

Using a combined AHP and PLS path modelling on blog site evaluation in

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Abstract

Blogs have turned into a key part of the world's online culture these years. Many world-famous websites are providing blog services in an attempt to make their own blog service at least comparable to others at minimum. The main purpose of the paper is to answer the questions, "What determinants matter when bloggers choose staying a particular blog site? Are there the determinants existing any relationship among them? This study proposes a combined Analytic Hierarchy Process (AHP) and Partial Least Squares (PLS) path analysis to advance our understanding of the processes involved in blog site evaluation from the perspectives of student-bloggers in Taiwan, during 2009/09~2010/03. The result provide insight for those who are concerned with this topic.

Keyword : Blog Site, Partial Least Squares (PLS), Path Analysis, Analytic Hierarchy Process (AHP)