PLS path modelling on blog site selection

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Abstract

Blogs have become one of the major new media horizons these years. The 'blogging' method provides an easy way for an average person to publish material online regarding any topic he or she wishes to discuss. The main purpose of the study is to answer the questions, "What determinants matter when bloggers choose staying a particular blog site? Are there the determinants any relationship among them? This study applied a Partial Least Squares (PLS) and path analysis to advance our understanding of the processes involved in blog site selection from the perspectives of student-blogger, during 2009/09~2010/03. The results provide insight for those who are concerned with this topic.

Keyword：Blog Site, Selection, Partial Least Squares (PLS), Path Analysis