> Feedbacks from readers help to expand the discussion aroused by bloggers, offer broad perspective to examine the certain issue, provide complementary information, show support or disapproval of some viewpoints, and start interpersonal interaction between bloggers and readers. In the blogosphere, feedbacks are highly valued and deemed as indispensable component of a blog. The propensity is supported by the fact that comment function is available on all most blogs and bloggers typically respond to comments frequently and in a timely fashion" (p. 125).

In terms of reasons why blog readers are motivated to read blogs, Elega (2018), the "primary reasons why they are motivated to be involved in digital conversations on the blogosphere; opinion sharing (Checking other commenters/ blogger and alternating the dominant flow of conversation), conversational perks and interest". (pp. 50-51).

The downside to these commentary on the blogs according to Reid (2011), "is comment spam. Much like email spam, comment spam are random comments on your posts that include links to (often questionable) websites" (p. 318).

2.6 An Overview of Nigeria; her Old and New Media Landscape

The history of Nigeria dates back to the early 11,000 BC. The milieu that is today Nigeria settled many ancient African cultures such as Nri Kingdom. Around the 11th century, Islam was introduced to Nigeria through the Hausa region and in 1851, Lagos was nabbed by the British. In 1861 it was officially occupied and Nigeria was officially pronounced a British controlled state in 1901.

In 1960, Nigeria gained its independence and became a republic in 1963. After a horrific coup d'état, she became a militarily ruled country where Republic of Biafra, a separatist group was eventually formed in 1967 causing a civil war that lasted from 1967 to 1970. In 1979, another constitution was written and a new republic began. It was impermanent because Major General Muhammadu Buhari led military was seized again four years later. A new republic started in 1993. It got dissolved again by General Sani Abacha who passed away in 1998. A fourth republic that ended the continuous military rule commenced thereafter (History of Nigeria, 2018).

Under the leadership of President Olusegun Obasanjo, the Fourth Republic began with major strides to redeem the international reputation of the country as well as stabilizing the political economic structure. It is evident that President Olusegun Obasanjo made some progress but the political landscape is still imperfect and majority of the Nigerians remain poverty-stricken.

> In 2007, Inauguration of President Umaru Yar'Adua on May 29, marking the first time in Nigeria's history that power is transferred from one civilian regime to another. The transfer is controversial, however, since the elections that brought Yar'Adua to power are widely believed to have been rigged by the ruling People's Democratic Party (PDP)" (Falola & Heaton, 2008 p. xviii).

People's Democratic Party (PDP) candidate, Dr. Goodluck Ebele Azikiwe Jonathan emerged as the president of Nigeria from 2010 to 2015 and In December 2014, President Muhammed Buhari emerged as the presidential candidate representing All Progressives Congress (APC) for the March 2015 general elections which he won and has been the president of Nigeria from then till date.

The Federal Republic of Nigeria is a country in West African region with a population of over 140 million people according to 2006 national population census, over 374 languages and over 270 separate tribes. "Nigeria is a country in Africa with a huge homogenous black population. However, there are diversities in ethnic, climatic, regional and the environmental differences" (Olowofela, Fourrier-Réglat, & Isah, 2016 p. 88).

The total landmass is 910,768sqkm and water is 13,000sqkm. There are thirty-six states in Nigeria with six geopolitical zones, 1) North Central- Kogi, Niger Benue, Plateau, FCT, Kwara and Nassarawa (7 States). 2) North East- Borno, Bauchi Taraba, Yobe Adamawa and Gombe (6 States). 3) North West- Katsina, Kebbi, Sokoto, Kaduna, Jigawa, Kano and Zamfara (7 States) 4) South East – Imo, Ebonyi, Anambra, Enugu and Abia (5 States) 5). South South- Delta, Cross River, Rivers, Edo, Akwa Ibom and Bayelsa (6 States) and, 6). South West- Ogun Oyo, Osun, Lagos, Ondo and Ekiti (6 States).

Nigeria has boundaries with a few countries; Benin Republic on the West with 773km, Cameroon on the East with 1690km, Gulf of Guinea (Atlantic Ocean) on the South and Niger Republic with 1,497km and Chad Republic with 87km to the North. The official currency is Naira (₦) and the official language is English Language but

majority of the populace speak pidgin or broken language, a language with a bit of Nigerian local languages, Portuguese and mostly English Language. There are three major religion in Nigeria; Christianity, Islam and African Traditional Religion (ATR).

The Nigerian traditional media landscape dates back to *Iwe Irohin,* the first newsprint in Nigeria founded by church missionary, Henry Townsend in 1859. According to Uwom and Alao (2013), the emergence of *Iwe Irohin* promoted the earliest forms of development in the Nigerian media landscape. The Nigerian media consists of the broadcast and print media. Chief Obafemi Awolowo's Western Nigeria Television (WNTV) was the first television station in Nigeria. The TV station was floated to provide educational needs of the people but it had an underlying political tone.

The Western Nigeria Television gave rise to the intervention of other TV stations which were the mouthpiece of the regional governors. The Nigeria Television Authority (NTA), Nigeria's national broadcaster was set up and to avoid exclusive possession of the broadcast media, the broadcast media was deregulation by the then Military governor, Ibrahim Badamosi Babangida.

Following this Decree No. 38 of 1992, the broadcast industry became liberalized and stations such as African Independent Television (AIT) and Minaj Broadcast International (MBI) were founded to reach an international audience (Agbaje, 1992). After this major move which is deemed one of the most significant events in the timeline of Nigerian media, the intervention of more private stations emerged.

For a developing country, it is fair to say that the Nigerian media is to a great extent, well established. The press has always been fairly strong even before the intervention of colonialism and the establishment and deregulation of the broadcast media has continue to help in terms of reach (Agbaje, 1992).

There are over 100 televisions stations in Nigeria. As of 2014, only Nigerian Television Authority (NTA) had 101 stations in towns and state capitals in the country. Presently, they are over 100 radio stations in Nigeria with 90.4% of them hosted on the FM waveband. As for the newspapers and magazines, in the last ten years, a number of them such as PM News, City People, The News, Net NG. NEXT newspaper, Tell Magazine and Compass closed. Other ones such as THISDAY, Punch, Vanguard, The Nation, Sun, Daily Trust, and The Guardian are still going very strong (Kolawole, 2018).

Majority of the Nigerian media outlets are in English language because Britain colonised Nigeria from around the mid 19th century to the mid 20th century. Over the years, the Nigerian reading public is segmented along the three media space; the radio, television and the print. The largest radio audiences are the unlettered; a good number of the radio audiences listen through a small transistor radio powered by battery. The few radio-oriented elites tune in on their way to work or before leaving home in the morning (Kolawole, 2018).

In Nigeria, television audiences are from all ends because it is based on availability of electricity given that the issue of electricity is still a big problem in Nigeria even till this day. As for the print media, the vast majority of the reading populace are the Nigerian elites; elected officials, tycoons and other educated folks. These three media

forms dominated the Nigerian media landscape until the intervention of the internet (Kolawole, 2018).

The Nigerian internet readership, relevance, affordability, speed and reach has continue to grow year after year. As reported in Africapractice.com (2014), it was reported that early on, internet reach stood at 30% with over 50 million users in Nigeria. In 2009, 70% of Nigerians were visiting social networking sites and 72% were visiting social networking sites in 2013. "As of February 2016, 16 million Nigerians used Facebook — the highest in Africa. On the average, 7.2 million of them were on the site every day" (Kolawole, 2018, para. 40).

In 2017, it was reported that internet users reached 91.6 million bringing Nigeria's to the eighth highest number of Internet users in the world. Internet reach in Nigeria has definitely translated into revenue generation. It rose from 10 million dollars in 2011, to fifteen million dollars in 2012, twenty-four million dollars in 2013, and 82 million dollars 2017 (Kolawole, 2018).

> The Statista statistics portal predicts that Internet advertising revenues in Nigeria would have risen to US$139m by 2020. Courtesy of Alexa, a commercial web traffic data and analytics company, we know that as popular as Facebook is, it is only the fourth most used social network in Nigeria and the fifth most used website overall (Kolawole, 2018, para. 40).

In Nigeria, Twitter is the sixteenth most visited website in Nigeria with 1.8 million monthly users. Yahoo, Eskimi, Nairaland and Instagram are the social networking sites with more visits than Twitter. As of March 2017, Instagram had 3.6 million users, 80 % of whom are between age group 18 to 44 (Kolawole, 2018).

The   issue of digital divide in Nigeria just like many developing nations is a concernng issue because unequal distribution of access to information technolgoies among persons and groups impact the economically disadvantaged people negatively. In a study conducted among internet users using a chosen cyber cafe at University of Calabar in Calabar Metropolis by Edet Ani, Unchendu and Atseye (2007), findings show that there is evidence of digital divide in respect to age, gender, educational level and marital status among Nigerians.

In a 'digital divide' study conducted by Tayo, Thompson & Thompson (2015) among members of Yewa Local Government in Ogun state and Ido Local Government in Oyo state; both rural communities in Nigeria (n=20). They found that the issue of access to internet and affordability of computer was a common concern by many respondents. Out of all respondents, as small as 20% of the respondents could bear the expense of a computer and pay for internet. Eight of the respondents reported that they have absloutely no internet reach or a computer set.   Some respondents access the Internet through cell phones or Cybercafés but they didn't own a personal computer and they amounted to nine of the total number of respondents. Considering their standard of their living, six respondents didn't attemot buying a computer or using the internet. One of the particpants of the study said;

> I do not have any idea about computer and Internet." Another participant said, "It [my life] really wouldn't be that different. I don't really use computers. Computers wouldn't really have any impact on me if there weren't any around." The problem of cost and high charges in accessing the Internet within the two communities were limiting factors in obtaining computer hardware and obtaining Internet connectivity. Despite lack of personal ownership of computers and personal Internet access, access was available via cell phones, libraries, and Cybercafés. The issue is not with the price of computers, which are comparable with prices in the United States, but with the low income of most Nigerians (p. 2-3).

In recent times, the divide is reducing. However, despite the fact that the deregulation and privatization of Nigeria's telecommunication industry has bridged digital divide to a great extent, there is still a problem. "In Nigeria, markets have been extremely liberalized, but the number of Internet users is still very low, whereas poverty and the income gap are high. The digital divide is a problem for Africa and Nigeria in Nigeria (Akanbi & Akanbi, 2012 p. 86).

2.6.1 The Nigerian Blogosphere

The term 'Blogosphere' "refers to the social universe where blogs exist and interact. In a more explicative way, it deals with the media landscape where blogs exit as interactive sources of information" (Anusiem 2017 p. 83).

As aforementioned (See 2.5.1), blogs date back to the late 90's but became extremely popular in the early 2000's. In Nigeria, presence of early blogging can be traced back to around 2005 where a couple of pioneering forums and blogs like Nairaland.com, Bella Naija and Naijatechguide were launched. The case here, Linda Ikeji's Blog, was launched in 2006 and a prior study on Nigerian blog readership base, reveals that early on, majority of Nnamdi Azikiwe University undergraduate students who participated in a blog readership survey, "didn't know much about blogging; though a lot of them engaged in the activity unconsciously, they were basically ignorant of what exactly blogging is" (Adun & Chukwulete, 2013, p. 129).

In Nigeria, blogs became extremely popular with the success of Linda Ikeji's Blog. The blog revolutionized Nigerian blogosphere hence, the history of Linda Ikeji's Blog is the history of Nigerian blogosphere because before Linda Ikeji became a household name in the blogging arena, the few bloggers available blogged only to document personal information like the traditional dairy.

With a blog hosted on Blogger.com, Linda Ikeji got inspired to start her own blog via bellanaija.com, owned by Uchenna Jennifer Eze. She started the blog in 2006 and until March 2007, there were no readers. For four years, she was just a blogger with no major significance until August 2010 when she got her first major advert and with a few controversial stories, she became a household name in the Nigerian media landscape.

Presently, Linda Ikeji's Blog as well as other major blogs are as popular as the major social networking sites such as Facebook, Twitter and Instagram. Just like these major new media platforms, the use of blogs to share topical issues concerning Nigerians has become a phenomenon rather than a trend.

The increment in knowledge and usage of blogs in Nigeria is largely credited with the increment of internet reach and computer literacy which were all albatrosses as at the early times (Salawu, 2011; PIWA, 2005).

Bloggers in Nigeria write entries across all kinds of issues ranging from music to marriage, fashion, movies, music, business, celebrities, education, sports, jobs, autos, properties, health, food, agriculture, gaming, literature, technology etc. Among all kinds of issue, politics and entertainment especially celebrity/gossip, are deemed the most relevant topics.

Blogging has helped to improve so many areas and sectors of the Nigerian society. Alao (2012) accede that;

> The Internet has introduced mass interaction to mass media through the use of chats, blogs and so many other applications which are being put to use in

the mass communication field. The innovation has led to a visible change in the way mass communication is being practiced in Nigeria (p. 96).

The political landscape has also been impacted. "Actually, the 2007 electoral process was the first time in Nigerian history in which blogging played any role for mobilization, monitoring, and measuring the success or otherwise of election" (Ifukor 2010, p. 402). Following the types of blogs discussed earlier (See 2.5.4.1) majority of the Nigerian blogs are general interest blogs and this is so because majority of the successful Nigerian blogs such as Linda Ikeji's Blog, Bellanaija, Stelladimokokorkus are general information bloggers because they post all topical issues they deem are news worthy. It is most likely that Nigerians tend to gravitate towards these kinds of blogs more because they are all encompassing.

There are also Special information Nigerian blogs which are more concerned and focused on some particular topics or issues e.g. politics, entertainment, education, events, music etc. Some of the very popular ones are music blogs; Tooxclusive.com and Notjustok.com. They are two powerful music blogs in Nigeria and they focus on mainstream Nigerian songs. TechLoy.com, NaMyWedding.com and weddingdigestnaija.com are special wedding blogs to mention but a few. Library blogs are also fairly common in Nigeria and they are a few scholarly works on them (Fasola, Oso, & Alonge, 2015; Adeleke, & Habila, 2012).

Nigerian News blogs are one of the most important types of blogs. They are new watchdog of the society in a supposed liberal democratic society which this study assumes Nigeria as. Bruns (2009) posits that;

> news blogs can already be described as a form of citizen journalism: these
> sites build on their participant communities' range of understandings and

interpretations of current events which is necessarily wider and more diverse than that of a small number of industrial journalisms, and these diverse, multiple perspectives of users (p. 108).

The emergence of news blogs and facelift of citizen journalism has also been highly impacted the traditional journalism practice. The Nigerian news bloggers act in a free space and they push the ideas that won't be covered by traditional media. Just like in Kenya which is a similar milieu with Nigeria facing corruption, marginalization and relegation of the voiceless; Ogenga (2010) posits that the citizens look for substitute like the internet as opposed to the traditional media to debate topical and controversial issues of public interest. The blogs give them this free space to express their thoughts. It is a struggle against the mainstream media and the few hands that control them. Some of the news blogs who are pushing these boundaries in Nigeria.

Baltatzis (2006), accede that blogs are ultimately important for journalists. With a precise analogy, he said that "Blogs are goldmines" for professional reporters/writer for newspapers and magazines. The blogosphere is a massive root to information that can spark new ideas, arguments for journalist which might lead to news stories and follow-ups on stories on other sites" (p. 7). The downside for journalists is that;

> despite the newspaper's claim of creating an opportunity for readers to create their own news, The Punch's model of citizen journalism is still with some limitations. Compared with online citizen journalism, espe-cially one that is done through blogs, The Punch model is with inadequacies. In the model, the professionals in charge of the page would still play the role of gatekeepers. They would determine what stories to go public, and which should not go. Even, for those that would go public, some editing would have been done on the stories, thereby robbing them of their originality, and in a way distorting the actual reports of the contributors. Unlike in the case of blogs, the contributors to 'My News.Com' do not have absolute control over their reports (Salawu, 2011, p. 192).

The Nigerian blogging landscape in Nigeria is the one of the biggest in Africa. Presently there are thousands of blogs and bloggers in Nigeria but majority of them are not well known (Anusiem 2017).

2.7 Chronological Arrangement of Prior Related Studies

This research as aforementioned focuses on blog readership and this 'state of the art' review on the blogosphere reveals that blogging research have existed a little less than twenty years and in the earlier years of blog scholarship, blog readership enjoyed less or no scholarly attention which in turn means that research in this area have only been very pronounced in the last decade. Based on this background information, this section summarizes related studies in triennium.

2.7.1 2003 - 2005 Period

Efimova and De Moor (2005) explore the conversational practices of blog readers through a qualitative study. Unlike majority of qualitative studies on blogosphere which employs interviews as a method of data collection. This study employs blog conversation data collection. While focusing on conversations at a larger frame, they focused on participants' rhythm of engagement, hyperlinking practices and media choices. Upon the completion of the study, they identified the characteristics of conversational blogging and they presented hyperlinks as a "conversational glue"; and they proposed that the conversational model requires more scholarly concentration for it to reach its full potentials and that investigating conversations on different blogs in same community would give better insights in the conversational practices on the blogosphere.

2.7.2 2006 - 2008 Period

Graf's (2006) study investigate the political blog readers through an examination of everyday blog readers with the sample frame selected for the study. The study looks

at blog readers inherent quality of mind and character and findings show that despite the fact that majority of internet users have heard of blogs, only very few have used it. Those who accesses political blogs in this study represent 9% of the sample frame. Daily political blog visitors believe that unlike institutionalised media platforms, blogs operate as alternative media outlets, which they weren't particularly happy about. In addition, majority of the daily blog readers got most of their information from online sources. Majority of them engage in partisan politics and their way of engaging on the blogosphere is by responding to the bloggers through the comment section. Many of them, mostly democrats report that they always try to take firm positions on social issues. Also, majority of daily blog readers report that they view blogs as a platform that encourages and promotes political discourses.

Kook (2006) examine how dissimilar blog readers are from non-users in political discourses and engagement. Hence, the study aims to what gratifications readers get from using the blog, the difference between media use among blog users and non-users, how blog fulfilments are related to media use and, the dissimilarities in political engagements between blog users and non-users. Through an e-mail survey conducted in United States of America, students were recruited from two universities (n=30,000). E-mail addresses were retrieved in conformity with Freedom of Information Act and all the way through November and December of 2004, the survey was conducted with an estimate of 11% (3,410) as the response rate. Results show that blog readers mostly use the blog as guidance. Non-users of blogs are most likely going to use news media with a high use of text than blog readers. The study also found that blog users are likely going to have discussions about the polls than non-users.

In Mishne and Glance's (2006) paper, they evaluate commentary on blogs as the most instrumental feature of digital conversations on blogs. They set to understand the number of comments on blogs and its volume when compared with blog entries, among other questions. Upon completion, through an analysis of large collection of comments, results show that comments amount up to 30% of all entries on the blogosphere.

Porter, Trammell, Chung and Kim (2007) study the impact of blogs in Public relations profession in their paper. They emphasize that blogs have not been typically used in the profession as a tool but its influence is indisputable. In order to complete this inquiry, members of Public Relations Society of America (PRSA) were recruited (n=1125). The total number of respondents were 132 making the response rate 14%. Results reveal three uses of blogs among public relation practitioners: mundane resource research, information-seeking, communicating with other blog readers, and issues identification.

Baumer et al., (2008) in one of the best scholarly efforts on blog reading practices of blog readers, explore the roles, input, and importance of blog readers to blog authors and the entire blogosphere. In this paper entitled, "Exploring the Role of the Reader in the Activity of Blogging", fifteen blog readers participated in the ethnographic study and through an in-depth interview, common blog reading practices, blog reading motives and, the paper also addresses audience engagement from the perspectives of blog readers.

Hsu and Lin's (2008) paper on blog usage highlight the importance of studies on motivation for blog reading motivation and seeks to identify blog users position on

technology adoption, social influence and factual information sharing motives through a survey among 212 blog readers following Reasoned Action theory. Result shows that use, information sharing and satisfaction were positively affiliated to respondents' attitudes towards blogging, and thus, amounted for 78% variance. Conversely, group identification and blog users' attitudes highly impacted their intent to continue using the CMC platform. Variance accounted for 83%.

Johnson, Kaye, Bichard, and Wong (2008) study users' perception of blog credence. Basically, they evaluate users who attentive to politics to ascertain their perception on credence on of blogs in comparison with mainstream media, online version of newsprints, cable and broadcast television news. Survey was conducted around the 2004 US election. Through convenience sampling method, 1,399 were recruited. They questioned blog credibility, blog reliance and credibility, blog credibility and demographics, gratifications of blogs, gratifications and credibility and gratifications vs. reliance and they found that majority of the respondents believes that blogs provides believable information more than traditional news media and online news platforms. Blogs' influence on blog readers and their motivations for blog reading proved to be highly instrumental in their assessment of the perception of blogs as credible. Reasons that spur blog reading had less predictor that reliance. More than for fun, news-seeking motives had stronger credence.

Zheng, Tremayne, Lee and Jeong (2008) discuss commentary on the blogosphere. In this paper, Zheng et al., highlighted the role and contribution of blogs in news reportage in the Iraqi war, and primarily their service to blog readers as a source of inspiration for engagement and participation in the dominant discourse as it pertains to the war in Iraq. The study basically enquired into the characteristics war blog

entries possess that leads to increased readership. To complete this inquiry, 212 personal Iraqi war blog entries and comments were analysed for over two years and results show that blog entries that weren't professionally written by journalists were characterized with a lot of emotions which attracts more comments from blog readers.

Haferkamp and Krämer (2008) examine blog reader's motivation for writing, reading and commenting on blogs. This study inquired into individuals' motivations for authoring a blog, blog reader's motivations for reading a blog and finally if gender and age of bloggers and audience significantly affect these motivations. In an online survey conducted among 79 bloggers and 172 blog readers. Respondents report shows that male blog readers are mostly seeking information on blogs and male blog authors provides this need. Conversely, female blog authors choose to write more about personal knowledge accumulated overtime. Result also shows that female blog authors were mostly concerned about negative feedback.

Ducate and Lomicka (2008) explore blog reading and writing in edu-blogs. Like blog readership, blog writing has also earned less scholarly consideration and this paper aims to answer some important questions in respect to it. Firstly, the paper aims to know the steps it takes for students to progress in educational blog reading and writing; they aim to know students' perception of blogging and finally, how self-expressions reflects in blogging practices. Data was collected from two semesters; for the first, nine, fourth semester French students and twenty third semester German students explored blog reading following specific guidelines. For the second semester, eleven 5th semester French students and Ten 4th semester German explored blog writing and they posted entries on a weekly basis. Drawing from focus

group and interviews, findings suggest that this experiment promoted enhancement of writing and reading skills. Students were able to use language in new ways they didn't before. Findings also shows that students explored new perspectives that traditional reading and writing wouldn't have provided them.

2.7.3 2009 - 2011 Period

In Laqua and Sasse's (2009) study, they examine experiences of blog readers through an eye-tracking experiment carried out among 60 subjects. The study basically aimed to understand how people converse in the blogging milieu. Their participants had varied educational background so as computer usage experience and basically, researchers compared the regular blog interface with a new one. Search oriented tasks were set up by researchers and respondents performance based on navigation and interaction were measured. findings reveal that there in terms of difference between visitors' preference and normal shared online journal outlook, there is no significant difference. Findings further shows that significant difference as regards respondents extent of presentation as well as intuitive and conduct examination.

Yang (2009) investigate the use of blogs by student teachers in their paper. Primarily, the paper examines blogs as additional teaching aid. It is largely guided by Community of Practice and Critical Reflection and Theories. Students who are learning for future employments in Taiwan were the focus and these students use blog to understand what they've learnt and also to measure progress in their professional endeavour. Students from two teaching programs in Central Taiwan were recruited for this study (N=43). Personal and group interactions made by student teachers which is described as reflection tools and group reflective dialogues were collected as a form of qualitative data for this study. Findings revealed that EFL student teachers regularly discussed pedagogical theories on blogs. Everyone who

participated in this study used blogs a reflective tool for ideas, thoughts, opinions and comments. Many of the respondent's report that technology is an important tool for interacting and reflecting.

Yang and Kang's (2009) study suggests a measurement scale for blog engagement and validated it. The study recruited 281 students from North-eastern University. This study proposes that blogs that allows for participation and engagement can improve self-company association, encouragement intention facilitated by words of mouth and acceptance of the firm.

In Armstrong and McAdams's (2009) study, they evaluate how gender influences blog users' perception of blog credence. The study also seeks to know if people who predict source credibility on mainstream news media also do same for blogs, their writer and readers. To answer this research question, three opinion-based blogs served as data for this study in evaluating credibility of male and female bloggers. Basically, experimental research design was used to ascertain the influence of gender on blog's credibility. Result shows that male blog authors were perceived more factual than female bloggers.

In, Jaekyoung and Sooyeon's (2009) article, they focus on blog users use of blogs following two theories; Motivation Theory and Technology Acceptance Model. The study basically aims to investigate the motivations of blog usage and it highlights; reputation, sensed ease of use, sensed usefulness, mutual exchange, pleasure of assisting, and social identity as the most instrumental factors when it comes to this discourse. The following blog sites provided data for this study; Cyworld, NAVER Blog, Mihompy, Yahoo blog, Daum blog, (n=342). Findings revealed that sensed

usefulness, sensed ease of use, mutual exchange, social identity directly impacted blog users' intent of blog usage. Findings also reveal that social identity averagely affects reciprocity and pleasure of assisting on blog usage.

Porter, Sweetser and Chung's (2009) study investigate public relations practitioners' attitudes towards blogs. They also examine how the use of blog is instrumental to roles and position of public relations practitioners. 216 public relations professionals were enrolled for this study. Findings reveal that professionals used blog for personal gratifications. They rarely used it for professional endeavours. Women practitioners dawdled behind their male counterparts in the systematic use of blogs. Result also reveals that public relations practitioners used blogs just like the average citizens. This study, however, suggests that practitioners should explore blogging opportunities to reach a large and scattered public.

Johnson and Kaye (2010) explore the use of blog for information seeking about Iraqi war. It also seeks to know if blog reader's assessment of how factual blog are, have changed between two periods; 2003 and 2007, in their paper. To complete this investigation, a comparison of two online surveys that were conducted between April 23rd to 22nd of May 2003 among 3,747 blog users and 1,989 blog users between April 23rd to 22nd of May 2007 were considered. The surveys were placed on various blogs with diverse orientations. Such blogs are media, war and military, political and general information oriented. Result shows that in both years, blog readers maintain that blogs are factual sources of information than online sources and mainstream media. Participants also report that various kinds of blogs were graded differently in respect to in the later year. Two blog genres had the highest credence level (Military and war blogs) while the only one has the lowest credence (media

blogs). Furthermore, findings were examined in respect to the continuous change in roles of the blogs and military in the Iraqi war.

Lawrence, Sides, and Farrell (2010) study blog readers engagment in American politics in their paper. Specifically, they investigate polarization and engagement of Americans through blog reading. From a survey obtained through the 2006 Cooperative Congressional Election Study (CCES); an effort involving thirty-nine universities, as conducted by Polimetrix, an online survey among 36,501 respondents were carried out and results visitors only read blogs that relates to their orientation political-wise. Not so many of the blog readers engaged with blogs different from their political orientation. They also found that blog readers are most likely to be politically divided than people who rely on traditional news channels or those who don't read blogs. In this study, they also found that blog readers are active in politics that those who don't read blogs.

Geyer and Dugan's (2010) study explore use of blogs and its benefits to employees and employers. Respondents were recruited for the survey from users of BlogCentral, a blog founded in 2003. Since launched, a total of 145,768 total entries were posted from 16,098 blogs by 14,345 blog readers. BlogCentral also allow Individual blog users to have personal blogs and multiple groups. Results reveal that that the system is especially beneficial for new blog and passive or less-active bloggers.

Sahoo, Singh and Mukhopadhyay's (2010) study explore how the traditional user ratings can be used as a generalized model to recommend items to readers. It aims to know how one can know about what changes in readers' preference from the standard ratings. They also aimed to know how one can structure the conduct of a

user to know how well he/she is reading a story and also what he is reading. Using the hidden Markov model, Sahoo, et al., emphasised that visitors blog engagement pattern becomes different overtime. They maintain that this finding is not entirely new as it has been documented throughout literature that reading pattern changes overtime. The strength of their study, however, is that they are one of the few that has proved this using collaborative filtering.

Wang, Chou and Chang (2010) explore the functions of social, motivational and individual factors in blog readers use of blogs in their paper named. They assert that blogs have become an important medium of social interaction, however, fewer studies have explored what motivates individual blog readers to participate in the activity of blogging and that is what the study primarily focuses on. The paper focuses on three factors; motivational, social and individual. To examine blog reader's use of blogs, three hundred and three participants were recruited for this study. 283 surveys were valid. 60% that they use the web every day for three hours and above. Respondents who have been using the web for at least six years amount to 70.3%. Findings reveal that tech savvy users are influenced by this factor in how they use blogs. Conversely, subjective norms as well as other factors impact blog users' motivational factors. This way, behavioural intention in respect to blogs is influenced too.

In Kaye and Johnson's (2011) paper, they examine if blog users perceive that some blog genres are more factual than some others. They also examine if blog user's demographic information and their political affiliation influences their evaluation of certain types of blogs as credible and finally, they seek to know if blog user's motives for using variety of blogs is dependent on how factual they are rated. To

ascertain all of these questions, they evaluated which types of blog genres are highly factual. Among other results, cluster analysis shows four clear-cut clusters: regular blog users passed judgement on the credibility of all seven kinds of blogs. Result shows that war, military, and corporate ones were judged by four War-corporate blog doubters as incredible. War blog readers asserted that military and War have higher credence. Respondents who strongly oppose blogs didn't think that any kind of blog is factual.

Baumer, Sueyoshi and Tomlinson (2011) focus on the interaction between blog readers and blog authors, in political blogs. To complete their investigation and get the right kinds of blogs for this study, they obtain the list of blogs from Technorati's list of political blogs. For the A-listers, they selected Huffington Post, a political blog that sometimes have over a thousand comment on a single news entry. To find an average blog with moderate readership, blog rolls of A-list blogs were enquired into. To do this, blogs from both sides of the spectrum (Liberal and conservative) were checked to bring forth a list of potential blogs. This study follows a qualitative approach of ethnography and therefore 12 participants were interviewed with semi structured questions which lasted at most 75 minutes. Findings reveal that that as much as blogging is a social activity, it's creation of what makes a blog is collaborative effort of the blog authors and blog readers or participants.

Mirandilla-Santos (2011) investigate blog readers alongside blog authors in her article. In this study, the researcher explores the political blogosphere in a liberal democratic third world country like Philippines by a presentation of sixty-four blog reader and thirty political blog authors profile, practices and activities. The bloggers recruited for this study are mostly male geeks who are young, college educated, and

receive a huge amount of money as income. Findings show that majority of blog authors and blog readers perceive as an online activity that sparks offline political discourses. Participants report that that they are no substantial changes in their political engagement before and after blogging. Many bloggers maintained that blogs give them the opportunity to air their opinions, thoughts and ideas. It also helps them to inform others. Blogs have not been particularly influential in Philippines but it does gives blog readers the opportunity to criticize the government anonymously and even with names. Researcher concludes that despite this limitation, blogs give respondents or users the freedom of speech which the traditional media doesn't. Researcher proposes that newer studies might investigate this study using content analysis since the method provides clarity and context for research studies. They argued that such study would help improve conversations on the Philippines political blogosphere. She proposes the need for an in-depth analysis of blog authors, blog entries, users' commentary and exchanges between both of them on the political issues on the Philippines blogosphere.

Hopp (2011) explore the experience and practices of blog readers in the blogosphere. The study examines blog reader's frequency of visits to blogs, content creation level of blog readers, level of other blog readers created content, among others. This study focuses on the readers of sports blog and, the goal was to get a comprehensive assessment of blog readers practices on the sport blogosphere. To complete this inquiry, 52 on-campus sports themed blog authors were contacted and only 16 responded. They posted the link to the survey for seven days in December 2009. Initially, 1,994 responses were retrieved and when sorted, a total of 1,778 survey responses were good enough for the study. One sport blog, MGoBlog had the highest number of respondents (57.3%; 1,018). Results show that user-generated content was

highly accessed by blog readers. Results also show that profiles used to identify blog readers can also be used to describe them. Readership of user-generated content and readership of blogs were highly correlated with each other.

Mitchelstein (2011) investigate users motivation for engaging in online platform of newsprints and blogs. The study seeks to answer two research questions; what motivates users to engage in online political discussions on blogs and online newsprint platforms and, how do blog authors moderate discussions online and do they have varied readings to the comments of online newspaper visitors'/blog readers comment. To answer these research questions, two methods; interview and survey were used to collect data. Results show that respondents who participated in this survey report varied motivations for engaging in blogs and online platform of newsprints. Common motives for reading blogs was socializing and discussion. Many revealed that they were motivated to visit to satisfy self-expression needs. Blog commenters perceive blog comment section and the blogs as platform that promotes high interaction between blog users. Online newspaper readers didn't feel the same way. Blog authors revealed higher level of engagement with users than other moderators or content creators. Interviewees revealed that they heavily participate in discussions and they generally enjoy engaging with blog readers. News moderators, however, didn't participate and they have low engagements with news website visitors.

2.7.4 2012 - 2014 Period

Galily et al., (2012) focus on sports blog in the Israeli context. Specifically, it investigates the extent to which blogs have become the modern day public sphere; a platform where groups and individuals can discuss and express their opinions, ideas freely. To answer this research question, a convenience sample of 103 blog readers

of A-list sports blog were recruited. The three main discourses measured here were mutuality, equality and balance. Results show that creating a virtual settlement on sports blog is to a great extent similar to Habermas's idea of a Public Sphere especially, his ideal speech conception. It is evident that blog readers possess and express personal opinions and feelings, they participate in public discussions and everyone has the right to say whatever they like, sometimes as it pertains to the topic at hand. Respondents also report that conversations coincide partially, or even sometimes wholly. So, sometimes, discussions are disproportionate.

Liao, To and Liu (2012) study blog participation in their article. They started the paper by acknowledging that with the recent progressions in blogging scholarship, less scholarly attention has been directed towards blog user's motivation for participating in the blogging activity and that is what they aim to investigate in the study following a Motivational Model. They maintain that the reason people use blog is not only based on the perceived satisfaction they'll get from it but they do because of routine and social identification. To complete this investigation, data was collected from blog users (N=225) and findings reveal the reason why blog users are motivated to blog are because of routine, sensed playfulness, blog recognition and sensed usefulness. Conclusion drawn from the study suggests that blog users urge routinized blog reading practices other reasons aforementioned. The paper contributes largely to motivational model of blogs because it establishes an empirical blog usage model that creates a unique window into the world of blog readers.

Kim's (2014) study investigate internet user's perception of same sex marriage news reportage on mainstream media reports and blogs. A factorial experiment was conducted considering hostile media effect on controversial news on online news

platforms. This paper illustrates that audience created content, especially blog entries might create a firmer relative HME than that ascertained with traditional news.

Gallicano, Brett and Hopp (2013) examine ghost blogging among public relations practitioners in their study. In an online conducted among the Public Relations Society of America members (Not including members who identified as students or academics). Survey started on September 20th 2011 and ended on October 1st 2011 with 291 participants recruited for the study. Opinions varied as to use of ghost blogging by PR practitioners. Result reveal that 53.7% of respondents who are bloggers didn't submit that their shared online journals are manned by not ghost authors. However, majority of them received approved blog entries from these blog authors. Researchers however, stated that the above finding is reported with caution because it doesn't represent the entire population. Conclusions drawn from the study reveals that people who ghost blog or work in a public relation firm or an organization that uses ghost blogging are most likely going to find no problem with the activity. People who see the practice as a norm are also likely to approve it.

Landani and Hassan (2013) examine the use of blogs among students. Specifically, the study investigates the criteria impacting secondary/higher intuitions students' intent to use blogs. Adopting a model by Davis's (1989), it identifies elements like the social gains academic gains, and ease of its use, as determinants of blogs use. Data was obtained through convenience sampling from a public university and one Iranian school situated in Kuala Lumpur. The sample frame of the study is 150 students but only a total of one hundred students responded to the questionnaire. Questionnaire contained demographic characteristics of respondents and 24 other items divided into four sections; social gains, academic gains, its ease of use and

intention to use blog. Findings show that academic gains are the only factor with a significant impact on student's intent to use blogs. Furthermore, result also shows that significant difference was found between sensed academic gains at secondary and tertiary institution levels.

De Zúñiga, Bachmann and Hsu (2013) explore the use of blog. The research commences with the acknowledgement of prior related studies and their contribution on news intake, interpersonal communication and political engagement. Data was collected from a national survey between 2009 to 2010 among American adults. To ensure generalizability of research findings and also that research sample represents research population, the sample frame was equated to main demographic characteristics such as age and gender of American Census. A total of 10,000 random match with the demographic variables were enlisted. 1,159 successfully answered all items on the questionnaire, 323 had invalid responses making the response rate 22.8%. This paper suggests new approaches by highlighting the differences between a passive and active blog. Results indicate that the use of expressive/active blogs is directly affiliated to political engagement, offline or online, and interpersonal thinking procedures. Conversely, the use of consumptive/passive blog is not.

Gallicano, Cho and Bivins (2014) focus on audience perceptions of ghost blogging and commenting; a phenomenon that is become steadily popular in the blogosphere. It is often described as a situation where a professional writes a story and another's name, mostly a politician or chief executive officer is accredited to the story. The study also explores blog readers expectation in terms of ghost blogging among non-profits, politicians and corporate blogs and the study also explore the extent to which blog readers expect organisations and blog readers to have someone write comments

71

as responses to entries in place of the credited blog author without revealing identities to them, among other questions. To answer these research questions, this study reports the finding of surveys among 510, 507 and 501 blog users of politicians, corporate and non-profit blogs, respectively. Result shows that majority of the blog readers surveyed expected ghost blogging to occur in the political and corporate blogs but not so much said that it should in non-profit blogs.

Mahrt and Puschmann (2014) investigate blog reader's motivation of using blog in the science blog context. This research draws conclusion from three sources on science blogs. Firstly, a survey was conducted to understand blog readers use and motives for using science blogs. Secondly, a content analysis investigates blog entries on science blogs to ascertain blog use through counts on various aspects of the content. Thirdly, a content analysis was also conducted to investigate blog readers reply to controversial issues in the comment section of science blogs. To a great extent, blog authors ascertained how interactive or accessible a particular blog structure can be to amateurs. Regular readers revealed that they are interested in adding their views and opinions to news entries and majority of blog authors accept their offers.

Yoo and De Zuniga (2014) examine political participation on blogs, Twitter and Facebook in their paper. The paper explores the influence of blogs, Twitter and Facebook in the political knowledge gap between educated and uneducated people. Two surveys were conducted, the first one was conducted around among US adults. 1,159 respondents successfully completed the survey. The second set was conducted in July. 312 respondents successfully completed the survey with 27% response rate. Results reveal that Facebook use communicated affirmation with education in

anticipating civil knowledge. Political knowledge gap on twitter was higher among heavy users than light users. Overall, results suggest that social networking sites stimulate less equality in political participation.

2.7.5 2015 - 2018 Period

In a study conducted by Sankaram and Schober (2015), they focused on the "main players" in the blogosphere; lurkers, commenters and readers, and they primarily investigated the difference in navigation and understanding of political discourses by blog readers who actively use the comment section to comment and respond to comments and, those who read interactively. The study focused on the news entries of America's 2012 presidential election in a non-partisan political blog. Participants enrolled via email, Facebook, entries on Craig's List. Participants were admitted based on advert that says they'll enter a draw for new IPad or cash equivalent. Seventy-six people enrolled at the initials but six visited the blog less than the required number of times they should have visited. Six of them were removed and thereafter seventy participants recruited, were random selected and assigned to two groups; lurkers and posters.

A major criterion for participation was that respondents must have visited the blog a good number of times. Knowledge of respondent's level of interest in politics was verified for the two groups and all respondents were exposed to the same news entries but there was one distinguishing factor, the non-interactive readers were not allowed to post. Results show that that commenting on the blog is instrumental to participants' comprehension and navigation on the blog. It reveals, in a comparative analysis of lurkers who could post but do not with non-interactive readers and posters that, navigation and understanding of lurkers were not dissimilar with non-interactive readers' but they also weren't were not indistinguishable.

In Borah's (2015) paper, the question, "Are blog credible?" is raised. To answer this question, data was collected from three studies; for the first and second study, respondents were enrolled from a Midwestern university. The first two were carried out between 2010 to 2011. Subsequently, another followed in September 2011. Participants were recruited from survey Sampling International (SSI). In these three studies, the main goal was to evaluate the perceived credibility of the journalist-blogger vs. non-journalist vs blogger. Results reveal that for the general audience, the journalists who blog were considered to be factual.

Duarte (2015) examines the use on blogs as a supplementary tool for traditional classroom teaching. The paper starts by addressing the fact that with the recent progressions of new media tools in higher education, little scholarly effort has been dedicated to its value and use. The study also highlights how blogs help stimulate cooperative learning by involving other students and forming a community where digital conversations takes place. To accomplish the goal of this study, 181 students were enrolled 181 students and a total of 135 respondents responded. Many of these respondents are graduate and undergraduate students from Portuguese Public University. Response rate amounted to 74.6%. Data was collection gathered were analysed using IBM-SPSS version 20.0. Findings reveal that majority of the students find blogs to be really helping in their academic pursuit. Many said it can be effectively useful for more than a semester. Based on students' response, many said that blogs aren't as efficient when it comes to building a community. They affirmed that blogs were used for information seeking and promotional purposes. Conclusions drawn from the study suggests that though many maintained that blogs can be helpful, many students including teachers didn't feel the need to participate in

posting entries. Notwithstanding, the results reveal that participation level among students can be heightened through the grading system.

Quadir and Chen (2015) evaluate reading and writing of blogs in their study. Overall, 275 blog readers were enrolled to participate in this study. 65 of the respondents had invalid responses due to lack of completion of variables on the questionnaire which resulted to a 76.36% response rate. Findings indicate that writing and reading practices are a significant predictor for the adoption of blogs. In addition, following Diffusion of Innovation Theory, results show that blog readers who read heavily are early adopters.

Orton-Johnson (2017) examine blog reader's interpretations of mummy blogs to find out their online representation of motherhood. The paper commenced by highlighting the fact that fewer studies have concentrated on mummy blogs and how motherhood is digital built despite its popularity. To understand blog reader's interpretation of mummy blogs, data was collected from 32 mothers who read blogs on a regular basis through an interview. Interviews were mostly conducted via Skype and face and face and they last around 45 minutes. Interviews were conducted at least twice for each of the interviewees. This interview length included reference breaks where blog readers directed the researcher to blog entries to buttress assertions. More specifically, this paper focused on "dark maternal stories" of mothers; many of which are loneliness stories, frustration stories, among others. This article argues that the digital arena can be uplifting and also distressing for mothers drawing on examples of two mummy bloggers.

Dowd (2017) explore race and politics in the American blogosphere landscape. Basically, the study examines blog commentary of a racial uproar that happened during America's first ever black president, President Obama's earlier years in office. The focus was on the left and right winged blog readers' comments on the issue. The study also studies how topical controversial racial issues stimulates partisan racial divides. The very case here is that of Harvard University professor, Henry Louis Gates, Jr., who was taken to the police station after he had a fracas with cops in his abode. For a background information, Gates forcefully entered his own home because the door had a problem and he couldn't gain entry. While Gates was getting in, someone around saw him and called the police and an issue of maltreatment according to Gates was reported. Gates was arrested and taken away for been unruly. The president Barrack Obama reacted to the case and assert that the police acted doltishly. He also expressed the level of racial profiling in America and that incident birthed a huge controversy. Result from an interaction analysis of blog reader's commentary on this issue reveals that most of the used the controversy to make a racial claim or deracialized the issue to defend a racial claim from endangering sections of a controversy. Conclusions drawn from the study suggests that that blog readers maintained racial standpoints by containing the equivocality of the debates arising from the controversy.

Stubb (2018) examine blog visitors viewing time of sponsored blog entries. This study explored the impact of an informational message appeal and storytelling message appeal on blog readers. Through an investigation of 94 sponsored blog posts from an active blog with 15,000 readers per week, this study found that the sponsored blog entry presentation has a quick impact on blog readers viewing time of

the blog content. The study findings also show that bloggers commentary or review of sponsored posts increases the blog visitors time spent looking at the post.

Elega (2018) explore conversations on the blogosphere through an in-depth interview conducted among fifteen readers of LIB readers (Linda Ikeji's Blog); A Nigerian A-list blog with a large following. Through Telbo MobileVOIP and WhatsApp call, a semi structured interview that lasted 35 minutes at most was conducted between January 3rd and March 6th 2017. Through the interview, respondents expressed why they participated in conversations on blogs and the identified themes are as follows; sharing viewpoints, interest and monetary benefits of blog reading. The study concludes that respondents are primarily motivated by these three factors to involve in digital conversations on the blogosphere.

2.8 Chapter Summary

This chapter opens with an introduction of the theoretical and conceptual framework of this study. For theories, the chapter aims to explore the history, definition and core statement, the scope and related literature of two working theories; Social Presence Theory and Uses and Gratification Theory. For Social Presence Theory, this section begins by introducing the developers of the theory; Short, Williams and Christie. The study also mentions the most recognized names of the theory. The section also explores Social Presence Theory prior to Computer Mediated Communication (CMC). Definition of Social Presence Theory by many scholars are explored too.

Uses and Gratification Theory is one of the most functional and popular communication theories and it is introduced thus. The section emphasises active audience over passive audience. Milestone criticism of the first scholars who studied

the theory is discussed and, the impact on new forms of media on the theory is also explored. Relevant literature pieces are presented for the 'state of art' review of the theory.

For the second section of literature review; blogs and blog readers: an overview, blogs: history and definition, blog structures and blog genres. The main focus of this study, blog readership is explored alongside, types of blog readers, characteristics of blog readers and digital conversations on the blogosphere. Review of relevant prior related studies is presented in a chronological format.

It is evident from the review of literature amassed for the present study that no study has comprehensively investigated blog reading practices of blog readers, selection criteria, perception of blogs and traditional media in terms of credibility, perception of blog readers activities in terms of their importance to the blogging activity, blog reading motives and blog readers perception of other blog readers.

Chapter 3

RESEARCH METHODOLOGY

This chapter discusses the quantitative methodology of investigation, highlights the research design, discusses the population and sample, explains the data gathering instrument, data gathering instrument (development of instrument, structure of question, variables and resources, pilot study of questionnaire, survey procedures, response rate, reliability and validity) and data analysis (software and simulation) and chapter summary.

3.1 Quantitative Research Methodology

Quantitative research methodology accentuates numerical or statistical analysis of data obtained through questionnaires or pre-existing data aided by computation. It is an approach where the inquirer basically focuses on post positivist assertions as a way of building up knowledge such as simplification of variables, hypothesizing them or forming research questions off variables, cause and effect thinking, making and recording measurement, and incorporating theories. They've been described as the traditional method of inquiry (Creswell, 2003).

"Quantitative researchers seek explanations and predictions that will generate to other persons and places. The intent is to establish, confirm, or validate relationships and to develop generalizations that contribute to theory" (Leedy & Ormrod, 2001, p. 102). To a large extent, this research method, uses enormous data sets. Investigators

using this method identifies one or more variables and thereafter, they collect data relating with the variables.

Quantitative research methodology is flexible because the number of research that can be conducted under this paradigm is limitless. However, it is important to say that not all studies are best fit for this systematic empirical kind of investigation. Quantitative research focuses on quantitating social reality therefore, they inquire empirically and present search in a numeric format. Researchers who are proficient in this method area, believes that the world should be viewed objectively. Considering that, fixed guides in the procedure data collection as well as analysis are ultimately pivotal (Sukamolson, 2007). According to Tewksbury (2009); "Quantitative research is typically considered to be the more "scientific" approach to doing social science. The focus is on using specific definitions and carefully operationalizing what particular concepts and variables mean" (p. 39).

Williams (2007) argues that, it has been established overtime, that the three major discourse points under this empirical research method are research design, measurement procedures, and data analysis. Mostly, data is analyzed mathematically under the analysis section. Quantitative research method mostly concludes emphasizing an additional proof that hypothesis tested is either verified or unverified.

3.2 Research Design

Considering that this study follows a quantitative research methodology and, aims to systematically understand the blog reader's behaviour, attitudes, preferences, opinions and, intentions on blogs among Nigerian Students enrolled in Eastern

Mediterranean University in the Fall 2016/2017 academic session. So, basically this study is an in-depth study of a particular situation rather than a sweeping statistical survey. Zainal (2007) assert that;

> Case study method enables a researcher to closely examine the data within a specific context. In most cases, a case study method selects a small geographical area or a very limited number of individuals as the subjects of study. Case studies, in their true essence, explore and investigate contemporary real-life phenomenon through detailed contextual analysis of a limited number of events or conditions, and their relationships (pp. 1-2).

Yin (1984) defines it "as an empirical inquiry that investigates a contemporary phenomenon within its real-life context; when the boundaries between phenomenon and context are not clearly evident; and in which multiple sources of evidence are used." (p.23).

3.3 Population and Sample

The unit of interest in this study is Linda Ikeji's Blog, a self-named popular Nigerian blog owned and managed by Linda Ifeoma Ikeji, a Nigerian English major graduate of University of Lagos, born on the 19th of September 1980. Linda's interest in writing goes back to when she was a child; as a young girl of about 11 years old[8], Linda Ikeji completed a full book. Also, after her university education, she floated and managed a magazine called FM & B for few years.

This famous blog dates back to 2006 and the first ever blog entry was posted on 26th November 2006 with a post entitled "this is me... linda". This study focuses on Linda Ikeji's Blog readers because the blog has a rich record of audience participation and engagement. It outranked the whole of the Nigerian Twitter

---

[8] https://www.youtube.com/watch?v=pPR0dwo-gLA&t=392s&frags=pl%2Cwn

according to Alexa.com on Saturday, March 7, 2015 in terms of visitors and on 21st October 2015, Linda Ikeji's Blog had 2,933,543 profile views.

Linda Ikeji's Blog is the 22nd most visited blog in Nigeria only after google.com, google.com.ng, bet9ja.com, youtube.com, facebook.com, yahoo.com, naija.ng, jumia.com.ng, nairaland.com, vanguardngr.com, punchng.com, wikipedia.org, instagram.com, dailypost.ng, twitter.com, naijaloaded.com.ng, newsprofin.com, o2tvseries.com, livescore.com, premiumtimesng.com and blogspot.com, respectively[9]. It earned 3,715 position in the world in terms of monthly visitors[10]

As earlier mentioned (See 2.53), Linda Ikeji's Blog is a general interest blog i.e. it reports entries that are of interest to most people. Among all kinds of stories posted on the blogs, the blog is typically known for breaking gossip and celebrity stories and according to Tiger (2013), blogs with celebrity/gossip stories have high audience interactivity and blog readers are a pivotal of the blogging activity because they help in determining a sufficient part of blogger's entries which is exactly what happens in the present unit of interest.

The blog also largely covers political issues including elections. In one of the few limited scholarly works done on this subject matter, Anusiem (2017) evaluate audience engagement during the Nigerian 2015 general election through a content analysis on the general information blog and found that;

> Linda Ikeji's blog was exceptionally active and running from the moment of the first announcement to the declaration of the winner of the Presidential polls by the chairman of INEC Prof. Attahiru Jega. From the quantitative

---

[9] https://www.alexa.com/topsites/countries/NG

[10] https://www.alexa.com/siteinfo/lindaikejisblog.com#?sites=lindaikejisblog.com

content analysis, a total of 263,220,000 readers visited Linda Ikeji's blog on Monday 30th March 2015 when the results started coming in their numbers from various states in Nigeria. The table below gives the breakdown (p. 87).

In 2014, Linda Ikeji's Blog was the most searched item by Google users in Nigeria[11] and many have called it "The face of the Nigerian Blogosphere". Readers of this blog are regarded as LIB readers which is a short form of Linda Ikeji's Blog (LIB). The blog is popular among young adults and this in evident in Elega's (2018) demographic profile. According to his study on digital conversations on Linda Ikeji's Blog, he found out that;

> Interviewees ranged between 20 to 48 years old; for the age set; 20, 21, 21, 22, 22, 27, 28, 28, 30, 32, 33, 35, 35, 37 and 48, participants median is 28 years old. All but six interviewees are single. Most of the participants have college degrees (B.sc, B. Tech, B.A) and their occupation range from HR practitioner, freelance writer, NYSC member, entrepreneur, banker and civil servant. Majority of the interviewees have been visiting the Linda Ikeji blog for at least four years (p. 46).

Linda Ikeji's Blog readers determine an ample part of what the blogger post. They also look out for the blogger by informing her about the accurateness of a story despite how great she is with her news. According to one of the respondents interviewed in Elega's (2018) evaluation of digital conversation on the blogosphere, "when asked why she involves herself in digital conversations on the weblog, 28 years old banker, Olarenwaju said; Maybe Linda carried a wrong news and I had read it, maybe I stumbled on it on the TV before.... Maybe it happened two years ago and she is still saying, I would be like that's stale, this happened two years ago" (p. 48).

---

[11] https://www.google.com/trends/topcharts#geo=NG&date=2014

To further emphasize the affluence of the blog, Africa Practice Publication (2014) detailed that the blog is a shared online journal where the visitor's comments are more engaging than the content. Blanchard (2004) also adds that blogs with active audience engagement like Linda Ikeji allow for public interactions. Like most blogs, the blogger writes in an informal way with Pidgin English or Nigerian slangs. The language reflects that blog is written for the everyday Nigerians because it is written in a simple, clear and concise manner.

Linda Ikeji's Blog exists among other popular Nigerian blog sites such as bellanaija.com, ogbongeblog.com, stelladimokokorkus.com, ladunliadi.blogspot.com, omojuwa.com, lailasblog.com and many others. Evidently, there are thousands of Nigerian blogs as the number of blogs been created continue to grow. It is sad that "there is no single source that indexes the blogosphere, assembling a representative sample is difficult. It is difficult even to estimate the total number of blogs in use" (Halavais, 2002 para 19).

As of 2015 through early 2018 that this study was conducted, Linda Ikeji's Blog is still one of the most of the influential blogs in Nigeria with other accomplishments and endeavours of the blogger in the new media space such as Linda Ikeji Social; a social networking site that connects family and friends with a similar outlook like Mark Zukerbergs's Facebook. Also, Linda Ikeji launched Linda Ikeji Tv; an online movie streaming service that is likened to Netflix. According to the blogger, she said she wants the streaming service to be to Africa what Netflix is to the world.

With all of the aforementioned and because presently, Linda Ikeji's Blog is still one of the most visited blogs and definitely one the highest paid blogger by advertisers in Nigeria, the blog is deemed fit for this inquiry.

This study is an internet study and online survey would have been well suited but probability sampling on the internet is difficult because of sample definition. Thus, this study follows Ruggiero's (2000) proposal of sampling of a specific population with the aim of ascertaining a sample frame. Hence, it focuses on Nigerian students enrolled in Eastern Mediterranean University in the Fall 2016/2017 semester. In the semester, registered Nigerian students were one thousand three hundred and ninety-four (N=1394).

Considering that the purpose of every survey study is to collect data that represents the target population study (Barlett, Kotrlik, & Higgins, 2001), this study seeks to determine sample size of this study by ascertaining confidence level at 95% (p $\leq$ 0.05) following Yamane's (1967) classic simplified formula for calculating sample sizes.

$$n = \frac{N}{1 + N \ (e)^2} \qquad n = \frac{1394}{1 + 1394 \, (0.5)^2} \quad = 317$$

According to Israel (1992), when one uses the level of maximum variability in deriving calculation of the sample size, it will produce a more conservative sample size. As for sampling technique, this study uses simple random sampling method which means that every respondent has equal opportunity of been part of the survey (Barreiro & Albandoz, 2001).

3.4 Data Gathering Technique

The instrument for data gathering was specifically designed for this study with keen supervision by professionals in the area. The data gathering instrument was administered after Eastern Mediterranean University's Research and Publication Ethics Board approved the instrument as sensitive for research (Reference No: ETK00-2017-0205) (See Appendix B).

3.4.1 Development of Data Gathering Instrument (Questionnaire)

The present study adopts a survey method of data collection. According to Danesi (2009), a survey "measures attitudes, beliefs, and views by asking people directly about them. Surveys are used often in audience studies because they provide valuable information that can be assessed to identify trends, among other things" (p.281). Considering that when conducting a survey, the set of items asked are questionnaire. This section discusses the development of the questionnaire.

The questionnaire development started on January 26, 2017 and considering that this study is unique and filling an important gap in literature, there is no study that has similar questionnaire to be adopted therefore, the researcher reviewed relevant literature pieces to gather ideas to form an in-house questionnaire. This process was largely guided by the questionnaires formed for this study. The preliminary version of questionnaire contained 45 questions. The first set of items were binary items i.e. Yes/No, Likert scale questions and items were structured and designed professionally.

After the presentation of the first draft to supervisor and specialists in the field on May 25th 2017, they suggested a new category. Another draft was presented on June

4th 2017 with 60 items including demographic measurement items and, grammar was perfected by specialists. On June 5th 2017, the final draft (See Appendix A) was submitted by the researcher and after a thorough review by specialists in the field, the Ethics form was filled and questionnaire was sent as an attachment. The committee accepted the questionnaire as valid on July 3rd 2017 and administration commenced immediately.

3.4.2 Structure of the Questionnaire

As aforementioned, the accepted questionnaire contains 60 items and formulation of the statements were to access the following measurements and they include;

Section 1: Demographic characteristics

Section 2: Background Information

Section 3: Blog reading practices

Section 4: Story selection criteria

Section 5: Credibility of blogs over traditional news media

Section 6: Importance of blog visitors to the blogosphere

Section 7: Blog reading motives (Intrinsic and Extrinsic)

Section 8: Blog commenters perception of other blog commenters as real.

The survey contained eight parts. The first and second part (Demographic characteristics and Background information) had varied options e.g. "Age" measured "male" and "female" while "How often do you comment on Linda Ikeji's Blog?" was presented on four Likert scale "Never" "Rarely" "Sometimes" and Always. Item 11 and 12 measured general and specific (Linda Ikeji's Blog) topics of interest to respondents. The topics are; business, politics, education, health, sports, crime, career, lifestyle, entertainment, technology, gossip and celebrity, inspiration, general information and others. Apart from item 38 to 43 that measured Blog reader's

perception of their importance to the blog and was presented on five Likert scale measuring importance "VI-Very Important" "I-Important" "MI-Moderately" "Important" "SI- Slightly Important" "NI- Not Important", all other items from 14-60 were presented in five Likert scale; "SA-Strongly" "A- Agree" "U- Undecided" "D- Disagree" "SD- Strongly Disagree" (See Appendix A).

3.4.3 Variables and Resources

Many of the variables used in this study were originally designed for this study. Few others were adopted and appropriated for this study based on milestone studies (mostly qualitative studies). In the end, all measures were reviewed overtime to ascertain the highest level of effectiveness. Likert sale items varying from Strongly Agree to Strongly Disagree and, Very Important to Not Important were evidently used more than any other type of scaling in this questionnaire.

Blog Reading Practices: The variables adopted for blog reading practices in this study were largely determined by two studies, first, Baumer et al., (2008) qualitative (ethnography) study on the role of blog visitors in the activity of blogging. They discussed common blog reading activities of blog visitors and evidently gave pointers for detailed inquiry into blog reading practices which only a comprehensive study could implement and this study took the necessary steps to fill the gap in literature on blog reading activities. Second, Elega and Özad's (2018b) study is another study that impacted this section of this study. They discussed blog visitors reading behaviours and summed all behaviours under one isolated theme entitled, routine. However, considering that all of these studies are qualitative studies, there was no item to be adopted directly from them. However, assertions were revised and appropiated for this study and, the only measure used for this variable is Five point-Likert Scale ranging from 1= strongly agree to 5=strongly disagree. In all items

measuring "Blog reading practices", particpants were asked to indicate their level of agreement to each item.

Story Selection Criteria: The only resource adopted in the "story selection criteria" variable of the study was Graf's (2012) study. The study investigated garden blogs as a form of communication. One of the core investigation of this study is examining blog authors' criteria for choosing a story. Consdering that this study focuses on blog visitors, the question, "What makes blog readers select a story to read in a general information blog where everything and anything is discussed?" was raised and it birthed this variable. The researcher developed items sorrounding this discourse. For this variable, the only measure adopted is Five point- Likert Scale ranging from 1= strongly agree to 5=strongly disagree. In all items measuring "Story Selection Criteria", respondents were asked to imply their level of agreement to each item.

Credibility of Blogs Over Traditional News Media*: The "credibility of blogs over traditional news media" variable was ascertained based on the ever relevant discussion of "how factual are blogs and if they have more credence than traditional media platforms?". The reasearcher figured who's best to ask about the credence of blog than blog visitors hence, the researcher devised the set of items for this variable and the only measure used for this variable is Five point- Likert Scale ranging from 1= strongly agree to 5=strongly disagree. In all items measuring", particpants were asked to indicate their level of agreement to each item.

Importance of Blog Visitors to the Blogosphere*: This variable was designed for this study following the fact that it is evident that many people; bloggers, blog enthusiast, columnists turned bloggers and even blog readers themselves don't

realize or choose to neglect the significance of the blog visitors to the blogging activity as Nardi et al., (2004) as emphasized overtime, blog visitors are as important to the blogging equation as the blogger themselves. The perception of blog readers hasn't been inquired into in a comprehensive manner hitherto, hence this variable is measured on Five point- Likert Scale ranging from 1= Very Important to 5= Not important. In all items measuring "Importance of blog visitors to the blogosphere", particpants were asked to reveal their perception of blog readers importance to the blogging activity.

Blog Reading Motives*:* This study adopts the measurement of respondents' motivation considering the fact that according to Baumer et al., (2008)*,* some blog readers visit blogs because they seek inspiration, information, entertainment. Hence, Uses and Gratification of Theory directly fits and was largely considered when designing these questions. Considering that blog readers motivation hasn't been thoroughly inclusively and exclusively researched into. This variable is measured it in two perspectives.

Intrinsic Motivation: This set of variables was basically designed to measure the activity of blog visiting based on how blog audiences enjoy the activity itself and all items in this category was based on many of Baumer et al., (2008) assertion on what people seek when the read blog. Also, the nature of the blog measured was influential to the items created for this variable.

Extrinsic Motivation: This perspective was created to get responses from respondents on the external rewards that drives them to read the blog. This category was basically the opposite of the first. For both, the only measure used for this

variable is Five point- Likert Scale ranging from 1= strongly agree to 5=strongly disagree. In all items measuring "Blog reading practices", particpants were asked to indicate their level of agreement to each item.

Blog Commenters Perception of Other Blog Commenters as Real*:* This variable was largely determined by Social Presence Theory's core statement and it is the only one where items from a questionnaire were revised and adopted. Cobb (2009) examined social presence in online learning and in this study, four items; "I felt comfortable conversing through this text-based medium", "I felt comfortable introducing myself in the online nursing course", "The introductions enabled me to form a sense of online community", " I felt comfortable participating in the course discussions" and, "The instructor(s) created a feeling of an online community" were revised from Cobb's study and the only measure used for this variable is Five point-Likert Scale ranging from 1= strongly agree to 5=strongly disagree. In all items measuring "Blog reading practices", particpants were asked to indicate their level of agreement to each item.

3.4.4 Survey Procedures

After determining research sample and finishing the pilot study, survey commenced and all questionnaires were administered on Eastern Mediterranean University Campus. Respondents were approached through words of the word which many accepted to be part of this research when the cover letter attached to the questionnaire was given to them to read what the research was about. Cover letter is detailed; it introduces the research and also explains the rights of respondents in a detailed manner (See Appendix B). Researcher expressed gratitude after the process and all participants were promised complete confidentiality regarding the information shared.

3.4.5 Response Rate

As aforementioned, 317 students were sampled for this study. All respondents were handed the questionnaire without supervision and administration of questionnaire commenced September 2017 and lasted up until January 20th 2018. Out of the 317 registered Nigerian students enrolled in Eastern Mediterranean University that participated this study, 280 were obtained back, which amounts to 88.3% and, considering that, according to Baruch (1999), on average, the response rate as seen in one hundred and forty-one papers published in 1975, 1985 and 1995, was 55.6%, the response rate of this study is highly satisfactory.

3.4.6 Reliability and Validity of the Study

For internal consistency, the Cronbach's alpha was calculated for each of the variables and the following were found. For blog reading practices, Cronbach's alpha was calculated for the nine-item it was .85 and following Nunally, (1978), this is above the cut-off point of .70. This reveals that internal consistency is present in the measures for the "Blog reading practices". For selection criteria, Cronbach's alpha was calculated for this eight-item it was found to be .83 which is above the cut-off point of .70.

Cronbach's alpha was calculated for this seven-item contained in credibility of blogs over traditional news media it was .92. For Importance of Blog Readers to the Blogosphere, Cronbach's alpha was calculated for this six-item it was .92 which was above the cut-off point of .70 (Nunally, 1978). This shows the internal consistency of the "Credibility of blogs over traditional news media" and "For importance of blog readers to the blogosphere" measures.

Cronbach's alpha was calculated for this seven-item contained in "Blog Reading Motives" and it was .88 which and, for this six-item contained in "Blog commenters perception of other blog commenters as real", it was .88 which was above the cut-off point of .70 (Nunally, 1978). This shows the internal consistency for the measures for "blog reading motives" and "Blog commenters perception of other blog commenters as real". For external consistency, an additional Cronbach's alpha was conducted for all the forty-seven Likert scale items and results of the reliability analysis showed that the items in the six variables had a satisfactory consistency power (.95).

Considering that "blog readers motivation" is the only variable with inherent varied items, an exploratory factor analysis was conducted to examine if variables load together. A couple of well-known factorability of a correlation were adopted. First, it was observed that all 11 items were correlated ascertaining sensible factorability. Furthermore, .89=Kaiser-Meyer-Olkin measure and .6 appeared as the cutoff value. Bartlett's test of sphericity was significant ($\chi2$ (280) = 1332. 4, p < .01). Furthermore, pattern matrix shows that all items in each category aligned except item one and was therefore removed[12].

Prior to conducting the pilot study, questionnaire had already gone through a review process by Metin Ersoy PhD and Agah Gumus PhD who are experts in the field. One competent PhD student, Abdulgafar Arikewuyo whose research purview also falls within Computer-Mediated Communication (CMC) also contributed to the open review process. Review of statements and overall corrections and meaningful

---

[12] The item "I feel like I am part of a community" had a cross loading on intrinsic motivation and was therefore removed. (See Appendix D)

suggestions were ensured by Supervisor of the dissertation, Assoc. Prof. Bahire Efe Özad. New categories were added and adjusted to fit the chosen theories because the goal is to ensure that the questionnaire is as succinct as possible.

For the validity of this study, this researcher conducted a pilot study among 20 International students in the Faculty of Communication and Media Studies because as proven overtime, it is best to carry out a pilot study outside of the actual population of the larger research. All respondents are volunteers and they are similar to the target population because they are students enrolled in Turkish Republic of North Cyprus (Van Teijlingen & Hundley, 2001).

After the pilot study was conducted, the researcher found some inconsistences and just as envisaged by Mathiyazhagan and Nandan, (2010), the pilot study enabled the researcher to recognize oversights, and unnecessary and unwanted trends that were found in the instrument of data collection. Also, "It helps in enriching the design of the questionnaire and assists in testing the validity and reliability of statistical technique to be adopted for data processing and analysis" (p. 41).

3.5 Data Analysis

Independent Samples T-test, Anova, Pearson's correlation coefficient were the main inferential statistics used in this study, and at the dominant level, the goal is to display whether or not there are relationships/differences between variables. Demographic variables (age, gender, marital status, level of education, faculty and year of study) were especially instrumental in this analysis as they were mostly used against other variables to demonstrate differences or relationship.

The T-test was employed to measure if there is a statistical significance difference between two groups; males and females while Anova was used to evaluate if between measure if there is a statistical significance difference between three or more groups. Pearson's correlation coefficient (*r*) was used to display if the relationship between two variables are related to each other. Considering the fact that Pearson's correlation coefficient (*r*) is only workable with age and motives.

3.5.1 Software

Today, there are a large number of software programs used for quantitative data analysis and, some of the common ones are STATA, SAS, SPSS and EXCEL. For the fulfilment of this study, one certified software program; SPSS a "Statistical Package for the Social Sciences" (SPSS) used for analysing, manipulating, and displaying data; predominantly used in the behavioural and social sciences (Landau & Everitt 2004). Specifically, SPSS PASW Statistics 18. version was used.

3.6 Chapter Summary

This chapter explore the quantitative research method of investigation by presenting the definition and descriptions of the method by various scholars and milestone studies. It then discusses the research design and then explore the population and sample and, to explain the main nuances of the methodology, the study discusses the data gathering technique. Considering that the survey is a detailed data collection method, the researcher discusses the development of the questionnaire with specialists in the field and they made relevant contribution to the formation of the questionnaire. The structure of the questionnaire, pilot study of the questionnaire, survey procedures are also discussed under the data gathering technique. The data analysis and the software used is also explained in this chapter.

Chapter 4

ANALYSIS

This chapter shows the analysis and findings of this study. First, it reveals the descriptive statistics of the study and thirdly, it presents the inferential analysis. All findings are presented in tables and interpretations of the tables follows accordingly.

4.1 Demographic Characteristics of Respondents

This section presents the profile of the 280 respondents who participated in this study. Respondents characteristics inquired into are; age, gender, marital status, faculty, program and year in school.

Table 4.1: Respondents Profile

Variable	Category	F	%
Age	16-20	59	21.1
	21-25	172	**61.4**
	26-30	34	12.1
	31-35	6	2.1
	Others	9	3.2
Gender	Female	151	53.9
	Male	129	46.1
Marital Status	Single	210	**75.0**
	Married	14	5.0
	In a relationship	41	14.6
	Divorced	11	3.9
	Separated	3	1.1
	Others	1	.4
Faculty	Communication and Media Studies	94	**33.6**
	Business and Economics	74	26.4
	Engineering	42	15.0
	Tourism	27	9.6
	Others	43	15.4
Program	Undergraduate	227	**81.1**
	Masters	40	14.3
	PhD	13	4.6
Year	Year 1	67	23.9
	Year 2	54	19.3
	Year 3	53	18.9
	Year 4	91	**32.5**
	Others	15	5.4

n=280

Respondents as aforementioned are students enrolled and registered in Eastern Mediterranean University in the Fall 2016/2017 academic session. Among respondents, 61.4% of respondents are between age group 21-25, 21.1% are between age group 16-20, 17.4% are older than age 26. In respect to respondents' gender, result shows that it was almost equally distributed. 53% are females and 46.15 are males. In terms of marital status, 75% are single, 14.6% are in a relationship, 3.9%, 1.1% and .4% are divorced, separated, others, respectively.

In terms of respondents Faculty, 33.6% of the respondents are students of Communication and Media Studies, 26.4% are students of Business and Economics

Faculty, students in other faculties in the university are 15.4, 15.0% are students of Engineering and 9.6% are students of Tourism Faculty. For respondents' program, result shows that 81% of the respondents are undergraduate students, 14.3% are Masters students and 4.6% are PhD students. For Year in school, 32.5% are Year 4 students, Year 1 students are 23.9%, Year 2 students are 19.3%, Year 3 are 18.9% and students in other years in 5.4%.

4.2 Background Information

This section reveals an array of items revealing respondents background information. A few of the questions are measured on four-point Likert scale Never to Always and others vary. The goal is to simply understand the respondents background in the discourse of Linda Ikeji's Blog. According to results, it is found that majority of the respondents started visiting the blog from 2012 to 2017 (76%). All respondents read, 56.1% comment, 82.1% lurk. 92.5% are satisfied with the blog.

Table 4.2: Disparities Between Respondents General and Specific Interest

Topics	General	Specific
Business	14.3%	10.0%
Politics	8.6%	7.1%
Education	5.4%	2.9%
Health	2.9%	1.8%
Sports	5.0%	2.5%
Crime	2.9%	5.4%
Career	2.1%	2.5%
Lifestyle	7.5%	5.7%
Entertainment	18.2%	21.8%
Technology	2.9%	3.2%
Gossip and celebrity	12.9%	17.5%
Inspiration	1.1%	1.4%
General information	15.4%	16.1%
Others	1.1%	2.1%

Table 4.2 illustrates the topic respondents are interested in general and the ones they read on Linda Ikeji's Blog. Results show that on a general note, majority of respondents are interested in entertainment, general information, business, gossip and celebrity news (18.2%, 15.4%, 14.3% and 12.9% respectively). Respondents maintained that the topics they read more on Linda Ikeji are entertainment, gossip and celebrity news, general information and business (21.8% 17.5%, 16.1% and 10.0%). As seen in the result, it is evident that there is a correlation because, the same four topics majority of the respondents are interested in their daily lives are the same four topics they read on Linda Ikeji's Blog when viewed in no specific order.

4.3 Descriptive Analysis of Individual Variables

This section presents individual descriptive analysis of the following variables blog reading practices, story selection criteria, credibility of blogs over traditional news media, Importance of blog visitors to the blogosphere, blog reading motives and blog commenters perception of other blog commenters as real following Balcı's (2004) attitude scale: 1=Strongly agree, (1-1.79 SA) 2=Agree, (1.80-2.59 A) 3=Undecided, (2.60-3.39 U) 4=Disagree (3.40-4.19 D) and 5= Strongly Disagree (4.20-5 SD).

4.3.1 Blog Reading Practices

Table 4.3 reveals the descriptive analysis of participants' answer to their blog visiting practices. Respondents were asked to answer based on their level of agreement following the five-point Likert scale.

Table 4.3: Mean and Attitudes for Blog Reading Practices

Measurement	Mean	Attitudes
I comment on the blog to show my presence	3.55	U
I am addicted to reading Linda Ikeji's Blog	3.35	U
Reading the blog is part of my life	3.33	U
Reading the blog is time wasting	3.30	U
I comment on the Blog to share my ideas	3.21	U
I am inspired to comment only on the blog when I see other comments on a post	3.08	U
I don't look forward to reading Linda Ikeji's Blog anymore, it only happens during my day	2.90	U
I read all new entries every time I open the blog	2.84	U
Reading Linda Ikeji's Blog can be overwhelming	2.72	U

n=280

Table 4.3 reveals the detailed blog reading practices variable breakdown. It basically illustrates participants response to the blog reading practices. All measurements were five-point Likert scale; 1-Strongly agree to 5- strongly disagree. Mean and Attitudes shows that respondents reported undecided for all items. On average, "I don't look forward to reading Linda Ikeji's Blog anymore, it only happens during my day", "I read all new entries every time I open the blog" and "Reading Linda Ikeji's Blog can be overwhelming" were perceived as quite high (2.90, 2.84 and 2.72 respectively).

4.3.2 Selection Criteria

Table 4.4 presents participants' response to criteria for story selection. Respondents were asked for the proportion (1- 5) following the five-point Likert scale (1-Strongly Agree to 5 Strongly Disagree).

Table 4.4: Mean and Attitudes for Selection Criteria

Measurement	Mean	Attitudes
If it is posted on Linda Ikeji's Blog, then I'll read	2.76	U
If stories have the commentary of Linda Ikeji, then I read them	2.63	U
If stories are tragic, then I read them	2.44	A
If stories are about gossip, then I read them	2.42	A
If news entries are comical, then I read them	2.35	A
If stories are educative, then I read them	2.13	A
If stories are informative, then I read them	2.05	A
If news entries are about entertainment, then I read them	2.02	A

n=280

Table 4.4 reveals respondents' answer to selection criteria of entries. Mean and Attitude shows that respondents reported that they agree with many of the selection criteria. They agree that tragedy, gossip, comedy, education, information and entertainment are the specific criteria that drives them to select stories (2.44, 2.42, 2.35, 2.13, 2.05 and 2.02 respectively). The above was determined following Balcı's postulation and as such the lower the score, the higher the response to the item and vice versa.

4.3.3 Credibility of Blogs Over Traditional Media

Table 4.5 presents participants' response to credibility of blogs over traditional media. Respondents were asked for the proportion (1- 5) following the five-point Likert scale (1-Strongly Agree to 5-Strongly Disagree).

Table 4.5: Mean and Attitudes for Credibility of Blogs Over Traditional Media

Measurement	Mean	Attitudes
Linda Ikeji's Blog is more factual than privately owned newspapers (The Vanguard, Punch, Nigerian Tribune, This Day, The Daily Sun)	3.01	U
Linda Ikeji's Blog is more factual than state newspapers (Daily times, Nigerian Observer)	3.01	U
Linda Ikeji's Blog is more credible than privately owned radio stations (Cool FM, Hot FM, Wazobia FM, Grace FM, Royal FM)	2.99	U
I trust the news on Linda Ikeji's Blog more than state TV channels such as NTA	2.99	U
Linda Ikeji's Blog is more credible than private news magazines (Newswatch, Tell Magazine)	2.97	U
Linda Ikeji's Blog is more credible than state radio stations (Eko Fm, Radio Kogi, Radio Kwara)	2.94	U
Linda Ikeji's Blog is more factual than private news TV stations (Channels TV and TVC)	2.94	U

n=280

To ascertain the item with the higher score on average for credibility of blogs over traditional media, Mean and Attitudes show that respondents reported undecided for all items. On average, the following; "I trust the news on Linda Ikeji's Blog more than state TV channels such as NTA", "Linda Ikeji's Blog is more credible than private news magazines (Newswatch, Tell Magazine)", "Linda Ikeji's Blog is more credible than state radio stations (Eko Fm, Radio Kogi, Radio Kwara)", "Linda Ikeji's Blog is more factual than private news TV stations (Channels TV and TVC)" were perceived higher than other items (2.97, 2.94 and 2.94, respectively). The above was determined following Balcı's postulation and as such the lower the score, the higher the response to the item and vice versa.

4.3.4 Importance of Blog Readers to the Blogosphere

Table 4.6 presents participants' response to credibility of blogs over traditional media. Respondents were asked for the proportion (1- 5) following the five-point Likert scale (1-Very important to 5 Not important). For importance scale, we extended Balcı's (2004) attitude scale: 1=Very important, (1-1.79 VI) 2=Important, (1.80-2.59 I) 3= Moderately Important, (2.60-3.39 MI) 4= Slightly Important (3.40-4.19 SI) and 5= Not Important (4.20-5 NI).

Table 4.6: Mean and Attitudes for the Importance of Blog readers to the Blogosphere

Statement	Mean	Attitudes
I consider my invitation of friends to Linda Ikeji's Blog	3.13	MI
I consider all blog readers on Linda Ikeji's Blog	3.03	MI
I consider my comment on Linda Ikeji's Blog	3.02	MI
I consider every of my click on Linda Ikeji's Blog	2.96	MI
I consider every Linda Ikeji's Blog link I share	2.93	MI
I consider my readership on Linda Ikeji's Blog	2.92	MI

n=280

Table 4.6 shows respondents answer to blog readers perception of their importance to the blogosphere and on average, mean and attitudes shows that respondents reported "Moderately Important" for all items. Majority of the respondents consider their click, link, readership as important (2.92, 2.93 and 2.96, respectively). The above was determined following an extension of Balcı's attitudes scale and as such the lower the score, the higher the response to the item and vice versa.

4.3.5 Blog Reading Motives

Following Uses and Gratification Theory, Table 4.7 illustrates participants' response to blog reading motives. Respondents were asked for the proportion (1-5) following the five-point Likert scale (1-Strongly Agree to 5 Strongly Disagree).

Table 4.7:Mean and Attitudes for Blog Reading Motives

Statement	Mean	Attitudes
To entertain other Blog readers	2.75	U
To educate other Blog readers	2.71	U
To share my ideas with other Blog readers	2.70	U
To show people the latest trends	2.59	A
To share information useful to other people	2.50	A
For gossip	2.42	A
To pass the time	2.39	A
To gain knowledge from others	2.28	A
For entertainment	2.10	A
To get information	2.09	A

n=280

Table 4.7 show participants response to the blog reading motives and, considering that two types of motives; intrinsic and extrinsic were subliminally measured. Mean and attitudes result shows that on average, majority of the respondents read blogs to fulfil intrinsic gratifications such as; gossip, to pass the time, to gain knowledge from others, for entertainment, to get information (2.09, 2.10, 2.28, 2.39, 2.42, 2.50 and 2.59, respectively). The only extrinsic motives that they agree on are reading blogs to show people the latest trends and to share information useful to other people. The above was determined following Balcı's postulation and as such the lower the score, the higher the response to the item and vice versa.

4.3.6 Blog Commenters Perception of other Blog Commenters as Real

Following Social Presence Theory, Table 4.8 present participants' response to blog commenters perception of other blog commenters as real. Respondents were asked for the proportion (1- 5) following the five-point Likert scale (1-Strongly Agree to 5 Strongly Disagree).

Table 4.8: Mean and Attitudes for Blog Commenters Perception of Other Blog Commenters as Real

Statement	Mean	Attitudes
I feel comfortable discussing personal issues with commenters	3.25	U
I feel comfortable expressing myself to other commenters on the blog more than through face to face communication	3.05	U
I feel isolated on Linda Ikeji's Blog because I don't feel connected to other commenters	2.99	U
I feel like the emotions I express through my comments resonate with other blog commenters	2.91	U
I feel that some commenters are robots	2.74	U
I think most commenters use a fake user ID to comment	2.38	A

n=280

According to the Table 4.8, on average, mean and attitude shows that respondents reported undecided for most items. They were undecided if they feel comfortable discussing personal issues with commenters nor feel comfortable expressing themselves to other commenters on the blog more than through face to face communication. They were also undecided about if they feel isolated on Linda Ikeji's Blog because they don't feel connected to other commenters or not. Respondents were undecided if they feel like the emotions they express through their comments resonate with other blog commenters. They were also undecided about if some commenters are robots" (3.25, 3.05, 2.99, 2.91 and 2.38 respectively).

105

On average, many of the respondents agree that I think most commenters use a fake user ID to comment. The above was determined following Balcı's postulation and as such the lower the score, the higher the response to the item and vice versa.

4.3.7 Descriptive Statistics of Variables

This section presents simple summary of all six variables that forms the basis of this study by highlighting the Number of respondents that answered questions in the category, the means and then the standard deviation.

Table 4.9: Descriptive Statistics of Variables

Variables	Items	Mean	S. D
Blog reading practices	9	28.26	7.49
Blog reading motives	10	24.54	6.97
Credibility of blogs over traditional media	7	20.85	6.54
Selection criteria	8	18.80	5.52
Importance of blog readers on blogosphere	6	18.00	6.96
Blog commenters perception of other blog commenters as real	6	17.31	4.86

n=280

To determine the mean and standard deviation of all six variables, each item contained in each variable was computed and the numeric expression i.e. the items were summed. Results show that participants responded to all statements in all categories. Also, on average, blog reading practices, blog reading motives credibility of blogs over traditional media and selection criteria (28.6, 24.54, 20.85 and 18.80 respectively) were accessed higher than other variables.

4.3.8 Descriptive Statistics of Variables According to Age Group

To ascertain how respondents across all age group responded to the variable that earned the least positive response, "Blogs Over Traditional Media" and those that

received the most positive response, "selection criteria", the responses were measured across age groups and the answers are discussed below. To ascertain results for Table 4:10 and 4.11, the researcher summed percentages for "strongly agree" and "agree" with respect to age groups.

Table 4.10: Blogs Over Traditional Media According to Age Groups

Factors	Age				
	16-20	21-25	26-30	31-35	36+
I trust the news on Linda Ikeji's Blog more than state TV channels	30.5%	42.4%	38.2%	33.4%	22.2%
Linda Ikeji's Blog is more factual than private news TV stations	25.4%	44.8%	41.2%	16.7%	44.4%
Linda Ikeji's Blog is more credible than state radio stations	30.5%	43.0%	35.3%	33.3%	33.3%
Linda Ikeji's Blog is more credible than privately owned radio stations	32.2%	41.9%	35.3%	16.7%	44.4%
Linda Ikeji's Blog is more factual than state newspapers	38.7%	41.3%	29.4%	16.7%	44.4%
Linda Ikeji's Blog is more factual than privately owned newspapers	25.8%	40.2%	29.4%	16.7%	33.3%
Linda Ikeji's Blog is more credible than private news magazines	37.3%	41.9%	26.5%	16.7%	22.2%

n=280

As stated in Table 4.5, overall, most of the respondents didn't agree that blogs are more credible than traditional media. To ascertain how respondents across all age groups mentioned responded to this question, responses across all age groups were measured. Results reveal that among all age groups, respondents aged between 21-25 responded positively more than other age group. For "I trust the news on Linda

Ikeji's Blog more than state TV channels" and "Linda Ikeji's Blog is more factual than private news TV stations" which earned the most positive response from participants, result shows that, respondents aged between 21-30 accessed the first more and 21-25 and those above 36 responded positively to that second item more than other age groups.

Table 4.11: Selection Criteria According to Age Groups

Factors	Age				
	16-20	21-25	26-30	31-35	36+
If stories are tragic, then I read them.	52.6%	64%	67.6%	66.7%	44.4%
If stories are educative, then I read them.	79.7%	80.2%	47.7%	83.3%	77.8%
If news entries are comical, then I read them.	64.4%	71.5%	64.7%	83.3%	44.4%
If stories are about gossip, then I read them.	66.1%	63.3%	50%	83.4%	55.5%
If news entries are about entertainment, then I read them.	84.7%	80.8%	76.5%	83.4%	66.7%
If stories are informative, then I read them.	77.9%	80.8%	79.4%	83.3%	66.7%
If stories have the commentary of Linda Ikeji, then I read them.	42.4%	48.2%	52.9%	83.3%	44.4%
If it is posted on Linda Ikeji's Blog, then I'll read	35.6%	48.8%	34.6%	50%	44.4%

n=280

Respondents generally responded positively to all the items in this category as stated in Table 4.4. In this table, it is evident that respondents aged between 31-35 responded more positively than other age groups. More specifically, respondents

across all age groups responded positively to "If news entries are about entertainment, then I read them", "If stories are informative, then I read them" and "If stories are about gossip, then I read them". Following this study's attempt to find out which age groups responded more positively to both variables with the most and least positive response, result shows that 21-25 responded more in the former and 31-35 in the latter.

4.4 Inferential Analysis

Just like the descriptive analysis was used to illustrate simple summaries of measures above, in this section, inferential statistics is used in a vigorous manner to demonstrate whether or not there is a relationship or difference between two or more variables. In this part, a series of Anova, Factorial Anova, T-test and Pearson's correlation were carried out.

4.4.1 T-test Results

A series of T-tests were conducted to determine if there is a statistical significant difference between two groups on some continuous variable. For the series of T-test conducted, this study compares the blog reading practices, selection criteria, credibility of blogs over traditional media, importance of blog readers to the blogosphere, blog reading motives and blog commenters perception of other blog readers between males and females.

4.4.1.1 T-test Results for Blog Reading Activities

To determine if there is a statistical significance between the mean scores of male and female in respect to blog reading practices, independent sample T-test was conducted. All nine items in this category were evaluated.

Table 4.12: Independent Samples T-test Measuring Blog Reading Practices Between Respondents' Gender

	f	t	df	Sig
I am addicted to reading Linda Ikeji's Blog	.776	-.260	278	.795
		-.261	273.369	.794
I comment on the blog to show my presence	.778	-1.323	278	.187
		-1.324	271.366	.187
I comment on the Blog to share my ideas	.051	-1.424	278	.156
		-1.422	269.156	.156
I am inspired to comment only on the blog when I see other comments on a post	.297	-.869	278	.386
		-.868	269.556	.386
I don't look forward to reading Linda Ikeji's Blog anymore, it only happens during my day	.001	-.620	278	.536
		-.620	271.545	.536
Reading the blog is time wasting	.020	-.500	278	.617
		-.499	268.210	.618
Reading the blog is part of my life	.510	-.624	278	.533
		-.626	274.028	.532
I read all new entries every time I open the blog	.089	1.304	278	.193
		1.299	266.392	.195
Reading Linda Ikeji's Blog can be overwhelming	.053	-.788	278	.431
		-.785	266.685	.433

$p \leq 0.05; p \leq 0.01$

As aforementioned, an independent-samples T-test was conducted to measure the means between male and female in respect blog reading practices. Result shows that there is no statistical significance difference in all nine items when p was placed at 0.05.

4.4.1.2 T-test Results for Selection Criteria

In order to ascertain if there is a statistical significance between the mean scores of male and female in respect to selection criteria, independent sample T-test was conducted. The eight items measured in this category were examined.

Table 4.13: Independent Samples T-test Measuring Selection Criteria Between Respondents' Gender

	f	t	df	Sig
If stories are tragic, then I read them	.703	1.376	278	.170
		1.369	264.952	.172
If stories are educative, then I read them	1.211	-.842	278	.400
		-.842	270.351	.401
If news entries are comical, then I read them	1.471	-.721	278	.472
		-.721	271.435	.472
If stories are about gossip, then I read them	5.815	-1.739	278	.083
		-1.723	258.406	.086
If news entries are about entertainment, then I read them	1.013	.165	278	.869
		.164	264.584	.870
If stories are informative, then I read them	3.077	.498	278	.619
		.495	263.365	.621
If stories have the commentary of Linda Ikeji, then I read them	.053	.284	278	.777
		.285	273.681	.776
If it is posted on Linda Ikeji's Blog, then I'll read	1.879	-.792	278	.429
		-.795	274.591	.427

p ≤ 0.05; *p* ≤ 0.01

In Table 13, an Independent-samples T-test was conducted to measure the means between male and female in respect to selection criteria, result shows that there is no statistical significance difference in all eight items when *p* was placed at 0.05.

4.4.1.3 T-test Results for Credibility of Blogs Over Traditional Media

To examine if there is a statistical significance between the mean scores of male and female in respect to credibility of blogs over institutional media, Independent Sample T-test was conducted. All seven items measured in under "credibility of blogs over traditional media" were examined.

Table 4.14: Independent Samples T-test Measuring Credibility of Blogs Over Traditional Media Between Respondents' Gender

	f	t	df	sig
I trust the news on Linda Ikeji's Blog more than state TV channels such as NTA	.989	.411	278	.681
		.408	263.301	.683
Linda Ikeji's Blog is more factual than private news TV stations (Channels TV, TVC)	.463	.184	278	.854
		.185	272.438	.854
Linda Ikeji's Blog is more credible than state radio stations (Eko Fm, Radio Kogi, Radio Kwara)	1.187	.596	278	.552
		.593	266.137	.553
Linda Ikeji's Blog is more credible than privately owned radio stations (Cool FM, Hot FM, Wazobia FM, Grace FM, Royal FM)	.019	-.089	278	.929
		-.088	269.067	.930
Linda Ikeji's Blog is more factual than state newspapers (Daily times, Nigerian Observer)	2.649	-.721	278	.471
		-.716	260.907	.475
Linda Ikeji's Blog is more factual than privately owned newspapers (The Vanguard, Punch, Nigerian Tribune, This Day, The Daily Sun)	.002	-.943	278	.347
		-.942	270.446	.347
Linda Ikeji's Blog is more credible than private news magazines (Newswatch, Tell Magazine)	.000	-.444	278	.657
		-.443	269.405	.658

$p \le 0.05; p \le 0.01$

As aforesaid, in Table 14, an Independent-samples T-test was conducted to measure the means between male and female in respect to credibility of blogs over traditional media, result shows that there is no statistical significance difference in all eight items when p was placed at 0.05.

4.4.1.4 T-test Results for Importance of Blog Readers to The Blogosphere

In order to determine if there is a statistical significance between the mean scores of male and female in respect to importance of blog readers to the blogosphere, independent sample T-test was conducted. All six items measured in this category were examined.

Table 4.15: Independent Samples T-test Measuring Importance of Blog Readers to the Blogosphere Between Respondents' Gender

	f	t	df	sig
I consider my readership on Linda Ikeji's Blog	.144	.426	278	.670
		.426	269.915	.670
I consider every of my click on Linda Ikeji's Blog	.216	.086	278	.931
		.086	266.379	.931
I consider my comment on Linda Ikeji's Blog	.004	1.111	278	.268
		1.109	269.068	.268
I consider my invitation of friends to Linda Ikeji's Blog	.751	1.100	278	.272
		1.098	268.796	.273
I consider all blog readers on Linda Ikeji's Blog	.635	.565	278	.572
		.566	273.021	.572
I consider every Linda Ikeji's Blog link I share	.248	-.144	278	.885
		-.144	267.046	.886

$p \leq 0.05; p \leq 0.01$

To ascertain through comparison the means between male and female in respect to credibility of blogs over traditional media, an Independent-samples T-test and result shows that there is no statistical significance difference in all six items when p was placed at 0.05.

4.4.1.5 T-test Results for Blog Reading Motives

To examine if there is a statistical significance between the mean scores of male and female in respect to credibility of blogs over institutional media, Independent Sample T-test was conducted. All ten items measured in this category were examined.

Table 4.16: Independent Samples T-test Measuring Reading Motives Between Respondents' Gender

	f	t	df	sig
To get information	.126	.845	278	.399
		.846	272.593	.398
To pass the time	2.986	-1.309	278	.192
		-1.300	262.693	.195
For entertainment	9.284	-.501	278	.617
		-.493	246.248	.623
For gossip	8.407	-1.487	278	.138
		-1.468	252.602	.143
To gain knowledge from others	.573	1.009	278	.314
		1.001	259.580	.318
To share my ideas with other Blog readers	1.292	-.968	278	.334
		-.960	260.325	.338
To show people the latest trends	.188	-.050	278	.960
		-.050	267.295	.960
To share information useful to other people	.404	.057	278	.955
		.057	266.632	.955
To entertain other Blog readers	.006	-.789	278	.431
		-.785	266.348	.433
To educate other Blog readers	.371	-.248	278	.804
		-.247	267.736	.805

$p \leq 0.05; p \leq 0.01$

As aforementioned, an Independent-Samples T-test was conducted to measure the means between male and female in respect blog reading motives. Result shows that there is no statistical significance difference in all nine items when p was placed at 0.05.

4.4.1.6 T-test Results for Blog Commenters Perception of other Blog Commenters as Real

Considering that this study aims to determine if there is a statistical significance between the mean scores of male and female in respect to blog commenters perception of other blog commenters as real, Independent Sample T-test was conducted. All six items measured in under variable were examined.

114

Table 4.17: Independent Samples T-test Measuring Blog Commenters Perception of Other Blog Commenters as Real Between Respondents' Gender

	f	t	df	sig
I feel that some commenters are robots	.091	.182	278	.856
		.181	269.112	.856
I feel comfortable discussing personal issues with commenters	.055	.633	278	.527
		.630	264.986	.529
I think most commenters use a fake user ID to comment	.086	.708	278	.479
		.708	271.388	.479
I feel isolated on Linda Ikeji's Blog because I don't feel connected to other commenters	.403	.831	278	.407
		.832	273.249	.406
I feel like the emotions I express through my comments resonate with other blog commenters	.239	.374	278	.709
		.374	271.370	.709
I feel comfortable expressing myself to other commenters on the blog more than through face to face communication	.324	.378	278	.706
		.377	271.008	.706

$p \leq 0.05; p \leq 0.01$

In Table 17, an Independent-samples T-test was conducted to measure the means between male and female in respect to blog commenters perception of other blog commenters as real, result shows that there is no statistical significance difference in all eight items when p was placed at 0.05.

4.4.2 Manova Results

To avoid a series of Type I error, MANOVER was conducted with a series of independent variables to ensure that there is statistical significance difference (Cramer & Bock, 1966). The Table below is the Multivariate Tests table and it presents result of the one-way MANOVA for respondents' faculty and forty-six items representing the six variables.

Table 4.18: Multivariate Tests for Variables

Effect		Value	F	Hypo-thesis df	Error df	Sig.	Partial Eta Squared
Intercept	Pillai's Trace	.966	140.139[b]	47.000	229.000	.000	.966
	Wilks' Lambda	.034	140.139[b]	47.000	229.000	.000	.966
	Hotelling's Trace	28.762	140.139[b]	47.000	229.000	.000	.966
	Roy's Largest Root	28.762	140.139[b]	47.000	229.000	.000	.966
q4	Pillai's Trace	.897	1.428	188.000	928.000	.000	.224
	Wilks' Lambda	.356	1.440	188.000	916.433	.000	.228
	Hotelling's Trace	1.199	1.451	188.000	910.000	.000	.231
	Roy's Largest Root	.422	2.084[c]	47.000	232.000	.000	.297
a. Design: Intercept + q4							
b. Exact statistic							
c. The statistic is an upper bound on F that yields a lower bound on the significance level.							

Result shows that there was a statistically significant difference in between the means of six variables, F (188, 916) = 1.44 $p \leq$ .001; Wilk's Λ = 0.356, partial η2 = .23. After carrying out Manova and the study found that there are statistical significant differences between the means of variables. The researcher moved on to conduct a more focused differentiation analysis (Anova).

Apparently, analysis of variance is a test like a T-test but it is more widely applicable and, in this study, it is used to test the difference in a continuous dependent variable between three or more groups. In this group, a series of one-way Anova were

116

conducted to test differences of variables with respondents age group, marital status, year in school and program.

4.4.2.1 One-way Anova

A series of one-way Anova was conducted to test if there is/are significant differences in the means of variables between respondents' demographic characteristics such as age group, marital status, faculty, program and year. The sections show the results of the aforementioned.

4.4.2.1.1 One-way Anova Results (Age Group)

One-way Anova was conducted to test if there is/are significant difference in the means of blog reading practices between respondents' age group.

Table 4.19: One-way Anova for the Differentiation of Blog Reading Practices Between Respondents' Age Group

	Sum of Squares	df	Mean Square	F	Sig.
I am addicted to reading Linda Ikeji's Blog	4.358	4	1.089	.630	.641
	475.342	275	1.729		
	479.700	279			
I comment on the blog to show my presence	4.330	4	1.082	.663	.618
	448.970	275	1.633		
	453.300	279			
I comment on the Blog to share my ideas	2.184	4	.546	.304	.875
	494.383	275	1.798		
	496.568	279			
I am inspired to comment only on the blog when I see other comments on a post	4.141	4	1.035	.623	.647
	457.284	275	1.663		
	461.425	279			
I don't look forward to reading Linda Ikeji's Blog anymore, it only happens during my day	2.325	4	.581	.456	.768
	350.461	275	1.274		
	352.786	279			
Reading the blog is time wasting	7.884	4	1.971	1.529	.194
	354.513	275	1.289		
	362.396	279			
Reading the blog is part of my life	11.320	4	2.830	1.775	.134
	438.452	275	1.594		
	449.771	279			
I read all new entries every time I open the blog	18.625	4	4.656	2.965	.020
	431.818	275	1.570		
	450.443	279			
Reading Linda Ikeji's Blog can be overwhelming	8.761	4	2.190	1.751	.139
	343.949	275	1.251		
	352.711	279			

$p \leq 0.05; p \leq 0.01$

A one-way analysis of variance showed that the "I read all new entries every time I open the blog" was significant, $F(4, 275) = 2.97$, $p = .020$. Mean plot shows that the significance was higher on average for the age group 36 and above, 16-20, 31-35, 21-25 and 26-30(M = 4.00, SD = 1.22, M = 3.07, SD = 1.20, M = 2.83, SD = 1.72, M =

2.74, *SD* = 1.25 and, *M* = 2.62, *SD* = 1.23 respectively). Respondents aged above 36

read all new entries every time I open the blog more than those of other age groups.

4.4.2.1.2 One-way Anova Results (Marital Status)

One-way Anova was conducted to test if there is/are significant difference in the

means of "selection criteria" between respondents' marital status.

Table 4.20: One-way Anova for the Differentiation of Selection Criteria Between
Respondents' Marital Status

	Sum of Squares	df	Mean Square	F	Sig.
If stories are tragic, then I read them	15.773	5	3.155	2.871	.015
	301.070	274	1.099		
	316.843	279			
If stories are educative, then I read them	3.706	5	.741	1.034	.398
	196.405	274	.717		
	200.111	279			
If news entries are comical, then I read them	6.159	5	1.232	1.310	.260
	257.541	274	.940		
	263.700	279			
If stories are about gossip, then I read them	7.372	5	1.474	1.193	.313
	338.739	274	1.236		
	346.111	279			
If news entries are about entertainment, then I read them	7.580	5	1.516	1.721	.130
	241.331	274	.881		
	248.911	279			
If stories are informative, then I read them	4.977	5	.995	1.085	.369
	251.420	274	.918		
	256.396	279			
If stories have the commentary of Linda Ikeji, then I read them	13.964	5	2.793	2.491	.032
	307.146	274	1.121		
	321.111	279			
If it is posted on Linda Ikeji's Blog, then I'll read	12.449	5	2.490	2.018	.076
	337.994	274	1.234		
	350.443	279			

p ≤ 0.05; p ≤ 0.01

One-way Anova result shows that there are statistical significant differences in the test of the group. For "If stories are tragic, then I read them", result shows that it was significant, $F(5, 274) = 2.87$, $p = .015$. "If stories have the commentary of Linda Ikeji, then I read them" was significant $F(5, 274) = 2.49$, $p = .032$. To ascertain the differences between these groups, means plot was checked and result shows that significance was achieved for three items. For the "If stories are tragic, then I read them" the significance for those "Separated" was higher on average more than "others", "married", "in a relationship", "divorced" and "single". ($M = 3.67$, $SD = 1.52$, $M = 3.00$, $SD = 0$, $M = 2.79$, $SD = 1.25$, $M = 2.54$, $SD = 1.07$, $M = 2.42$, $SD = 1.04$, respectively). For "If stories have the commentary of Linda Ikeji, then I read them" the significance was higher on average for "Separated" more than "others", "single" "married" "in a relationship" and "divorced" ($M = 3.00$, $SD = 1.73$, $M = 3.00$, $SD = 0$, $M = 2.71$, $SD = 1.10$, $M = 2.50$, $SD = 1.09$, $M = 2.49$, $SD = 0.81$, $M = 1.64$, $SD = 0.81$, respectively).

4.4.2.1.3 One-way Anova Results (Faculty)

One-way Anova was conducted to test if there is/are significant difference in the means of variables between respondents' demographic characteristics.

Table 4.21: One-way Anova for the Differentiation of Credibility of Blogs Over Traditional Media Between Respondents' Faculty

	Sum of Squares	df	Mean Square	F	Sig.
Linda Ikeji's Blog is more factual than private news TV stations (Channels TV, TVC)	6.258	4	1.565	1.278	.279
	336.585	275	1.224		
	342.843	279			
Linda Ikeji's Blog is more credible than state radio stations (Eko Fm, Radio Kogi, Radio Kwara)	13.552	4	3.388	2.712	.030
	343.534	275	1.249		
	357.086	279			
Linda Ikeji's Blog is more credible than privately owned radio stations (Cool FM, Hot FM, Wazobia FM, Grace FM, Royal FM)	8.945	4	2.236	1.742	.141
	352.998	275	1.284		
	361.943	279			
Linda Ikeji's Blog is more factual than state newspapers (Daily times, Nigerian Observer)	1.041	4	.260	.213	.931
	335.927	275	1.222		
	336.968	279			
Linda Ikeji's Blog is more factual than privately owned newspapers (The Vanguard, Punch, Nigerian Tribune, This Day, The Daily Sun)	4.569	4	1.142	.951	.435
	330.399	275	1.201		
	334.968	279			
Linda Ikeji's Blog is more credible than private news magazines (Newswatch, Tell Magazine)	8.429	4	2.107	1.703	.150
	340.282	275	1.237		
	348.711	279			

p ≤ 0.05; p ≤ 0.01

Result from the one-way analysis of variance showed that "Linda Ikeji's Blog is more credible than state radio stations (Eko Fm, Radio Kogi, Radio Kwara)" was significant, $F (4, 275) = 2.71$, $p = .030$. Mean plot shows that the significance was higher on average for Others ($M= 3.26$, $SD= 1.14$), Engineering ($M= 3.17$, $SD= 1.15$), Business and Economics ($M= 2.89$, $SD= 1.17$) Communication and Media Studies ($M= 2.88$, $SD= 1.10$) and Tourism ($M= 2.44$, $SD= 0.97$) respectively. Results show that respondents in other faculty have higher means that others.

4.4.2.1.4 One-way Anova Results (Program)

To ascertain whether or not the group means of programs are significantly different,

especially with the variability between groups, One-way Anova was conducted.

Table 4.22: One-way Anova for the Differentiation of Importance of Blog Readers to Blogosphere Between Respondents' Program of Study

	Sum of Squares	df	Mean Square	F	Sig.
I consider my readership on Linda Ikeji's Blog	.751	2	.375	.200	.819
	519.521	277	1.876		
	520.271	279			
I consider every of my click on Linda Ikeji's Blog	5.199	2	2.600	1.568	.210
	459.369	277	1.658		
	464.568	279			
I consider my comment on Linda Ikeji's Blog	7.634	2	3.817	2.025	.134
	522.237	277	1.885		
	529.871	279			
I consider my invitation of friends to Linda Ikeji's Blog	7.527	2	3.764	2.013	.136
	517.844	277	1.869		
	525.371	279			
I consider all blog readers on Linda Ikeji's Blog	3.123	2	1.561	.921	.399
	469.588	277	1.695		
	472.711	279			
I consider every Linda Ikeji's Blog link I share	.498	2	.249	.117	.890
	589.213	277	2.127		
	589.711	279			

p ≤ 0.05; p ≤ 0.01

The results of the one-way Anova conducted to ascertain differentiation of

importance of blog readers to blogosphere between respondents' program of study

indicates that there is no statistical significance difference when p at placed 0.05.

4.4.2.1.5 One-way Anova Results (Year)

One-way Anova was conducted to test if there is/are significant difference in the

means of variables between respondents' demographic characteristics.

Table 4.23: One-way Anova for the Differentiation of Motives Between Respondents' Year of Study

	Sum of Squares	df	Mean Square	F	Sig.
To get information	2.833	4	.708	.959	.430
	203.110	275	.739		
	205.943	279			
To pass the time	9.188	4	2.297	2.166	.073
	291.598	275	1.060		
	300.786	279			
For entertainment	1.430	4	.357	.489	.744
	200.967	275	.731		
	202.396	279			
For gossip	1.615	4	.404	.326	.861
	340.957	275	1.240		
	342.571	279			
To gain knowledge from others	6.785	4	1.696	1.517	.197
	307.486	275	1.118		
	314.271	279			
To share my ideas with other Blog readers	11.644	4	2.911	2.515	.042
	318.342	275	1.158		
	329.986	279			
To show people the latest trends	4.861	4	1.215	1.096	.359
	305.081	275	1.109		
	309.943	279			
To share information useful to other people	4.257	4	1.064	.957	.431
	305.743	275	1.112		
	310.000	279			
To entertain other Blog readers	7.289	4	1.822	1.513	.199
	331.211	275	1.204		
	338.500	279			
To educate other Blog readers	4.547	4	1.137	.906	.461
	345.021	275	1.255		
	349.568	279			

p ≤ 0.05; p ≤ 0.01

A one-way analysis of variance result shows that "To share my ideas with other Blog readers" were significant, $F(4, 275) = 2.52$, $p = .042$. Mean plot shows that "To share my ideas with other Blog readers", the significance was higher on average

Year 4 *(M=* 2.96, *SD=* 1.15), Year 2 *(M=* 2.78, S*D=* 1.08), Year 3 *(M=* 2.58, *SD=* 1.15), Year 1 *(M=* 2.45, *SD=*0.88) and Others, *(M=* 2.40, *SD=* 1.12). Results show that respondents in Year 4 share their ideas with other blog readers more than others in other years of study.

4.4.2.2 Factorial Anova

This study conducts a factorial ANOVA considering that there are two or more categorical independent variables needed to ascertain if the variance in satisfaction level is significantly different across program and year.

Table 4.24: Factorial Anova

Dependent Variable:	**How satisfied are you with Linda Ikeji's Blog?**				
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	14.474[a]	13	1.113	1.538	.104
Intercept	360.751	1	360.751	498.434	.000
q5	.234	2	.117	.161	.851
q6	7.060	4	1.765	2.439	.047
q5 * q6	11.616	7	1.659	2.293	.028
Error	192.522	266	.724		
Total	2105.000	280			
Corrected Total	206.996	279			
a. R Squared = .070 (Adjusted R Squared = .024)					

Descriptive Statistics for the means satisfaction level of students across categories. Undergraduate students in other years of study (Five years and above) has the highest mean (*M=*2.8, *SD=* 0.55). Masters students in other years of study (Five years and above) have the highest mean (*M=*3.50, *SD=* 0.71) and PhD students in year two have the highest satisfaction level on average (*M=*3.17, *SD=* 0.98). Result shows that

gives us the mean for every possible combination of our independent variables. Levene's test of the equality of variances reveals that there was no significance at the $p \leq .005$ level, which means that there is no variance in satisfaction level across the categories of the independent variables.

As seen in the table, the calculated F statistic was 1.538 and it isn't significant at the $p \leq .005$ level; "q5", "q6" and "q5 * q6" shows the effect of respondent's program on satisfaction level, respondents year in school on satisfaction level and the interaction of respondent's program and year of study on satisfaction level. For the following, result shows that F statistic for program was .161 and it wasn't significant at the $p \leq .005$ level. The F value for year in school and the interaction between both for satisfaction were 2.439 and 2.293 and it is significant at the $p \leq .005$ level. This means that respondent's year in school and the interaction between both were significantly affect their satisfaction level of Linda Ikeji's Blog.

4.4.3 Pearson's Correlation Results

Pearson correlational matrix is used to examined the relationship between the ages participants and their scores on motivation measures. This study conducts the correlation coefficient to ascertain if there is a significant relationship (i.e., correlation) between variables.

4.4.3.1 Correlation Matrix Results

To ascertain if there is a relationship between respondents age and their blog reading motives, Pearson's correlation matrix was conducted.

Table 4.25: Correlation Matrix of the Reading Motives

		1	2	3	4	5	6	7	8	9	10	11
1	Age	1										
2	Information	.044	1									
3	To pass the time	.039	.255**	1								
4	For entertainment	.003	.537**	.354**	1							
5	For gossip	.012	.236**	.377**	.438**	1						
6	Gain knowledge from others	-.044	.485**	.196**	.430*	.261*	1					
7	Share my ideas with other Blog readers	.051	.280**	.293**	.356*	.337*	.503*	1				
8	To show people the latest trends	.064	.265**	.225**	.280*	.281*	.402*	.532**	1			
9	Share information useful to other people	.053	.340**	.229**	.250*	.218*	.529*	.582**	.539**	1		
10	To entertain other Blog readers	.095	.261**	.227**	.362*	.258*	.409*	.603**	.587**	.587**	1	
11	To educate other Blog readers	.073	.346**	.262**	.334*	.277*	.445*	.643**	.533**	.697**	.697**	1

**. Correlation is significant at the 0.01 level (2-tailed).

Intercorrelation for respondents reading motives (extrinsic and intrinsic) are presented diagonally above. 280 blog readers were surveyed about their blog reading motives and correlations were computed among ten blog reading motives for respondents across all age groups. Result shows that there is weak positive correlation with no statistical significant difference between age and the blog reading motives (acquiring information, to pass the time, for entertainment, for gossip, share my ideas with other Blog readers, to show people the latest trends, share information useful to other people, to entertain other blog readers and to educate other blog readers) which means that correlation occurred by chance. However, Pearson's *r* data analysis revealed a weak negative correlation between age and reading blogs to gain

knowledge from people *(r = -.044, p ≤ .001, two-tailed)*. In general, result suggests that there is no strong relationship between blog readers age and their blog reading motives.

This comprehensive analysis is a clear and concise investigation of the six research questions and two hypotheses of this study through statistical analysis which helps the researcher to draw important conclusions, contributions and recommendation for further study.

Chapter 5

CONCLUSION

This chapter summarises the study, draws conclusion from the study, presents the significant contributions to blog readers focused research and, makes recommendations for further study.

5.1 Summary of the Study

Blog readership is a significant part of the blog scholarship and the primary aim of this study is to examine and bring newer insights to blog readership, an area of blogging scholarship that has not received sufficient scholarly attention in two decades of active blog presence in the virtual space.

This study seeks to explore the blog reading practices of blog users, and if there are there any significant differences in the scores of readers (gender and age) reading practices. It aims to evaluate the selection criteria of blog readers and if there are any statistical significant difference in the scores of respondents (gender and marital status) selection criteria of news entries and, how credible blog readers consider blogs when compared with traditional news media are explored. Statistical significant difference in the scores of respondents (gender and faculty) in terms of credence of blog over traditional media was evaluated. In terms of importance, blog readers perception of themselves to the blogging activity is investigated and the study also seeks to if there are there any statistical significant difference in the scores of respondents (gender and program) in terms of their significance to the activities.

Accordingly, the study explores the blog reading motives of blog readers and, 1) are there any statistical significant difference in the means of respondents (gender, and year of study) in terms of credence of blog over traditional media. 2) Is there a relationship between respondents age and their blog reading motives. Finally, the study investigates the extent to which blog users perceive other blog commenters as a real and, are there any statistical significant difference in the means of male and female blog readers in the issue of perception of other users.

This study is largely guided by two main theories, Uses and Gratification and Social Presence Theories. These theories mainly examine and help explain two major phenomena in this study; blog readers motivation and "blog readers perception of other blog readers as real.

The study adopts a quantitative research technique of survey among readers of Linda Ikeji's Blog, a Nigerian general information blog, enrolled in the Eastern Mediterranean University in Northern Cyprus *(n=280)*. A 60-item in-house questionnaire designed to answer six research questions and two hypotheses was developed by researcher with the help of experts in the field. Overall, results gave important insights to the research problem and, this study contributes to blog readership literature because it extends the discussion on blog reader's sphere; blog reading practices, selection criteria, credibility of blogs over traditional media, importance of blog readers to the blogosphere, blog reading motives and blog commenters perception of other blog commenters as real.

5.2 Findings of the Study

This study answers six significant question regarding blog reader's sphere and they are as follows; blog reading practices, selection criteria, credibility of blogs over traditional media, importance of blog readers to the blogosphere, blog reading motives and blog commenters perception of other blog commenters as real. This section seeks to draw conclusions from the study by exploring the research questions and hypothesis stated in Chapter 1.

RQ1: What are the blog reading practices of blog users, and are there any significant differences in the scores of blog readers (gender and age) reading practices?

For blog reading practices, majority of the respondents were not particularly positive or negative about the activities they involve themselves in and around blog reading however, it is evident that majority of the respondents read all new entries whenever the open the blog. They also agreed that general information blog could be overwhelming and this to a great extent could be because the blog doesn't focus one topic. In terms of differences for this variable and demographic profile such as gender and age, results show that for the means of male and female, there is no statistical significance difference. And for age, results show that respondents aged above 36 read all new entries every time I open the blog more than those of other age groups.

RQ2: What are the selection criteria of blog readers and are there any statistical significant difference in the scores of respondents (gender and marital status) selection criteria of news entries?

Blog readers mostly selected news based on the following criteria; information, tragedy, entertainment, gossip, comedy and among many other criteria, education was something many blog readers set as a criterion for reading stories. The blog readers' commentary isn't a major selection criterion and didn't read posts just because it is posted on the blog. In terms of statistical significant difference in the scores of respondent's gender, results show that there is no statistical significance difference. For differences of this variable and respondent's marriage, result shows that respondents who were separated read stories that are tragic and they also read stories which have the commentary of Linda Ikeji more than those who are married, single, in a relationship, divorced and other marital status.

RQ3: How credible do blog readers consider blogs when compared with traditional news media and, are there any statistical significant difference in the scores of respondents (gender and faculty) in terms of credence of blog over traditional media?

According to Kovačič, Erjavec and Štular (2010) "Credibility research has been a major facet of mass communication and journalism scholarship since the field's earliest days." (p.114). Regarding credibility of blogs over traditional media in this study, it was found that blog readers weren't particularly positive or negative about if blogs are more factual than traditional media. A 2006 report submits that the internet is likeable because it is easy to access and interactive among other reason but even people who use its tools do not necessarily trust them. It further mentioned that, "[e]ven people who enjoy blogs, for instance, are suspicious of them". (The State of the News Media , 2006).

It is apparent that many respondents used the middle point scale (i.e. "undecided"; see 4.33) more for this research questions. Even at that this study found that respondents who gave an opinion on this question (i.e. choosing "strongly agree", "agree" or "disagree" and "strongly disagree") maintained that they believe Linda Ikeji's Blog is more factual that most of all the traditional media i.e. state and private television stations, radio stations, newspaper and private magazines. In terms of the presence of statistical significant difference in the scores of respondent's gender and faculty in respect to credence of blog over traditional media. Result shows that there is no significant difference in the means of male and female in the issue of credence of blogs over traditional media. As for the faculty, result shows that students from other faculties believes that Linda Ikeji's Blog is more credible than state radio stations such as Eko Fm, Radio Kogi, Radio Kwara, more students in the following faculties; engineering, communication and media studies, business and economics and tourism.

RQ4: Do blog readers perceive themselves to be important to the blogging activity and, are there any statistical significant difference in the scores of respondents (gender and program) in terms of their significance to the activities?

Blog readers consider themselves to be important to the activities on the blogosphere. Majority of them maintained that their clicks, comments, invitation of friends, and everything that translates into their readership is very important. This research question as earlier highlighted (See 3.33) was largely adopted and framed from Nardi, Schiano and Gumbrecht's (2004) famous assertion "blogs create the audience, but the audience also creates the blog" (p. 224). It is evident from this study that blog readers acknowledge and understand that their online presence translates to what

makes a blog. As for the statistical significant difference in the scores of respondent's profiles such as gender and program in terms of how blog readers perceive themselves to be important to the blogging activity, result shows that there is no statistical significant difference.

RQ5: What are the blog reading motives of blog readers and, 1) are there any statistical significant difference in the means of respondents (gender and year of study) in terms of blog reading motives?

Blog readers were generally positive towards items measuring both intrinsic and extrinsic motivations for reading blogs. Many respondents visited the blog for Intrinsic blog reading motives such as information, pass the time, entertainment and gossip. Also, for extrinsic motivation, blog readers assert that gain knowledge from others, share their ideas with other blog readers, to show people the latest trends, to share information useful to other people, to entertain other blog readers and to educate other blog readers. Result shows that intrinsic motives were accessed higher the extrinsic motives.

In Li's (2005) paper where bloggers motivation for blogging was explored through the Uses and Gratification Theory, the study found that blog authours are primarily moitvated to blog because of the following seven reasons: "self-documentation, improving writing, self-expression, medium appeal, information, passing time, and socialization." (p. 130). In this respect, the findings of this study is consistent with that of Baumer et al., (2008). They posit that most blog readers are propelled to to read the blogs because they of information, entertainment inspiration. They also added that blog readers are motivated because that is what they do.

This study extends the core statements of Uses and Gratification Theory to blog readers as part of the explanation that audience members use the media to satisfy certain needs. As seen in this study blog visitors use blogs for information-seeking, a need that is extant in many new media- Uses and Gratification studies. Given that "information-seeking" and "gossip" are some of the reasons why blog readers are motivated to read blogs. Among other reasons, it is likely that blog readers are motivated because "much Internet content inspires people to excel and gives them freedom to express opinions" (Krishnatray, Singh, Raghavan, & Varma, 2009, p. 30). In the most recent blog reading article, Arbuthnot (2018) posits that food blog readers who drop comments on entries are mostly motivated to do so because they seek information to either improve or modify their recipes.

For statistical significant difference in the means of respondent's gender, and year of study in terms of blog reading motives, results show that there is no statistical significant difference respondents in the means of male and female. For difference in the year of study in terms to this variable, in Year 4 share their ideas with other blog readers more than others in other years of study.

H1: There is a relationship between respondents age and their blog reading motives.

Concerning if there is a relationship between respondents age and their blog reading motives, result suggests that there is no strong relationship between blog readers age and their blog reading motives.

RQ 6: To what extent do blog users perceive other blog commenters as a real?

134

For blog commenters perception of other blog commenters as real, majority of the respondents didn't really agree or disagree with all of items in this category, however, among all items in this category "I think most commenters use a fake user ID to comment" was accessed higher than others. Following Social Presence Theory, it is imperative to state that information derived through nonverbal cues (Cobb 2009; Gunawardena 1995) and, in this case, comments from computer mediated communication tools all significantly contribute to social presence of new media platforms like blogs and that could to a great extent be a pointer for blog visitors to decide if commenters use a fake user ID to comment on blogs. With these findings, this study extends the purview of Social Presence Theory beyond online learning and common subject matters that it used to address.

H2: There is significant difference in the means of male and female blog readers in the issue of perception of other users.

As for the means between male and female in respect to blog commenters perception of other blog commenters as real, result shows that there is no statistical significance difference.

5.3 Conclusions Drawn from the Study

Owing to the fact that quantitative research enquiry mostly concludes emphasizing an additional proof that hypothesis tested is either verified or unverified, the present study makes important contributions to the overall blogging literature, more specifically its blog readership area of research. The study makes important contributions in terms of gatekeeping and ownership structure and finally, also a methodological contribution in terms of Likert scaling in research.

Firstly, this study contributes to knowledge by investigating blog readership in a comprehensive manner given that since inception, as aforementioned, blog readership has earned little scholarly attention. It depends on when the future is according to Nardi et al., (2004) "future research is sure to pay attention to blog readers" (p. 231). It is evident that not much has changed even after almost two decades of the explosion of blogs.

This study addresses every major or important discussion in respect to blog visiting. It investigates blog reading and as established overtime, the activity of blog visiting is a social one where blog readers connect with bloggers and other blog readers in various ways such as; reading all new entries every time they open the blog, they only comment when they see other comments on a post, they don't look forward to reading Linda Ikeji's Blog anymore, it only happens during their daily activities and reading Linda Ikeji's Blog to them, they say can be overwhelming. This is inconsistent with Baumer et al., (2008) study. They found that majority werent overwhelmed overwhelmed by the amount of information they get from blogs.

The study adds that majority of the blog readers' selection criteria are based comedy, education, entertainment, information. This means that If any news entries with these news content or captions have higher readers. This is a major contribution because few studies have investigated bloggers selection criteria for news story Graf (2012) and they found that blog readers selction stories to post based on newness, significance, identification, hositility, sociality and visuality.

Credibility of blogs over traditional media was examined in this study and many respondents didn't give their opinions on this question (See 5.1; Para 4). Few

respondents who gave their opinion said that Linda Ikeji's Blog is more credible than all traditional media outlets specifically private news magazines such as Newswatch, Tell Magazine; state radio stations such as Eko Fm, Radio Kogi, Radio Kwara and private news TV stations such as Channels TV and TVC.

The two primary players in the activities are blog authors and blog visitors and, apparently bloggers are celebrated but blog readers are mostly "faceless" or "characterless" and no study has investigated if they find themselves important to the whole blogging activity. This study adds to literature in this regard because it shows that blog readers view them as important to the activities in the blogosphere. Most of them consider every of their click, link shared and overall readership on Blogs, very important to the activities of blogging.

This study adds to literature as regards blog reading motives. Following Uses and Gratification Theory, it found that intrinsic blog reading motives were accessed higher than extrinsic blog reading motives. They are primarily motivated to read blogs for gossip, to pass the time, to gain knowledge from others, for entertainment and to get information, in no descending other. This study also adds new knowledge as regards blog commenters perception of other blog commenters as real following Social Presence Theory, the study found that blog readers mostly used the middle point in the Likert scale, hence many of them didn't give their opinion on most of the items. The ones who gave their opinion maintained that think that most commenters use a fake user ID to comment, they feel that some commenters are robots, and they feel like their emotions I express through my comments resonate with other blog commenters.

Secondly, this study also contributes in terms of who dictates the agenda, who the new gatekeepers of news production and how influential readers are in this discourse. From the findings of this study, it is evident that blog readers are separate individuals with varying aims and objectives in the blogosphere and, just like it has been established over the years, blog authors are becoming increasingly significant to the news production and agenda setting in varied societies. According to Woodly (2008) "Bloggers… regularly ask their readers for information, especially specialized information, and their readers customarily respond" (p. 121) therefore, blog readers are also part of news production process. Which indeed means that "blogs has altered the structure of political communication" because traditional media journalists cant consistently ask their readers for information. (p. 109).

Growing literature on this subject matter shows that the activity of blogging has changed the narrative on gatekeeping in the traditional media sense. Bruns (2003) called blog authors 'gate-watchers' because they select the news, filter it and prioritize instead operating as a 'watchdog'. This discourse also ultimately applies to blog readers because from what we've seen from this study, blog readers are constantly in the process of absorbing information, making sense of it and sometimes sharing their opinion in form of comments. In many cases, these comments are checked and accepted by blog authors except if they are out rightly vile.

As blog author of the studied blog, Linda Ikeji said in an interview when asked if she feels the responsibility to disallow some comments on her blog, she said that she disallows some but also insinuated that she'll always choose her readers over the

people she talks about on her blog.[13] Which means that "blogs offer information that is distinct in its form and content, offering readers a democratic experience that can not be offered by any" (Woodly, 2008 p. 114-115).

The democratic power of bloggers and blog readers enhances discussion on the capacity, influence and how superior new media tools are in terms of external influence as opposed to traditional media ownership structure because McChesney (2004) said that the news circle is made complex by the organisational structure of media organisations and this in turn reduces how news is produced. This is the complete opposite in terms of blogging because you don't have to be political to be heard as a blogger, once you speak the language of the people, people will choose you to read your entries.

For the third major contribution, many veteran academics and survey researchers believe that middle point option in scaling help respondents to reduce pressure of not having to forcefully either agree or disagree to an item (Krosnick et al, 2002). This argument is apparently highly significant for respondents who truly have no opinion on a question. On the other hand, some seasoned researchers have called the middle point a discouragement for survey respondents to report their true idea or opinions about a subject matter or "may affect research reliability and validity" (Tsang, 2012, p. 122).

It is evident that in two out of the seven research questions containing up to sixteen items out of the overall 60 items on the questionnaire, blog readers were mostly "undecided" and this report further enforces the argument about the middle point in

---

[13] https://www.youtube.com/watch?v=CxKaWvGqSZc

scaling system shows variety both agrees and disagree. Following the findings of this study and Krosnick et al., (2002) study, it is evident that some important opinions have been prohibited due to the provision of middle point, however, one of the important tenets of survey is respecting respondents and this equal to their opinion and decision. Hence, this study contributes to the argument in favour of middle point because it is important to give respondents the opportunity to give a "don't know" or "undecided" to an item or items because in one of the research questions that addressed the credibility of blogs over traditional media. It is evident that the respondents of this study are Nigerians in Northern Cyprus and many of them probably don't listen/watch traditional media despite the fact that a handful of these outlets also have online outlets so in essence, middle point could also be a way to test if respondents actually feel questionnaires very well and this can help reduce the help the ever-present limitation of uncertainty of participants response in survey.

5.4 Recommendations for Future Studies

Following the findings of this study, some recommendations for the blogger and further studies have been suggested in this section.

As stated in the methodological section of this study, majority of the Nigerian internet users believes that Linda Ikeji's Blog is a gossip/celebrity. Many others especially in the Nigerian blogging world generically refers to it or groups it under the entertainment category. Apart from the obvious, the findings of this study reveal that majority of the respondent that they select stories when it's about information, education, comedy and tragedy hence, the blogger of the discussed might also paying special attention to these areas than the evidently more regular celebrity or gossip, political and tragedy news entries.

Given that tragedy or hostlity is a factor that is present as selection ceriteria for choosing stories for both blog readers as forund in this study and bloggers as found in Graf's study (2012), one of the few studies that has investigated selection criteria for bloggers (See 5.2), this study finds it important to investigate danger or tragedy as a selection criteria for bloggers and blog visitors. It is apparent that bad news is good news but unlike the attention "bad news is good news" narrative has gained in the traditional media among traditional media practioners and audience, there is little or no research effort done for blogs so this study suggest that a research addressing it should be carried out.

Reliance is an important factor in the credibility discourse and according to Johnson and Kaye's (2004) study, those who don't really depend on institutional media were more likely to agree that blogs are credible (See 5.2). Considering that this study isn't primarily focused on credibility of blogs, it doesn't address many questions surrounding credibility which reliance is a major one in the pack, hence, future studies might primarily focus on impact of blog reliance on the perception of blog credibility with international students whom in some cases might not readily have the means to get to seek informational from traditional media. Questions such as "how well you rely on blogs for information-seeking?" would be important for such studies because its unavailable in this study is instrumental for this recommendation.

Digital divide is unequal distribution of new media technologies between the haves and the have nots and, this is evidently an issue that many developing countries including Nigeria deal as discussed earlier (See 2.6). Newer studies might explore blogs in the context of this divide in Nigeria.

Given that respondents chose the middle point on a few items. It is important for this same study to be conducted in a qualitative-in-depth interview format where respondents' opinions, attitudes and perception could be well curated and one can really ascertain why respondents choose not to give their opinion on certain issues, with follow-up questions which clearly, survey research instrument lacks.

REFERENCES

Adeleke, A. A., & Habila, J. (2012). Awareness, Ownership and Use of Weblogs by Librarians in Nigeria. *The Electronic Library*, 30(4), 507-515.

Adun, A. N., & Chukwulete, A. (2013). An Assessment of the Readership Base for Nigerian Blog. *Mgbakoigba: Journal of African Studies,* 2, 118-131.

Agbaje, A. B.1992. *The Nigerian Press, Hegemony and the Social Construction of Legitimacy*. New York: The Edwin Mellen Press.

Akanbi, B. E., & Akanbi, C. O. (2012). Bridging the Digital Divide and the Impact on Poverty in Nigeria. *Computing, Information Systems & Development Informatics*, 3(4), 83-85.

Anusiem, B. N. The Blogosphere and Political News in Nigeria: A Content Study of the Contributions of Linda Ikeji's Blog to the Journaling of the 2015 Presidential Election Results (October 16, 2017). *Proceedings of the RAIS Conference: The Future of Ethics, Education and Research*, 2017. Available at SSRN: https://ssrn.com/abstract=3085951 or http://dx.doi.org/10.2139/ssrn.3085951

Arbuthnot, A. (2018). The Information Seeking Practices of Food Blog Readers. *MLIS 2018, School of Library and Information Studies* (p. https://era.library.ualberta.ca/files/pc289n02s/ArbuthnotFIP2018.pdf). University of Alberta.

143

Argyle, M., & Dean, J. (1965).). Eye Contact and Distance Affiliation. *Sociometry*, 28(3),289-304.

Alao, A. (2012). Changing Technologies and The Nigerian Mass Media. *Kuwait Chapter of Arabian Journal of Business and Management Review*, 2 (3), 94-101.

Armstrong, C. L., & McAdams, M. J. (2009). Blogs of Information: How Gender Cues and Individual Motivations Influence Perceptions of Credibility. *Journal of Computer-Mediated Communication*, 14(3), 435-456.

Baecher, L., Schieble, M., Rosalia, C., & Rorimer,, S. (2013). Blogging for Academic Purposes with English Language Learners: An Online Fieldwork Initiative. *Contemporary Issues in Technology and Teacher Education,*, 13(1), 1-21.

Balcı, A. (2004). *Sosyal Bilimlerde Araştırma Yöntem, Teknik ve İlkeler*. Pegema Yayıncılık: Ankara.

Bar-Ilan, J. (2004). An Outsider's View on "Topic-oriented". *Blogging Proceedings of the 13th international World Wide Web conference on Alternate Track, International WWW Conf. 28-34.*

Barlett, J. E., Kotrlik, J. W., & Higgins, C. C. (2001). Organizational Research: Determining Appropriate Sample Size in Survey Research. *Information*

Technology, Learning, and Performance Journal, 19(1), 43. Retrieved from
Barlett, J. E., Kotrlik, J. W., & Higgins, C. C. (2001).

Barreiro, P. L., & Albandoz, J. P. (2001). *Population and Sample: Sampling Techniques.* Retrieved from http://optimierung.mathematik.uni-kl.de/mamaeusch/veroeffentlichungen/ver_texte/sampling_en.pdf

Baruch, Y. (1999). Response Rates in Academic Studies: A Comparative Analysis. *Human Relations*, 52: 421–434.

Baltatzis, P. (2006). Is Blogging Innovating Journalism? *Innovation Journalism*, 3 (4), 2-11.

Basilisco, R., & Cha, K. J. (2015). Uses and Gratification Motivation for Using Facebook and The Impact of Facebook Usage on Social Capital and Life Satisfaction Among Filipino Users. *International Journal of Software Engineering and Its Applications* , 9(4) 181-194.

Baumer, E. P., Sueyoshi, M., & Tomlinson, B. (2011). Bloggers and Readers Blogging Together: Collaborative Co-creation of Political Blogs. *Computer Supported Cooperative Work (CSCW)*, *20*(1-2), 1-36.

Baumer, E., Sueyoshi, M., & Tomlinson, B. (2008). Exploring the Role of the Reader in the Activity of Blogging. *ACM Conference on Human Factors in Computing Systems*, (pp. 1111–1120). Florence, Italy.

Baxter, L., Egbert, N., & Ho, E. (2008). Everyday Health Communication Experiences of College Students. *J. Am. Coll. Health*, 56(4), 427–435. doi: 10.3200/jach.56.44.427-436.

Blanchard, A. L. (2004). *Blogs as Virtual Communities: Identifying a Sense of Community in the Julie/Julia Project*. Retrieved from Retrieved from University of Minnesota Digital Conservancy: http://hdl.handle.net/11299/172837

Borah, P. (2015). Blog credibility: Examining the Influence of Author Information and Blog Reach. *Atlantic Journal of Communication*, 23(5), 298-313.

boyd, D. (2006). A Blogger's Blog: Exploring the Definition of a Medium. *Reconstruction*, 6(4).

Bruns, A .(2003) Gatewatching, not gatekeeping: Collaborative Online News. *Media International Australia Incorporating Culture and Policy*, 107: 109–22.

Bruns, A. (2009). News Blogs and Citizen Journalism: New Directions for E-Journalism. In K. Prasad, *E-Journalism: New Media and News Media* (pp. 101–126). Delhi: BRPublishing.

Bukvova, H., Kalb, H., & Schoop, E. (2010). What we Blog? A Qualitaive Analysis of Researchers' Weblogs. *In ELPUB* , (pp. 89-97).

Burke-Garcia, A., Berry, C. N., Kreps, G. L., & Wright, K. B. (2017). The Power & Perspective of Mommy Bloggers: Formative Research with Social Media Opinion Leaders about HPV Vaccination. *In Proceedings of the 50th Hawaii International Conference on System Sciences*, (pp. 1932-1941).

Chapman, C. (2011). *A Brief History of Blogging. Marketing, Web design, WordPress, dostęPne na Stronie Internetowej:*. Retrieved from http://www.webdesignerdepot.com/2011/03/a-brief-history-of-blogging/ w dniu 2015-08-07.

Chong, E. K. (2010). Using Blogging to Enhance the Initiation of Students into Academic Research. *Computers & Education*, 798-807.

Cobb, S C. (2009). Social Presence and Online Learning: A Current View from a Research Perspective. *Journal of Interactive Online Learning*, 8(3), 241-253.

Conniff, M. (2005, September 29). *Just What is a Blog, Anyway?* Retrieved from Online Journalism Review: www.ojr.org/ojr/stories/050929/

Cramer, E. M., & Bock, R. D. (1966). Multivariate Analysis. *Review of Educational Research*, 36, 604-617.

Creswell, W. J. (2003). *Research Design Qualitative, Quantitative. and Mixed Methods Approaches.* Thousand Oaks : Sage.

Danesi, M. (2009). *Dictionary of Media and Communications.* M.E.Sharpe: Armonk.

De Zuniga, H., Bachmann, I., Hsu, S., & Brundidge, J. (2013). Expressive Versus Consumptive Blog Use: Implications for Interpersonal Discussion and Political Participation. *International Journal of Communication*, 7, 1538–1559.

Domingo, D., & Heinonen, A. (2008). Weblogs and Journalism: A Typology to Explore the Blurring Boundaries. *Nordicom Review*, 29(1), 3–15.

Dowd, J. (2017). Racial Discourse and Partisan Blogs: How Online Commenters Manage the Partisan Divide. *Race and Nationality*, 60(1) 33–51.

Duarte, P. (2015). The Use of a Group Blog to Actively Support Learning Activities. *Active Learning in Higher Education*, 16(2) 103–117.

Ducate, L. C., & Lomicka, L. L. (2008). Adventures in the Blogosphere: from Blog Readers to Blog Writers. *Computer Assisted Language Learning*, 21(1), 9–28.

Dunlap, J. C., & Lowenthal, P. R. (2009). Tweeting the Night Away: Using Twitter to Enhance Social Presence. *Journal of Information Systems Education*, 129-135, 20(2).

Edet Ani, O., Uchendu, C., & Atseye, E. U. (2007). Bridging the Digital Divide in Nigeria: A Study of Internet Use in Calabar Metropolis, Nigeria. *Library Management,* 28(6/7), 355-365.

Efimova, L., & De Moor, A. (2005). Beyond Personal Webpublishing: An Exploratory Study of Conversational Blogging Practices. *Proceedings of the 38th Annual Hawaii International Conference on System Sciences*, (pp. 107a-107a).

Elega, A A; Özad, B E. (2017). New Media Scholarship in Africa: An Evaluation of Africa-focused Blog Related Research from 2006 to 2016. *Quality & Quantity*, 1-16.

Elega, A. A., & Özad, B. E. (2018). Exploring the Blog Reading Practices of Nigerian General Interest blog, Linda Ikeji's Readers. *Manuscript Submitted for Publication.*

Elega, A. A. (2018). Digital Conversations on the Blogosphere. *Online Journal of Communication and Media Technologies*, 8(2), 34-58.

Elega, A. A., & Özad, B. A. (2018). *Blogs: A 21st Century Digital Publishing Phenomenon*. Paper presented at 1st International Conference on Media and Communication. Abu Dhabi. United Arab Emirates (81-90).

Ewins, R. (2005). Who are You? Weblogs and Academic Identity. *E-learning and Digital Media*, 2(4), 368-377.

Falola, T., & Heaton, M. W. (2008). *A History of Nigeria.* Cambridge University Press.

Fasola, O. S., Oso, O. O., & Alonge, A. J. (2015). Blogging: An Emerging Initiative Amongst Librarians in Oyo State Nigeria. *Information Science*, *2*(02).

Friedman, M. (2013). *Mommyblogs and the Changing Face of Motherhood.* Toronto, Ontario, Canada: University of Toronto Press.

Furukawa, T., Matsuo, Y., Ohmukai, I., Uchiyama, K., & Ishizuka, M. (2007). *Social Networks and Reading Behavior in the Blogosphere Abstract*. Paper presented at ICWSM. Boulder, Colorado, USA

Galily, Y., Tamir, I., & Muchtar, O. (2012). The Sportblogging Community and the Public Sphere: An Israeli Perspective. *Journal for Communication and Culture*, 2, 68–87.

Gallicano, T. D., Brett, K., & Hopp, T. (2013). Is Ghost Blogging Like Speechwriting? A Survey of Practitioners About the Ethics of Ghost Blogging. *Public Relations Journal*, 7 (3), 1-41.

Gallicano, T. F., Cho, Y. Y., & Bivins, T. H. (2014). What Do Blog Readers Think? A Survey to Assess Ghost Blogging and Commenting. *Research Journal of the Institute for Public Relations*, 2 (1), 1-34.

Garden, M. (2011). Defining blog: A Fool's Errand or a Necessary Undertaking. *Journalism*, 13(4), 483–499.

Geyer, W., & Dugan , C. (2010). Inspired by the Audience – A Topic Suggestion System for Blog Writers and Readers. *Proceedings of the 2010 ACM Conference on Computer Supported Cooperative Work (CSCW)* (pp. 237–240). Savannah, Georgia, USA: ACM.

Gill, K. E. (2004). How can we Measure the Influence of the Blogosphere? *WWW.* New York, NY USA.

Godwin-Jones , R. (2006). Tag Clouds in the Blogosphere: Electronic Literacy and Social Networking. *Language Learning & Technology*, 10(2), 8–15.

Goldstein, A. M. (2009). Blogging Evolution. *Evolution: Education and Outreach*, 2 (3), 548–559.

Graf, H. (2012). Examining Garden Blogs as a Communication System. *International Journal of Communication*, 6, 2758–2779.

Graf, J. (2006). *The Audience for Political Blogs: New Research on Blog Readership.* Washington, DC: Institute for Politics, Democracy and the Internet.

Gunawardena, C N. (1995). Social Presence Theory and Implications for Interaction and Collaborative Learning in Computer Conferences. *International Journal of Educational Telecommunications*, 1(2), 147-166.

Gunawardena, C. N., & Zittle, F. J. (1997). Social Presence as a Predictor of Satisfaction within a Computer Mediated Conferencing Environment. *American Journal of Distance Education*, 11(3), 8-26.

Gurak, L., Antonijevic, S., Johnson, ,. L., Ratliff, C., & Reyman, J. (2004). 'Introduction: Weblogs, Rhetoric, Community, and Culture. In L. Gurak, S. Antonijevic, L. Johnson, C. Ratliff, & J. Reyman, *Into the Blogosphere: Rhetoric, Community, and Culture of Weblogs* (pp. Retrieved (October, 2016)). https://conservancy.umn.edu/bitstream/handle/11299/172840/Gurak_Introduction.pdf?sequence=1&isAllowed=y.

Haferkamp, N., & Krämer, N. C. (2008). Entering the Blogosphere: Motives for Reading, Writing, and Commenting. *International Communication Association*, (pp. 1-33). TBA, Montreal, Quebec, Canada.

Halavais, A. (2002). Blogs and the "Social Weather". *Paper Presented at the Meeting of the Association of Internet Researchers Internet Research 3.0*, (p. 2002). Maastricht, The Netherlands.

Herring, S. C., Kouper, I., Paolillo, J. C., Scheidt, L. A., Tyworth, M., Welsch, P., Yu, N. (2005). Conversations in the Blogosphere: An Analysis "From the Bottom Up". *Proceedings of the Thirty-Eighth Hawai'i International Conference on System Sciences (HICSS-38).*, (pp. 1-11). Los Alamitos.

Hookway, N. (2008). Entering the Blogosphere': Some Strategies for Using Blogs in Social Research. *Qualitative Research*, 8(1), 91-113.

Hopp, T. M. (2011). Exploration of Blog Readers: A Descriptive Study. *Paper Presented at the Annual Meeting of the International Communication Association* (pp. 1-26). TBA, Boston: MA Online.

Hourihan, M. (2002). *What we do When we Blog*. Retrieved from Pyralabs: oreilly.com/pub/a/ javascript/2002/06/13/megnut.html

Hsu, C. L., & Lin, J. C. (2008). Acceptance of Blog Usage: The Roles of Technology Acceptance, Social Influence and Knowledge Sharing Motivation. *Information & Management*, 45(1), 65-74.

Ifukor, P. (2010). "Elections" or "Selections"? Blogging and Twittering the Nigerian 2007 General Elections. *Bulletin of Science, Technology & Society*, *30*(6), 398-414.

In, H. S., Jaekyoung, L., & Sooyeon, K. (2009). A Study on the Factors Influencing the Intention of Blog Usage on Information Systems. *In Proceedings of the Pacific Asia Conference.* Hyderabad, India.

Israel, G. D. (1992). *Determining Sample Size*. Retrieved from University of Florida: http://sociology.soc.uoc.gr/socmedia/papageo/metaptyxiakoi/sample_size/samplesize1.pdf

Jarreau, P. B., & Porter, L. (2017). Science in the Social Media Age: Profiles of Science Blog Readers. *Journalism & Mass Communication Quarterly*, 1-27.

Johnson, K. (2008). Are Blogs Here to stay?: An Examination of the Longevity and Currency of a Static List of Library and Information Science Weblogs. *Serials Review*, 34(3), 199-204.

Johnson, T. J., & Kaye, B. K. (2004). Wag the Blog: How Reliance on Traditional Media and the Internet Influence Credibility Perceptions of Weblogs Among Blog Users. *Journalism and Mass Communication Quarterly*, 81(3), 622-642.

Johnson, T. J., & Kaye, B. K. (2010). Believing the Blogs of War? How Blog Users Compare on Credibility and Characteristics in 2003 and 2007. *Media, War & Conflict*, 3(3) 315–333.

Johnson, T. J., Kaye, B. K., Bichard, S. L., & Wong, W. J. (2008). Every Blog Has Its Day: Politically-interested Internet Users' Perceptions of Blog Credibility. *Journal of Computer-Mediated Communication*, 13, 100–122.

Kahn, R., & Kellner, D. (2003). Internet Subcultures and Oppositional Politics. *The Post-subcultures Reader*, 299-314.

Katz, E., Blumler, J., & Gurevitch, M. (1974). Utilization of Mass Communication by the Individual. In J. Blumler, & E. Katz , *The Uses of Mass Communication: Current Perspectives on Gratifications Research* (pp. 19–34). Beverly Hills, CA: Sage.

Kaye, B K. (2005). *Web Site Story: An Exploratory Study of Why Weblog Users Say They Use Weblogs*. Retrieved from AEJMC Annual Conference: https://www.journalism.wisc.edu/~dshah/blog-club/Site/Kaye2.pdf

Kaye, B. K. (2005). It's a Blog, Blog, Blog World: Users and Uses of Weblogs. *Atlantic Journal of Communication*, 13(2), 73–95.

Kaye, B. K., & Johnson, T. J. (2011). Hot Diggity blog: A Cluster Analysis Examining Motivations and other Factors for why People Judge Different Types of Blogs as Credible. *Mass Communication and Society*, 14(2), 236-263.

Kim, M. (2014). Partisans and Controversial News Online: Comparing Perceptions of Bias and Credibility in News Content From Blogs and Mainstream Media. *Mass Communication and Society*, 18(1),17-36.

Kirkup, G. (2010). Academic Blogging, Academic Practice and Academic Identity. *London Review of Education,*, 8(1), 75–84.

Kolawole, S. (2018). Nigeria - Media Landscape. Retrieved from European Journalism Centre: https://medialandscapes.org/country/pdf/nigeria

Konrad, K. (2006). The Social Dynamics of Expectations: The Interaction of Collective and Actor-Specific Expectations on Electronic Commerce and Interactive Television. *Technology Analysis & Strategic Management*, 18(3-4), 429-444.

Kook., L. J. (2006). Who are Blog Users? Profiling Blog Users by Media Use and Political Involvement. *International Communication Association*, (pp. 1-21). Dresden International Congress Centre, Dresden, Germany.

Korhan, O., & Ersoy, M. (2016). Usability and functionality Factors of the Social Network Site Application Users from the Perspective of Uses and Gratification Theory. *Quality & Quantity*, 50(4), 1799-1816.

Kovačič, M. P., Erjavec, K., & Štular, K. (2010). Credibility of Traditional vs. Online News Media: A Historical Change in Journalists' Perceptions?. *Medijska Istrazivanja/Media Research*, 16(1), 113-130.

Krishnamurthy, S. (2002). The Multidimensionality of Blog Conversations: The Virtual Enactment of Sept. 11 Internet Research 3.0, Maastricht, NL.

Krishnatray, P., Singh, P. P., Raghavan, S., & Varma, V. (2009). Gratifications from New Media: Gender Differences in Internet use in Cybercafes. *Journal of Creative Communications*, 4(1), 19-31.

Krosnick, J. A., Holbrook, A. L., Berent, M. K., Carson, R. T., Michael Hanemann, W., Kopp, R. J., Conaway , M. (2002). The Impact of" no opinion" Response Options on Data Quality: Non-attitude Reduction or an Invitation to Satisfice? *Public Opinion Quarterly*, 66(3), 371-403.

Landani, Z. M., & Hassan, S. S. (2013). Factors Affecting the Intention to Use Blog by Students at Secondary and Tertiary Educations. *International Journal of Asian Social Science*, 3(9), 1829-1837.

Landau, S., & Everitt, B. S. (2004). *A Handbook of Statistical Analyses Using SPSS*. Boca Raton : Chapman & Hall/CRC Press LLC.

Laqua, S., & Sasse, M. A. (2009). Exploring Blog Spaces: A Study of Blog Reading Experiences Using Dynamic Contextual Displays. *Proceedings of the 23rd British HCI Group Annual Conference on People and Computers: Celebrating People and Technology* (pp. 252-261). Swinton,UK: British Computer Society.

Lawrence, E., Sides, J., & Farrell, H. (2010). Self-Segregation or Deliberation? Blog Readership, Participation, and Polarization in American Politics. *Perspectives on Politics*, 8 (1), 141-157.

Leedy, P., & Ormrod, J. (2001). *Practical Research: Planning and Design (7th ed.)*. Upper Saddle River, NJ: Merrill Prentice Hall. Thousand Oaks: SAGE Publications.

Lenhart, A. & Fox, S. (2006). *Bloggers: A Portrait of the Internet's New Storytellers*. Pew Internet & American Life Project.

Li, D. (2005). *Why do you Blog: A Uses-and-Gratifications Inquiry into Bloggers' Motivations (Master of Arts)*. Retrieved from Marquette University.:

http://commonsenseblog.typepad.com/common_sense/files/Li_Dan_Aug_200 5.pdf

Liao, B. (2006). *Scoble on Tips for Joining the A-list*. Retrieved from http://www.stoweboyd.com/ message/ 2006/02/scoble_on_tips_.html

Liao, C., To, P. L., & Liu, C. C. (2013). A Motivational Model of Blog Usage. *Online Information Review,* 37(4), 620-637.

Louis, T. (2005). *Secrets of the A-list Bloggers: Lots of Short Entries*. Retrieved from http://tnl.net/blog/2005/05/24/secrets-of-the-a-list-bloggers-lots-of-short-entries/

Lowenthal, P. R. (2009). Social Presence. In P. Rogers, G. Berg, J. Boettcher, C. Howard, L. Justice, & K. Schenk, *Encyclopedia of Distance and Online Learning, 2nd Edition* (pp. 1900-1906). Hershey, PA: IGI Global.

Lucena, A. A. (2011). The Print Newspaper in the Information Age: An Analysis of Trends and Perspectives. *Proceedings of the Media Ecology Association*, 12, 53-74.

Ma, S., & Zhang, Q. (2007). A Study on Content and Management Style of Corporate Blogs. *Online Communities and Social Computing*, 116-123.

Mahrt, M., & Puschmann, C. (2014). Science blogging: An Exploratory Study of Motives, Styles, and Audience Reactions. *Journal of Science Communication*, 13(3), A05.

Marlow, C. (2004). Audience, Structure and Authority in the Weblog. *The 54th Annual Conference of the International Communication Association.* New Orleans, L A.

Mathiyazhagan, T., & Nandan, D. (2010). Survey Research Method. *Media Mimansa*, 4(1), 34-45.

McGlohon, M., Leskovec, J., Faloutsos, C., Hurst, M., & Glance, N. (2007). Finding Patterns in Blog Shapes and Blog Evolution. *Computer Science Department*, 533.

McKenna, L., & Pole, A. (2008). What do Bloggers do: An Average Day on an Average. *Public Choice* , 134: 97–108.

McChesney, R. (2004). *The Problem of the Media: U.S. Communication Politics in the 21st Century*. New York: Monthly Review Press.

Miller, C. R., & Shepherd, D. (2004). Blogging as Social Action: A Genre Analysis of the Weblog. *Into the Blogosphere: Rhetoric, Community, and Culture of Weblogs*, 18(1), 1-24.

Mirandilla-Santos , M. G. (2011). A-List Filipino Political Bloggers and Their Blog Readers. *Media Asia*, 38(1), 3-13.

Mishne, G., & Glance, N. (2006). Leave a Reply: An Analysis of Weblog Comments. *Third Annual Workshop on the Weblogging Ecosystem: Aggregation, Analysis and Dynamics (WWW'06),*. Edumburg, UK, May 2006.

Mitchelstein, E. (2011). Catharsis and Community: Divergent Motivations for Audience Participation in Online Newspapers and Blogs. *International Journal of Communication*, 5, 2014-2034.

Nardi, B A; Schiano, D J; Gumbrecht, M. (2004). Blogging as Social Activity, or, Would You Let 900 Million People Read Your Diary? *Computer Supported Cooperative Work* (pp. 222-231). Chicago, Illinois: ACM.

Nardi, B. A., Schiano, D. J., & Gumbrecht, M; L. Swartz (2004). "I'm Blogging This" A Closer Look at Why People Blog. *Communications of the ACM*, 47 (12): 41–6.

Nonnecke, B., & Preece, J. (2001). *Why Lurkers Lurk*. Retrieved from Americas Conference on Information Systems: http://www.cis.uoguelph.ca/~nonnecke/research/whylurk.pdf

Nunally, J. C. (1978). *Psychometric Theory*. New York: McGraw-Hill.

Ogenga, F. (2010). Political Economy of the Kenyan Media - Towards a Culture of Active Citizen Journalism. *Global Media Journal;African Edition*, 151-162.

Olowofela, A., Fourrier-Réglat, A., & Isah, A. O. (2016). Pharmacovigilance in Nigeria: an Overview. *Pharmaceutical Medicine*, *30*(2), 87-94.

Orton-Johnson, K. (2017). Mummy Blogs and Representations of Motherhood:"Bad Mummies" and their Readers. *Social Media+ Society*, 3(2), 1-10.

Oxford Dictionary. (2017). Retrieved from Oxford University Press: https://en.oxforddictionaries.com/definition/blog

Payne, G. A., Dozier, D., Nomai, A., & Yagade , A. (2010). Newspapers and the Internet: A Uses and Gratifications Perspective. *Ecquid Novi: African Journalism Studies*, 24(1), 115-126, DOI: 10.1080/02560054.2003.9653264.

Perse, E. M., & Courtright, J. A. (1993). Normative Images of Communication Media: Mass and Interpersonal Channels in the New Media Environment,‖. *Human Communication Research*, 19, 485-503.

PIWA. (2005). *Universal Service and Access Trends in Central and West Case Studies and Prospect.* Dakar: Panos Institute West Africa.

Porter, L. V., Trammell, K. D., Chung, D., & Kim, E. (2007). Blog Power: Examining the Effects of Practitioner Blog Use on Power in Public Relations. *Public Relations Review*, 33, 92–95.

Porter, L., Sweetser , K., & Chung, D. (2009). The Blogosphere and Public Relations Investigating Practitioners' Roles and Blog Use. *Journal of Communication Management*, 13 (3), 250-267.

Primo, A., Zago, G., Oikawa, E., & Consoni, G. (2013). The Post as an Utterance: Analysis of Themes, Compositional Forms and Styles in Blog Genre Studies. *Discourse & Communication*, 7(3), 341–358.

Puschmann, C., & Mahrt, M. (2012). Scholarly Blogging: A New Form of Publishing or Science Journalism 2.0? In A. Tokar, M. Beurskens, S. Keuneke, M. Mahrt, I. Peters, C. Puschmann, & T. van Treeck, *Science and the Internet* (pp. 171–182). Düsseldorf: Düsseldorf University Press.

Quadir , B., & Chien, N. (2015). The Effects of Reading and Writing Habits on Blog Adoption. *Behaviour & Information Technology*, 34(9), 893-901.

Quiggin, J. (2006). Blogs, Wikis and Creative Innovation. *International Journal of Cultural Studies* , 9(4), 481–496.

Rayburn, J. D., & Palmgreen, P. (1984). Merging Uses and Gratifications and Expectancy-value Theory. *Communication Research*, 11, 537-562.

Reid, A. (2011). Why Blog? Searching for Writing on the Web. *Writing Spaces: Readings on Writing*, 302-319.

Robinson, S. (2006). The Mission of the J-blog: Recapturing Journalistic Authority Online. *Journalism*, 7(1), 65-83.

Roy, S. K. (2008). Determining Uses and Gratifications for Indian Internet users . *Case Studies In Business, Industry And Government Statistics*, 2(2), 78-91.

Ruggiero, T. E. (2000). Uses and Gratifications Theory in the 21st Century. *Mass Communication and Society*, 3(1), 30-37.

Ryan, M. (2003, 4 17). *Blogs' Rise Stymies Old Media*. Retrieved from Chicago Tribune: http://www.chicagotribune.com

Sahoo, N., Singh, P. V., & Mukhopadhyay, T. (2010). *A Dynamic Model of Employee Blog Reading Behavior*. Retrieved from http://misrc.umn.edu/wise/papers/1b-2.pdf

Salawu, A. (2011). Citizen Journalism Off-line: The (Nigerian) Punch's Model. *Estudos em Comunicação*, 185-196.

Sankaram, K., & Schober, M. F. (2015). Reading a Blog When Empowered to Comment: Posting, Lurking, and Non-Interactive Reading. *Discourse Processes* , 406-433.

Schmidt, J. (2007). Blogging Practices: An Analytical Framework. *Journal of Computer-Mediated Communication*, 12, 1409–1427.

Short, J. A., Williams, E., & Christie, B. (1976). *The Social Psychology of Telecommunications.* London, United Kingdom: John Wiley.

Singh, P. V., Sahoo, N., & Mukhopadhyay, T. (2010). Seeking Variety: A Dynamic Model of Employee Blog Reading Behavior. *Proceedings of the Workshop on Information Systems Economics,.* Saint Louis: MO.

Stubb, C. (2018). Story Versus Info: Tracking Blog Readers' Online Viewing Time of Sponsored Blog Posts Based on Content-specific Elements. *Computers in Human Behavior*, 54-62.

Sukamolson, S. (2007). *Fundamentals of Quantitative Research*. Retrieved 26 5, 2017, from https://pdfs.semanticscholar.org/336b/6928c8ee7f3fac6bbeb1e0e1769169c44 7f7.pdf

Tayo, O., Thompson, R., & Thompson, E. (2015). Impact of the Digital Divide on Computer Use and Internet Access on the Poor in Nigeria. *Journal of Education and Learning, 5(1), 1.*

Tewksbury, R. (2009). Qualitative Versus Quantitative Methods: Understanding Why Qualitative Methods are Superior for Criminology and Criminal Justice. *Journal of Theoretical and Philosophical Criminology*, 1 (1), 38-58.

Thompson, C. (2015). *The Early Years. New York. News & Politics, Dostępne na Stronie Internetowej:* Retrieved from http://nymag.com/news/media/15971/ w dniu 2015-08-10.

Tiger, R. (2013). Celebrity Gossip Blogs and the Interactive Construction of Addiction. *New Media & Society*, 0(0) 1–16.

Trammell, K. D., & Keshelashvili, A. (2005). Examining the New Influencers: A Self-presentation Study of A-list blogs. *Journalism & Mass Communication Quarterly*, 82(4), 968-982.

Tsang, K. K. (2012). The Use of Midpoint on Likert Scale: The Implications for Educational Research. *Hong Kong Teachers' Centre Journal*, 11(1), 121-130.

Tu, , C.-H. (2002). The Measurement of Social Presence in an Online Learning Environment. *International Journal on E-Learning*, 1(2), 34-45.

Uwom, O., & Alao, D. (2013). Analysis of Media Policies in Nigeria and Ghana. *Arabian Journal of Business and Management Review* (Oman Chapter), 2(8), 62.

Van Teijlingen, E. R., & Hundley, V. (2001). *The Importance of Pilot Studies*. Retrieved from Social Research Update (University of Surrey), issue 35: http://sru.soc.surrey.ac.uk/SRU35.pdf

Walker, D. M. (2006). Blog Commenting: A New Political Information Space. *Proceedings of the American Society for Information Science and Technology*, (pp. 43(1), 1-10). Austin, TX.

Walker, J (2005). Blogs (Weblogs). In Herman, D., Manfred, J. A. H. N., & Marie-Laure, R. Y. A. N. (Eds.). Routledge Encyclopedia of Narrative Theory. (45). Oxfordshire: Routledge.

Wallsten, K. (2005). Political Blogs and the Bloggers Who Blog Them: Is the Political Blogosphere and Echo Chamber? *American Political Science Association Annual Meeting*, (pp. 1-36). Washington, D.C.

Walther, J. B. (1992). Interpersonal Effects in Computer-mediated Interaction. *Communication Research*, 52-90, 19(1).

Wang, C., Chou, S. T., & Chang, H. (2010). Exploring An Individual's Intention to Use Blogs: The Roles of Social, Motivational and Individual Factors. *Pacific Asia Conference on Information Systems (PACIS)*, (pp. 1656-1663).

Weiyan, L. (2015). A Historical Overview of Uses and Gratifications Theory. *Cross-Cultural Communication*, 11(9), 71-78.

Wiener, M., & Mehrabian, A. (1968). *Language Within Language: Immediacy, a Channel in Verbal Communication*. New York: Appleton.

Williams, C. (2007). Research Methods. *Journal of Business & Economic Research*, 5 (2), 65-72.

Windahl, S. (1981). Uses and Gratifications at the Crossroads. *Mass Communication Review Yearbook*, 2, 174–185.

Woodly, D. (2008). New Competencies in Democratic Communication? Blogs, Agenda Setting and Political Participation. *Public Choice*, 134(1-2), 109-123.

Yamane, T. (1967). *Statistics, An Introductory Analysis, 2nd Ed.* New York: Harper and Row.

Yang, S., & Kang, M. (2009). Measuring Blog Engagement: Testing a Four-Dimensional scale. *Public Relations Review*, 35(3), 323-324.

Yang, S. H. (2009). Using Blogs to Enhance Critical Reflection and Community Of Practice. *Journal of Educational Technology & Society*, 12 (2).

Yardi, S., Golder, S., & Brzozowski, M. J. (2009). Blogging at Work and the Corporate Attention Economy. *CHI ~ Social Software in Office*, (pp. 2071-2080). Boston, Massachusetts, USA.

Yin, R. K. (1984). *Case Study Research: Design and Methods*. Beverly Hills: Sage Publications.

Yoo, S. W., & de Zúñiga, H. G. (2014). Connecting Blog, Twitter and Facebook Use With Gaps In Knowledge and Participation. *Communication & Society*, 27(4), 33-48.

Zainal, Z. (2007). Case study as a Research Method. *Jurnal Kemanusiaan,* (9), 1-6.

Zeno-Zencovich, V. (2014). Anonymous speech on the Internet. *Media Freedom and Regulation in the New Media World.*
https://poseidon01.ssrn.com/delivery.php?ID=371123008121095013009115118090098108008078052034005027126123017123126076024087070098123016027043114100046123082079108099105026011094012087050100070078097110079086004026089041090124097123070089118111070071005096090024072000076125005099026023087084125006&EXT=pdf

Zheng, N., Tremayne, M., Lee, J. K., & Jeong, J. (2008). Public Deliberation on the Web: Readers Comments in the Iraq War Blogosphere. *International Communication Association* (pp. 1-22). TBA, Montreal: Quebec, Canada.

Africapractice.com. (2014, 2017. 29. 5). Retrieved from The Social Media Landscape in Nigeria 2014: the who, the what and the know (Ed. 1): http://www.africapractice.com/wp-content/uploads/2014/04/Africa-Practice-Social-Media-Landscape-Vol-1.pdf

Blood, R. (2000, September). *"Weblogs: A History and Perspective".* Retrieved from http://www.rebeccablood.net/essays/weblog_history.html

Utwente. (2017, 02 27). Retrieved from https://www.utwente.nl/en/bms/communication-theories/sorted-by-cluster/Communication%20and%20Information%20Technology/Uses_and_Gratifications_Approach-1/

History of Nigeria. (2018). Retrieved from http://www.jspcommunications.com/v2/images/History_of_Nigeria.pdf

APPENDICES

Appendix A: Approval Letter of Ethical Committee

Doğu Akdeniz Üniversitesi
"Uluslararası Kariyer İçin"

Eastern Mediterranean University
"For Your International Career"

P.K.: 99628 Gazimağusa, KUZEY KIBRIS /
Famagusta, North Cyprus,
via Mersin-10 TURKEY

Tel: (+90) 392 630 1995
Faks/Fax: (+90) 392 630 2919
bayek@emu.edu.tr

Etik Kurulu / *Ethics Committee*

Reference No: ETK00-2017-0205   03.07.2017

RE: Adeola Abdulateef Elega (146214)
Faculty of Communication

To Whom It May Concern,

As part of the 2016-2017 Spring Semester, pertaining to PhD Thesis questionnaires EMU's Scientific Research and Publication Ethics Committee has granted Mr. Adeola Abdulateef Elega (146214), from the Faculty of Communication Graduate Program, to pursue with her survey entitled ***Nigerian Blogosphere Landscape: A Plenary Assessment of Audience Participation on Linda Ikeji Blog***. This decision has been taken by the majority of votes. (Meeting number 2017/45-20)

Regards,

Assoc. Prof. Dr. Şükrü Tüzmen
Director of Ethics Commitee

ŞT/sky.

Appendix B: Questionnaire

SURVEY ON LINDA IKEJI'S BLOG READERSHIP

Greetings! Thank you for accepting to participate in this important study. Please read all the statements below before you start filling this questionnaire. Thanks

Dissertation Topic: Nigerian Blogosphere Landscape: A Plenary Assessment of Audience Participation on Linda Ikeji's Blog.

This dissertation focuses on the readers of general information blog, Linda Ikeji's Blog http://www.lindaikejisblog.com/. Through this survey, I attempt to understand the reading practices of blog readers, criteria for story selection, credibility of Linda Ikeji's Blog in comparison with traditional news media, blog readers' understanding of their importance to Nigerian blogosphere and blog reading motives of Linda Ikeji's Blog readers. I also seek to understand the extent to which Linda Ikeji's Blog readers perceive other blog commenters as a real person following Social Presence Theory. Considering the fact that many have called Linda Ikeji's Blog "the face of Nigerian blogosphere" I seek to basically understand the Nigerian blogosphere landscape through the eyes of the blog readers.

Please note that this survey is meant to be filled by people who visits (lurk, read or comment) Linda Ikeji's Blog (Lurk means viewing an internet forum without contributing anything). Survey should take 10 to 15 minutes to fill. I wish to assure you that all information gathered from this survey will be kept in the strictest confidentiality. You may fill this survey or choose not to. All other necessary explanations about this study will be provided during data collection process, however, if you need more explanation, you may reach me by email: adeola.elega@emu.edu.tr

Questionnaire

1. **Age**   a) 16-20   b) 21-25   c) 26-30   d) 31-35   e) Others, please specify………………..

2. **Gender**   a) Female   b) Male

3. **Marital Status**   a) Single   b) Married c) In a relationship   d) Divorced   e) Separated   f) Others, please specify………………..

4. **Faculty**   a) Communication and Media Studies   b) Business and Economics   c) Engineering   d) Tourism   e) Others, please specify………………..

5. **Program:** a) Undergraduate   b) Masters   c) PhD

6. **Year** a) Year 1   b) Year 2   c) Year 3   d) Year 4   e) Others, please specify………………..

7. When did you start visiting Linda Ikeji's Blog?   a) Between 2006-2008

b) Between 2009- 2011   c) Between 2012-2014   d) Between 2015-2017

8. How often do you read Linda Ikeji's Blog?   A) Never   b) Rarely   c) Sometimes

d) Always

9. How often do you comment on Linda Ikeji's Blog?

A) Never   b) Rarely   c) Sometimes   d) Always

10. How often do you lurk (hang around) on Linda Ikeji's Blog?

A) Never   b) Rarely   c) Sometimes   d) Always

11. What topic are you mostly interested in on a general note?

(Please tick only one)

a) Business □   f) Crime □   l) Gossip and celebrity □

b) Politics □   h) Career □   m) Inspiration □

c) Education □   I) Lifestyle □   n) General information □

d) Health □   j) Entertainment □   o) Others, please specify ………

e) Sports □   k) Technology □

12. What topic do you mostly read on Linda Ikeji's Blog?

(Please tick only one)

a) Business □   f) Crime □   l) Gossip and celebrity □

b) Politics □   h) Career □   m) Inspiration □

c) Education □   I) Lifestyle □   n) General information □

d) Health □   j) Entertainment □   o) Others, please specify ……….

e) Sports □   k) Technology □

13. How satisfied are you with Linda Ikeji's Blog?

A) Very Satisfied   b) Satisfied   c) Ok   d) Dissatisfied   e) Very

Dissatisfied

Blog Reading Practices

PS: SA-Strongly Agree, A- Agree, U- Undecided, D- Disagree, SD- Strongly

Disagree

		SA	A	U	D	SD
14	I am addicted to reading Linda Ikeji's Blog					
15	I comment on the blog to show my presence					
16	I comment on the Blog to share my ideas					
17	I am inspired to comment only on the blog when I see other comments on a post					
18	I don't look forward to reading Linda Ikeji's Blog anymore, it only happens during my day					
19	Reading the blog is time wasting					
20	Reading the blog is part of my life					
21	I read all new entries every time I open the blog					
22	Reading Linda Ikeji's Blog can be overwhelming					

Story Selection Criteria

		SA	A	U	D	SD
23	If stories are tragic, then I read them					
24	If stories are educative, then I read them					
25	If news entries are comical, then I read them					
26	If stories are about gossip, then I read them					
27	If news entries are about entertainment, then I read them					
28	If stories are informative, then I read them					
29	If stories have the commentary of Linda Ikeji, then I read them					
30	If it is posted on Linda Ikeji's Blog, then I'll read					

Credibility of Blogs over Traditional News Media

		SA	A	U	D	SD
31	I trust the news on Linda Ikeji's Blog more than state TV channels such as NTA					
32	Linda Ikeji's Blog is more factual than private news TV stations (Channels TV, TVC et)					
33	Linda Ikeji's Blog is more credible than state radio stations (Eko Fm, Radio Kogi, Radio Kwara)					
34	Linda Ikeji's Blog is more credible than privately owned radio stations (Cool FM, Hot FM, Wazobia FM, Grace FM, Royal FM)					
35	Linda Ikeji's Blog is more factual than state newspapers (Daily times, Nigerian Observer)					
36	Linda Ikeji's Blog is more factual than privately owned newspapers (The Vanguard, Punch, Nigerian Tribune, This Day, The Daily Sun)					
37	Linda Ikeji's Blog is more credible than private news magazines (Newswatch, Tell Magazine)					

Importance of Blog Readers to the Blogosphere

NOTE: VI-Very Important, I-Important, MI-Moderately Important, SI- Slightly Important, NI- Not Important

		VI	I	MI	SI	NI
38	I consider my readership on Linda Ikeji's Blog					
39	I consider every of my click on Linda Ikeji's Blog					
40	I consider my comment on Linda Ikeji's Blog					
41	I consider my invitation of friends to Linda Ikeji's Blog					
42	I consider all blog readers on Linda Ikeji's Blog					
43	I consider every Linda Ikeji's Blog link I share					

Blog Reading Motives (Intrinsic and Extrinsic)

PS: SA-Strongly, A- Agree, U- Undecided, D- Disagree, SD- Strongly Disagree

		SA	A	U	D	SD
44	To feel like I am part of a community					
45	To get information					
46	To pass the time					
47	For entertainment					
48	For gossip					
49	To gain knowledge from others					
50	To share my ideas with other Blog readers					
51	To show people the latest trends					
52	To share information useful to other people					
53	To entertain other Blog readers					
54	To educate other Blog readers					

Blog Commenters Perception of other Blog Commenters as Real

		SA	A	U	D	SD
55	I feel that some commenters are robots					
56	I feel comfortable discussing personal issues with commenters					
57	I think most commenters use a fake user ID to comment					
58	I feel isolated on Linda Ikeji's Blog because I don't feel connected to other commenters					
59	I feel like the emotions I express through my comments resonate with other blog commenters					
60	I feel comfortable expressing myself to other commenters on the blog more than through face to face communication					

Appendix C: Reliability Tests

Cronbach Alpha			
Case Processing Summary			
		N	%
Cases	Valid	280	100.0
	Excluded[a]	0	.0
	Total	280	100.0
a. Listwise deletion based on all variables in the procedure.			

Internal Reliability Statistics for blog reading practices	
Cronbach's Alpha	N of Items
.848	9

Internal Reliability Statistics for Selection Criteria	
Cronbach's Alpha	N of Items
.833	8

Internal Reliability Statistics for Credibility of blogs Over Traditional Media	
Cronbach's Alpha	N of Items
.924	7

Internal Reliability Statistics for Importance of blog readers to the blogosphere	
Cronbach's Alpha	N of Items
.924	6

Internal Reliability Statistics for Blog Reading Motives	
Cronbach's Alpha	N of Items
.877	11

Internal Reliability Statistics for Blog Commenters Perception of other Blog Commenters as Real	
Cronbach's Alpha	N of Items
.778	6

Reliability Statistics for all Likert items	
Cronbach's Alpha	N of Items
.954	47

Appendix D: Group Statistics Box for Independent Samples T-test

Group Statistics for Independent Samples T-test Measuring Blog Reading Practices Between Respondents' Gender (See Table 4.12).

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
I am addicted to reading Linda Ikeji's Blog	Female	151	3.3311	1.33027	.10826
	Male	129	3.3721	1.29343	.11388
I comment on the blog to show my presence	Female	151	3.4570	1.27402	.10368
	Male	129	3.6589	1.27166	.11196
I comment on the Blog to share my ideas	Female	151	3.1060	1.31733	.10720
	Male	129	3.3333	1.34822	.11870
I am inspired to comment only on the blog when I see other comments on a post	Female	151	3.0132	1.27534	.10379
	Male	129	3.1473	1.29964	.11443
I don't look forward to reading Linda Ikeji's Blog anymore, it only happens during my day	Female	151	2.8543	1.12781	.09178
	Male	129	2.9380	1.12328	.09890
Reading the blog is time wasting	Female	151	3.2649	1.12370	.09145
	Male	129	3.3333	1.16145	.10226
Reading the blog is part of my life	Female	151	3.2848	1.29294	.10522
	Male	129	3.3798	1.24495	.10961
I read all new	Female	151	2.9272	1.23881	.10081

entries every time I open the blog	Male	129	2.7287	1.30355	.11477
Reading Linda Ikeji's Blog can be overwhelming	Female	151	2.6689	1.09983	.08950
	Male	129	2.7752	1.15407	.10161

Group Statistics for Independent Samples T-test Measuring Selection Criteria Between Respondents' Gender (See Table 4.13)

					Std. Error
	Gender	N	Mean	Std. Deviation	Mean
If stories are tragic, then I read them	Female	151	2.5166	1.03185	.08397
	Male	129	2.3411	1.10040	.09688
If stories are educative, then I read them	Female	151	2.0927	.84341	.06864
	Male	129	2.1783	.85192	.07501
If news entries are comical, then I read them	Female	151	2.3113	.97424	.07928
	Male	129	2.3953	.97162	.08555
If stories are about gossip, then I read them	Female	151	2.3113	1.04681	.08519
	Male	129	2.5426	1.17930	.10383
If news entries are about entertainment, then I read them	Female	151	2.0265	.91613	.07455
	Male	129	2.0078	.98024	.08631
If stories are informative, then I read them	Female	151	2.0728	.92448	.07523
	Male	129	2.0155	.99988	.08803
If stories have the commentary of Linda Ikeji, then I read them	Female	151	2.6490	1.09056	.08875
	Male	129	2.6124	1.05557	.09294
If it is posted on Linda Ikeji's Blog, then I'll read	Female	151	2.7152	1.14529	.09320
	Male	129	2.8217	1.09294	.09623

Group Statistics for Independent Samples T-test Measuring Credibility of Blogs
Over Traditional Media Between Respondents' Gender (See Table 4.14)

					Std. Error
Group Statistics					
	Gender	N	Mean	Std. Deviation	Mean
I trust the news on	Female	151	3.0199	1.14583	.09325
Linda Ikeji's Blog more than state TV channels such as NTA	Male	129	2.9612	1.23998	.10917
Linda Ikeji's Blog is more factual than private news TV stations (Channels TV, TVC)	Female	151	2.9470	1.11826	.09100
	Male	129	2.9225	1.10122	.09696
Linda Ikeji's Blog is more credible than state radio stations (Eko Fm, Radio Kogi, Radio Kwara)	Female	151	2.9801	1.10436	.08987
	Male	129	2.8992	1.16488	.10256
Linda Ikeji's Blog is more credible than privately owned radio stations (Cool FM, Hot FM, Wazobia FM, Grace FM, Royal FM)	Female	151	2.9801	1.12824	.09182
	Male	129	2.9922	1.15580	.10176
Linda Ikeji's Blog	Female	151	2.9669	1.04828	.08531

is more factual than state newspapers (Daily times, Nigerian Observer)	Male	129	3.0620	1.15753	.10191
Linda Ikeji's Blog is more factual than privately owned newspapers (The Vanguard, Punch, Nigerian Tribune, This Day, The Daily Sun)	Female	151	2.9536	1.09141	.08882
	Male	129	3.0775	1.10122	.09696
Linda Ikeji's Blog is more credible than private news magazines (Newswatch, Tell Magazine)	Female	151	2.9404	1.10894	.09024
	Male	129	3.0000	1.13192	.09966

Group Statistics for Independent Samples T-test Measuring Importance of Blog Readers to the Blogosphere Between Respondents' Gender (See Table 4.15)

	Group Statistics				
	Gender	N	Mean	Std. Deviation	Std. Error Mean
I consider my readership on Linda Ikeji's Blog	Female	151	2.9536	1.35812	.11052
	Male	129	2.8837	1.37856	.12138
I consider every of my click on Linda Ikeji's Blog	Female	151	2.9669	1.26184	.10269
	Male	129	2.9535	1.32795	.11692
I consider my comment on Linda Ikeji's Blog	Female	151	3.1060	1.36212	.11085
	Male	129	2.9225	1.39537	.12286
I consider my invitation of friends to Linda Ikeji's Blog	Female	151	3.2119	1.35454	.11023
	Male	129	3.0310	1.39159	.12252
I consider all blog readers on Linda Ikeji's Blog	Female	151	3.0728	1.31706	.10718
	Male	129	2.9845	1.28686	.11330
I consider every Linda Ikeji's Blog link I share	Female	151	2.9205	1.42606	.11605
	Male	129	2.9457	1.49117	.13129

Group Statistics for Independent Samples T-test Measuring Reading Motives Between Respondents' Gender (See Table 4.16)

					Std. Error
Group Statistics					
	Gender	N	Mean	Std. Deviation	Mean
To get information	Female	151	2.1258	.86645	.07051
	Male	129	2.0388	.85150	.07497
To pass the time	Female	151	2.3179	.99580	.08104
	Male	129	2.4806	1.08326	.09538
For entertainment	Female	151	2.0728	.76681	.06240
	Male	129	2.1240	.94379	.08310
For gossip	Female	151	2.3377	1.01907	.08293
	Male	129	2.5349	1.19926	.10559
To gain knowledge from others	Female	151	2.3377	1.00590	.08186
	Male	129	2.2093	1.12274	.09885
To share my ideas with other Blog readers	Female	151	2.6490	1.03408	.08415
	Male	129	2.7752	1.14728	.10101
To show people the latest trends	Female	151	2.5828	1.03510	.08424
	Male	129	2.5891	1.07973	.09507
To share information useful to other people	Female	151	2.5033	1.03198	.08398
	Male	129	2.4961	1.08343	.09539
To entertain other Blog readers	Female	151	2.7020	1.07576	.08754
	Male	129	2.8062	1.13246	.09971
To educate other Blog readers	Female	151	2.6954	1.10147	.08964
	Male	129	2.7287	1.14395	.10072

Group Statistics for Independent Samples T-test Measuring Blog Commenters Perception of Other Blog Commenters as Real Between Respondents' Gender (See Table 4.17)

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Group Statistics					
I feel that some commenters are robots	Female	151	2.7483	1.24482	.10130
	Male	129	2.7209	1.27461	.11222
I feel comfortable discussing personal issues with commenters	Female	151	3.2914	1.24681	.10146
	Male	129	3.1938	1.32922	.11703
I think most commenters use a fake user ID to comment	Female	151	2.4172	.98899	.08048
	Male	129	2.3333	.98689	.08689
I feel isolated on Linda Ikeji's Blog because I don't feel connected to other commenters	Female	151	3.0397	1.11284	.09056
	Male	129	2.9302	1.08387	.09543
I feel like the emotions I express through my comments resonate with other blog commenters	Female	151	2.9338	1.11755	.09094
	Male	129	2.8837	1.11543	.09821
I feel comfortable	Female	151	3.0728	1.26543	.10298

expressing myself to other commenters on the blog more than through face to face communication	Male	129	3.0155	1.26852	.11169

Appendix E: Descriptive Statistics for Analysis of Variance

Descriptive Statistics for One-way Anova Measuring the Differentiation of Blog Reading Practices Between Respondents' Age Group (See Table 4.19)

		N	Mean	Std. Deviation	Std. Error
I am addicted to reading Linda Ikeji's Blog	16-20	59	3.4915	1.33097	.17328
	21-25	172	3.2849	1.33123	.10151
	26-30	34	3.5000	1.05169	.18036
	31-35	6	2.8333	1.47196	.60093
	Others	9	3.4444	1.66667	.55556
	Total	280	3.3500	1.31124	.07836
I comment on the blog to show my presence	16-20	59	3.5593	1.26315	.16445
	21-25	172	3.4884	1.29094	.09843
	26-30	34	3.7647	1.23236	.21135
	31-35	6	3.3333	1.63299	.66667
	Others	9	4.0000	1.00000	.33333
	Total	280	3.5500	1.27465	.07617
I comment on the Blog to share my ideas	16-20	59	3.2881	1.28722	.16758
	21-25	172	3.1628	1.33649	.10191
	26-30	34	3.2647	1.37750	.23624
	31-35	6	3.0000	1.89737	.77460
	Others	9	3.5556	1.23603	.41201
	Total	280	3.2107	1.33410	.07973
I am inspired to comment only on the blog when I see other comments on a post	16-20	59	3.0339	1.15916	.15091
	21-25	172	3.0291	1.30866	.09978
	26-30	34	3.3235	1.29616	.22229
	31-35	6	2.8333	1.83485	.74907
	Others	9	3.4444	1.33333	.44444
	Total	280	3.0750	1.28602	.07685
I don't look forward to reading Linda Ikeji's Blog anymore,	16-20	59	3.0339	.96430	.12554
	21-25	172	2.8314	1.17007	.08922
	26-30	34	2.8824	1.09447	.18770

it only happens during my day	31-35	6	3.0000	1.67332	.68313
	Others	9	3.1111	1.05409	.35136
	Total	280	2.8929	1.12448	.06720
Reading the blog is time wasting	16-20	59	3.5932	1.01910	.13268
	21-25	172	3.1802	1.15321	.08793
	26-30	34	3.3824	1.15509	.19810
	31-35	6	3.1667	1.16905	.47726
	Others	9	3.3333	1.41421	.47140
	Total	280	3.2964	1.13970	.06811
Reading the blog is part of my life	16-20	59	3.6271	1.15815	.15078
	21-25	172	3.2326	1.25818	.09594
	26-30	34	3.4118	1.37329	.23552
	31-35	6	2.5000	1.51658	.61914
	Others	9	3.4444	1.42400	.47467
	Total	280	3.3286	1.26968	.07588
I read all new entries every time I open the blog	16-20	59	3.0678	1.20150	.15642
	21-25	172	2.7384	1.25476	.09567
	26-30	34	2.6176	1.25565	.21534
	31-35	6	2.8333	1.72240	.70317
	Others	9	4.0000	1.22474	.40825
	Total	280	2.8357	1.27063	.07593
Reading Linda Ikeji's Blog can be overwhelming	16-20	59	2.7119	1.03476	.13471
	21-25	172	2.6977	1.10363	.08415
	26-30	34	2.5882	1.23381	.21160
	31-35	6	2.6667	1.50555	.61464
	Others	9	3.6667	1.22474	.40825
	Total	280	2.7179	1.12436	.06719

Descriptive Statistics for One-way Anova Measuring the Differentiation of Selection Criteria Between Respondents' Marital Status (See Table 4:20)

		N	Mean	Std. Deviation	Std. Error
If stories are tragic, then I read them	Single	210	2.4190	1.03786	.07162
	Married	14	2.7857	1.25137	.33444
	In a relationship	41	2.5366	1.07465	.16783
	Divorced	11	1.5455	.68755	.20730
	Separated	3	3.6667	1.52753	.88192
	Others	1	3.0000	.	.
	Total	280	2.4357	1.06566	.06369
If stories are educative, then I read them	Single	210	2.1286	.86264	.05953
	Married	14	2.2143	.80178	.21429
	In a relationship	41	2.0976	.73501	.11479
	Divorced	11	1.9091	.70065	.21125
	Separated	3	3.0000	1.73205	1.00000
	Others	1	3.0000	.	.
	Total	280	2.1321	.84690	.05061
If news entries are comical, then I read them	Single	210	2.3381	.97577	.06733
	Married	14	2.3571	1.00821	.26945
	In a relationship	41	2.3902	.89101	.13915
	Divorced	11	2.0909	.94388	.28459
	Separated	3	3.6667	1.52753	.88192
	Others	1	2.0000	.	.
	Total	280	2.3500	.97219	.05810
If stories are about gossip, then I read them	Single	210	2.4000	1.09893	.07583
	Married	14	2.4286	1.22250	.32673
	In a relationship	41	2.5122	1.07522	.16792
	Divorced	11	2.0000	1.26491	.38139

	Separated	3	3.6667	1.52753	.88192
	Others	1	3.0000	.	.
	Total	280	2.4179	1.11380	.06656
If news entries are about entertainment, then I read them	Single	210	2.0381	.94766	.06539
	Married	14	1.7857	.57893	.15473
	In a relationship	41	1.9756	.79018	.12341
	Divorced	11	1.8182	1.40130	.42251
	Separated	3	3.3333	1.52753	.88192
	Others	1	1.0000	.	.
	Total	280	2.0179	.94454	.05645
If stories are informative, then I read them	Single	210	2.0476	.95227	.06571
	Married	14	2.2143	1.31140	.35049
	In a relationship	41	1.9512	.77302	.12073
	Divorced	11	1.8182	.98165	.29598
	Separated	3	3.0000	1.73205	1.00000
	Others	1	3.0000	.	.
	Total	280	2.0464	.95864	.05729
If stories have the commentary of Linda Ikeji, then I read them	Single	210	2.7143	1.09993	.07590
	Married	14	2.5000	1.09193	.29183
	In a relationship	41	2.4878	.81000	.12650
	Divorced	11	1.6364	.80904	.24393
	Separated	3	3.0000	1.73205	1.00000
	Others	1	3.0000	.	.
	Total	280	2.6321	1.07282	.06411
If it is posted on Linda Ikeji's Blog, then I'll read	Single	210	2.8190	1.12204	.07743
	Married	14	2.4286	1.08941	.29116
	In a relationship	41	2.8293	1.02231	.15966
	Divorced	11	1.8182	1.07872	.32525
	Separated	3	3.0000	1.73205	1.00000

Others	1	3.0000	.	.
Total	280	2.7643	1.12074	.06698

Descriptive Statistics for One-way Anova measuring the Differentiation of Blog Credibility Blogs Over Traditional Media Between Respondents' Faculty (See Table 4:21)

		N	Mean	Std. Deviation	Std. Error
I trust the news on Linda Ikeji's Blog more than state TV channels such as NTA	Communication and Media Studies	94	2.9043	1.16461	.12012
	Business and Economics	74	2.9324	1.19738	.13919
	Engineering	42	3.2381	1.14358	.17646
	Tourism	27	2.6296	1.14852	.22103
	Others, please specify	43	3.2791	1.24069	.18920
	Total	280	2.9929	1.18833	.07102
Linda Ikeji's Blog is more factual than private news TV stations (Channels TV, TVC)	Communication and Media Studies	94	2.8511	1.15430	.11906
	Business and Economics	74	2.8784	1.10977	.12901
	Engineering	42	3.0476	1.14663	.17693
	Tourism	27	2.7407	.85901	.16532
	Others, please specify	43	3.2326	1.08753	.16585
	Total	280	2.9357	1.10852	.06625
Linda Ikeji's Blog is more credible than state radio stations (Eko Fm, Radio Kogi, Radio	Communication and Media Studies	94	2.8830	1.09600	.11304
	Business and Economics	74	2.8919	1.16534	.13547
	Engineering	42	3.1667	1.14587	.17681

Kwara)	Tourism	27	2.4444	.97402	.18745
	Others, please specify	43	3.2558	1.13585	.17321
	Total	280	2.9429	1.13132	.06761
Linda Ikeji's Blog is more credible than privately owned radio stations (Cool FM, Hot FM, Wazobia FM, Grace FM, Royal FM)	Communication and Media Studies	94	2.9574	1.14455	.11805
	Business and Economics	74	2.9730	1.22724	.14266
	Engineering	42	3.0476	1.10326	.17024
	Tourism	27	2.5556	.97402	.18745
	Others, please specify	43	3.2791	1.05392	.16072
	Total	280	2.9857	1.13898	.06807
Linda Ikeji's Blog is more factual than state newspapers (Daily times, Nigerian Observer)	Communication and Media Studies	94	2.9681	1.14020	.11760
	Business and Economics	74	3.0270	1.11002	.12904
	Engineering	42	3.0952	1.10010	.16975
	Tourism	27	2.8889	1.08604	.20901
	Others, please specify	43	3.0698	1.03269	.15748
	Total	280	3.0107	1.09899	.06568
Linda Ikeji's Blog is more factual than privately owned newspapers (The Vanguard, Punch, Nigerian	Communication and Media Studies	94	3.0851	1.09407	.11284
	Business and Economics	74	3.0405	1.07829	.12535
	Engineering	42	3.0476	1.12515	.17361
	Tourism	27	2.6296	1.11452	.21449

Tribune, This Day, The Daily Sun)	Others, please specify	43	3.0000	1.09109	.16639
	Total	280	3.0107	1.09572	.06548
Linda Ikeji's Blog is more credible than private news magazines (Newswatch, Tell Magazine)	Communication and Media Studies	94	2.9255	1.15693	.11933
	Business and Economics	74	3.0270	1.12229	.13046
	Engineering	42	3.0000	1.26876	.19577
	Tourism	27	2.5185	.80242	.15443
	Others, please specify	43	3.2093	.98942	.15089
	Total	280	2.9679	1.11797	.06681

Descriptive Statistics for One-way Anova Measuring Differentiation of Importance of Blog Readers to Blogosphere Between Respondents' Program of Study (See Table 4.22)

		N	Mean	Std. Deviation	Std. Error
I consider my readership on Linda Ikeji's Blog	Undergraduate	227	2.9119	1.37332	.09115
	Masters	40	3.0250	1.32988	.21027
	PhD	13	2.7692	1.42325	.39474
	Total	280	2.9214	1.36557	.08161
I consider every of my click on Linda Ikeji's Blog	Undergraduate	227	2.9119	1.28683	.08541
	Masters	40	3.0500	1.25983	.19920
	PhD	13	3.5385	1.39137	.38590
	Total	280	2.9607	1.29039	.07712
I consider my comment on Linda Ikeji's Blog	Undergraduate	227	2.9824	1.34679	.08939
	Masters	40	3.0000	1.53590	.24285
	PhD	13	3.7692	1.30089	.36080
	Total	280	3.0214	1.37811	.08236
I consider my invitation of friends to Linda Ikeji's Blog	Undergraduate	227	3.0617	1.37154	.09103
	Masters	40	3.3000	1.32433	.20939
	PhD	13	3.7692	1.42325	.39474
	Total	280	3.1286	1.37224	.08201
I consider all blog readers on Linda Ikeji's Blog	Undergraduate	227	2.9912	1.29325	.08584
	Masters	40	3.1250	1.38096	.21835
	PhD	13	3.4615	1.19829	.33235
	Total	280	3.0321	1.30165	.07779
I consider every Linda Ikeji's Blog link I share	Undergraduate	227	2.9119	1.44246	.09574
	Masters	40	3.0250	1.51043	.23882
	PhD	13	3.0000	1.58114	.43853
	Total	280	2.9321	1.45384	.08688

Descriptive Statistics for One-way Anova Measuring the Differentiation of Motives Between Respondents' Year of Study (See Table 4:23)

		N	Mean	Std. Deviation	Std. Error
To get information	Year 1	67	1.9403	.54719	.06685
	Year 2	54	2.0556	.94003	.12792
	Year 3	53	2.1321	.80950	.11119
	Year 4	91	2.1978	1.02437	.10738
	Others, please specify	15	2.0000	.75593	.19518
	Total	280	2.0857	.85915	.05134
To pass the time	Year 1	67	2.3134	.80168	.09794
	Year 2	54	2.5926	1.20562	.16406
	Year 3	53	2.0943	1.06092	.14573
	Year 4	91	2.5275	1.07848	.11306
	Others, please specify	15	2.2667	.79881	.20625
	Total	280	2.3929	1.03831	.06205
For entertainment	Year 1	67	2.0597	.64856	.07923
	Year 2	54	2.1852	.91268	.12420
	Year 3	53	2.0189	.90915	.12488
	Year 4	91	2.1429	.96115	.10076
	Others, please specify	15	1.9333	.45774	.11819
	Total	280	2.0964	.85172	.05090
For gossip	Year 1	67	2.4478	.98909	.12084
	Year 2	54	2.3889	1.13962	.15508
	Year 3	53	2.4717	1.24967	.17166
	Year 4	91	2.4615	1.11861	.11726
	Others, please specify	15	2.1333	.99043	.25573
	Total	280	2.4286	1.10809	.06622
To gain	Year 1	67	2.1940	.89169	.10894

knowledge from others	Year 2	54	2.1852	.97272	.13237
	Year 3	53	2.1887	1.11038	.15252
	Year 4	91	2.4945	1.20530	.12635
	Others, please specify	15	2.0000	.84515	.21822
	Total	280	2.2786	1.06133	.06343
To share my ideas with other Blog readers	Year 1	67	2.4776	.87660	.10709
	Year 2	54	2.7778	1.07575	.14639
	Year 3	53	2.5849	1.15082	.15808
	Year 4	91	2.9560	1.15385	.12096
	Others, please specify	15	2.4000	1.12122	.28950
	Total	280	2.7071	1.08754	.06499
To show people the latest trends	Year 1	67	2.3881	.86961	.10624
	Year 2	54	2.6296	1.08673	.14789
	Year 3	53	2.6604	1.09093	.14985
	Year 4	91	2.6044	1.10433	.11576
	Others, please specify	15	2.9333	1.22280	.31573
	Total	280	2.5857	1.05400	.06299
To share information useful to other people	Year 1	67	2.4925	.94345	.11526
	Year 2	54	2.3704	.91726	.12482
	Year 3	53	2.5472	1.15302	.15838
	Year 4	91	2.6154	1.16208	.12182
	Others, please specify	15	2.1333	.91548	.23637
	Total	280	2.5000	1.05409	.06299
To entertain other Blog readers	Year 1	67	2.5522	1.01926	.12452
	Year 2	54	2.7778	1.04008	.14154
	Year 3	53	2.6604	1.09093	.14985
	Year 4	91	2.9560	1.20104	.12590

	Others, please specify	15	2.6000	.98561	.25448
	Total	280	2.7500	1.10148	.06583
To educate other Blog readers	Year 1	67	2.5075	.97504	.11912
	Year 2	54	2.7037	1.09251	.14867
	Year 3	53	2.7170	1.21493	.16688
	Year 4	91	2.8352	1.15724	.12131
	Others, please specify	15	2.8667	1.24595	.32170
	Total	280	2.7107	1.11934	.06689

Appendix F: Exploratory Factor Analysis Result for Blog Readers Motivation

	Component	
	1	2
Intrinsic		
To get information	.043	**.696**
To pass the time	-.018	**.643**
For entertainment	-.029	**.849**
For gossip	-.002	**.682**
Extrinsic		
To gain knowledge from others	.467	**.346**
To share my ideas with other Blog readers	**.757**	.097
To show people the latest trends	**.760**	-.010
To share information useful to other people	**.853**	-.050
To entertain other Blog readers	**.826**	-.018
To educate other Blog readers	**.844**	.011

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.889
Bartlett's Test of Sphericity	Approx. Chi-Square	1332.391
	df	55
	Sig.	.000