



UNIVERSITI TEKNOLOGI MARA

**BLOGGING AMONG THE GOVERNMENT SERVANT :**

**FACTORS THAT INFLUENCE THEM**

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## **ABSTRACT**

The purpose of this research is to study on factors that influence government servant blogging. There are certain factors that influence them to create or using blog such as gender, position and the reason of using blogs. Surveys were distributed to 100 employees in four (4) government department in Kuching, 72 were returned and found to be valid for analysis. The result of findings show that all the three factors are influences them to blogging. Gender factor has a strong positive relationship with the reason they are blogging in their department followed by position factor and reason of using blogs factor that has a moderate correlation.

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# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

According to most authoritative sources, it was Jorn Barger – on his site Robot Wisdom – who, in December 1997, first began the business of “hunting and gathering links to items that tickled his fancy, to which he appended some of his own commentary” and coined the term “weblog” (Varadarajan 2007).

Peter Merholz fashioned “blog” in 1999 when he “broke the word weblog” into the phrase “we blog” on his site (Boyd 2006;Blood 2000). Both terms were employed to identify websites that had a particular look and feel – with a format of dated entries like a live journal – that was quite different from the more common Internet Homepages of that era.

#### **What is Blog?**

The standard definition for a weblog or blog is “a frequently updated website consisting of dated entries arranged in reverse chronological order so that the most recent post appears first”. This definition originated from a blogger named Jill Walker, and was later adopted by the *Routledge Encyclopedia of Narrative Theory* (Bhatt 2008:28). The key words from the definition are “frequently updated”, “data entries”, and “reverse chronological order”. While it is true that