國立交通大學

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碩 士 論 文

探討網誌之溝通經驗應用於行動生活裝置設計

Design Guidelines for Future Mobile Communication
- From Weblog to Mobile Devices

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Design Guidelines for Future Mobile Communication - From Weblog to Mobile Devices

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中文摘要

2004 年台灣的手機滲透率爲全球之冠，台北、高雄等城市均積極佈建完善無線公共網路建設，無線寬頻網路打破距離的障礙並解決網路速度的問題，人們所感受到的行動生活是以行動裝置延伸數位化生活方式，如：手機（Cell phone or camera phone）、數位個人助理（PDAs）、智慧型手機（Smartphone）、筆記型電腦（Notebook）等等，讓人們可隨時隨地與他人溝通、取得所需資訊與個人化服務、管理。有鑒於行動科技與生活應用之整合發展趨勢，提供人們享受行動生活所帶來之便利性，已成爲目前行動科技產業最重要的議題，而在台灣高普及率的手機與無線寬頻網路將是未來行動化生活最好的基礎。

而現階段通訊產業所提供的相關功能與服務，人們所採用的仍以基本功能爲主，如：通話、簡訊，我們認爲未來結合多元通訊技術的行動生活應用，更趨於多樣化，全新的生活體驗也爲世界帶來新的視野，相對的，人們對於未來行動生活的期盼，更是工業設計師迫切想了解的。針對未來行動生活，爲尋找行動裝置設計上的突破點，必須根植於人們現有的溝通經驗，企圖發現是否還有新的溝通需求與期望，進而轉化到行動裝置設計上。

近日新興的溝通形式，如：網誌、或稱部落格（Weblog, or blog），提供讓人們可以透過網路以各種內容形式分享他們的數位生活經驗。本研究採取脈絡探索方法，對於目前網誌行爲的觀察與探討， 透過建立網誌活動之關聯圖表（Affinity Diagram）以及質性分析使用者文章的屬性及動機，歸納出四個網誌溝通特質：個人空間（Personal space）、自我展現（Self-expression）、生活記錄（Life record）與社交延伸（Social extension）。最後透過腦力激盪法（Brainstorming）整合三個觀點的資訊：使用者脈絡探索、未來科技發展、現有產品概況，針對未來行動生活，提出三個未來行動裝置的設計方針：（一）行動裝置必須拓展使用者的個性識別（Mobile devices must explore its user’s identity）；（二）行動裝置必須增強使用者的社交關係（Mobile devices must enhance users’ social relationships）；（三）行動裝置必須主動鼓勵使用者與他人溝通（Mobile devices must encourage users to communicate with others）。本研究希望完整呈現人們對於現有溝通工具的認識、以及對於未來行動生活的期望，整理出有效的設計方針以供設計師參考。

關鍵詞：網誌（部落格）、脈絡探索、行動溝通、設計方針

ABSTRACT

Today, people in Taiwan have entered the era of mobile communications. Mobile penetration in Taiwan has reached 110 percent in 2004. The mobile technology and wireless internet service are well received by Taiwan users. To explore new directions of mobile applications, we need to investigate users' experiences in technology-mediated communication.

Communication products such as Weblog (blog) services provide a platform for people to share their digital contents of different formats through the internet. We argue that the existing blogging activity could provide insights of users' experience, and point out new directions for future mobile communication.

To understanding the user's blogs experience, a contextual inquiry study is conducted in this study to investigate how people use blog service and how it affects users' social activity. The focus is to understand the fundamental needs of communication from users' blogging experience, and to apply the finding in the future mobile-based communication.

Through contextual study, we can have better understanding on how and why new communication tool, like blog, is used and the way to influence their lives. We discover four attractive characteristics of blogging activities: personal space, self-expression, life record, and social extension. After that, we discuss our findings in terms of how to direct the future development of mobile technology and propose three design guidelines of future mobile devices. Mobile devices must carry its user identity, enhance users' social relationships, and encourage users to communicate with others actively. It is our hope that documentation of users' existing communication experience supports new theoretical insights, and helps ground the design and users' needs of future mobile communication.

Key words: Weblogs, contextual inquiry, mobile communication, design guidelines

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1. INTRODUCTION

The mobile technology and wireless internet service are well received by Taiwan users. According to the statistics of International Telecommunication Union (ITU), Taiwan's mobile phone penetration rate reached 110.84% in the end of 2003. [1] Today, people in Taiwan have entered the era of mobile communications. Besides making phone calls, people share text messages, photos and videos with their families and friends through mobile devices. In order to explore new directions for future mobile applications, what are the essences of mobile communications has become a key issue in the research and design teams of mobile industry. We believe that investigating the existing users' communication experiences of other well-established digital media will shed new light on the development new type of mobile communication, and anticipate users' needs in future.

Communication platform such as blog (weblog) services provide a new platform for people to share their digital contents of different formats through the internet. The blogs have gained widespread popularity in Taiwan recently. Blogs have become one of the uprising new media in Taiwan, not only due to their democratic self-expression and networking, but their easy creating and maintaining nature. We conduct a study on the blogging behavior of Taiwan blog users to explore users' requirements and experiences in this relatively easy operating web-based medium. We argue that investigating the blogging activity could provide insights of users' experiences, and point out new directions for future mobile communication.

1.1 Mobile Life

The concept of mobility – the idea that one is reachable and 'connected' around the clock and regardless of location – may be based on technological possibilities, but truly has profound impacts on the way we will conduct business and our personal lives. This simple value proposition has allowed the wireless communication industry to grow spectacularly in the last several years. [2] "That a technology could reach this level of penetration in just a decade is unique, and it can only be explained by its consistently fulfilling basic needs of people: social

connectedness, a sense of belonging, convenience in daily life and work, timely information gathering, peace-of-mind" said by Bruno Giussani in his book, “Making Sense of the Wireless Internet.”

The characteristics of the mobile life can be understood from three different perspectives: people, internet use, and mobile product. First, from the people’s perspective, it is no longer unusual to see people using cell phones in a variety of contexts. Now communications technologies like mobile telephony, email, and online and mobile text messaging allow people to blur the boundaries once imposed by time and place. Not only are people technologically connected through mobile telephony, multiple aspects of their lives can be connected or bridged through social connections. [3]

In mobile life, people can be away from the office, even away on holidays but still be in touch with everything that is happening. Mobile technologies have revolutionized how people deal within their social networks with family, friends, and colleagues. Through mobile technologies, people can extend their feelers in social networks to support relationships outside the physical places and times they are usually fostered, as well as increased accessibility and relevance of membership in a network of social relationships and the expansion of these social networks.

Second, from the internet use perspective, the internet population in Taiwan grows steadily and reveals diversity in internet industry. In Taiwan, 64.14% of population (age 12 and above) are internet users according to the 2005 January survey of report of *Internet Use and Broadband Adoption* in Taiwan. The Taiwan Network Information Center (TWNIC) believes there are three trends in the future internet use in Taiwan: Asymmetric Digital Subscriber Loop (ADSL), wireless internet, and mobile internet [4]. The mobile Internet, defined as wireless access to the digitized contents of the Internet via mobile devices, has advanced significantly, both in terms of its user population and its technology. The mobile Internet system differs from the stationary Internet system. The mobile Internet system usually offers a lower level of available system resources. It provides personal instant connectivity, which makes it possible to use the mobile Internet at the moment of need, anywhere and anytime [5].

These characteristics of the mobile Internet may have a considerable influence on the preferences of people for services. People can get low-risk products conveniently with minimal

search costs. In the communication domain, mobile Internet users prefer to use SMS services, because of the instant connectivity and privacy provided by those systems that offer a convenient real-time communication method. In the content domain, people prefer low-intensity content. Due to low-resource availability, mobile Internet systems cannot provide a high level of information processing. At the same time, users prefer more individually customized content on the mobile Internet because its personalization level is higher than that of the stationary Internet. [5]

Taiwan has enjoyed especially rapid deployment and high penetration of mobile telephony. Functions and services provided by mobile technology have proliferated rapidly, and this pervasive technology has become an inevitable part of our daily life. Indeed, use is so frequent and common in some places that people are regularly and formally reminded to turn off cell phones in cinemas, at public performances and in restaurants to avoid negative social repercussions. Presently, the development of specs, services and contents for cell phones are amazing. Services are also enriched at present. By 2004, Nokia predicted that cell phones will outpace PCs in Internet connections. As mobile Internet access becomes more widespread and technical limitations are improved, amongst other things the convenience of use may result in the growth of mobile life.

Third, from the product's perspective, mobile devices are usually more personal and individual than stationary Internet devices [6] Most mobile devices, especially cell phones, are very portable, handy and always available. For example, wireless mobile products usually provide instant connection to the Internet, which enables users to access the Internet anywhere and anytime [7]. People make contacts, and share text message, photos and video clips with their families and friends through different types of mobile device, such as cell phone, PDAs (personal digital assistants), or notebook. In addition, mobile products can be seen as a new way of accomplishing everyday activities on the move.

In terms of mobile phones as a communication media, the direct communication method using the present cell phones can be classified into voice, text, still images and video. Therefore, direct communication by voice, communication by mail, communication by sending still images that

has been taken and processed by users or communication by sending motion pictures taken by the users can be raised as these methods. [8]

Although cell phones are perceived as personal devices that directly serve the individuals who own them, they are also social artifacts. As a communications technology, they support coordination with others. Communicative practice is also influenced by attributes of the owners' lifestyle, including their social networks. Furthermore, because they are devices that are now present in a variety of contexts, and can be remotely and unpredictably activated, cell phones are subject to social scrutiny and play a role in the social world. [9]

The emergence of mobile technology and internet service has profoundly changed people's lifestyle. Finnish phone giant Nokia has developed software that would turn cell phones into life loggers. This software automatically arranges all the messages, images, videos and sound clips people capture with their phones. The cell phone is not only a telephone, but "a life recorder," as Christian Lindholm described [10].

Even though Taiwan has entered the era of mobile communications, there is still a huge gap between what users need and what internet services provide. Mobile services just extend form basic telephone function and make it mobile based on past communication needs. For new mobile life, it is necessary to survey the people's expectation of communication anew. We think that studying a new communication activity can excite our mind and reveal latent needs. New application of relevant 3G service design will affect the development of Internet industry in Taiwan.

1.2 Communication Platform on Internet

Owing to highly developed internet industry in Taiwan, there are many portal sites providing platforms for users to publish their digital content, such as the ePaper of PChome in 1996, E-news of URL in 1997, and MyPaper of PChome in 2000. This new type of media attracted lots of web users until Blogs sprang up in 2002. (See Figure 1)

Figure 1 From left to right, ePaper of PChome, Mypaper of PChome, and E-news of URL.

Weblog, or blog, is this free-form interface combined with absolute ease of use [11]. The actions that people write posts on their blogs are called “blogging”. Any person who maintains a blog is called “blogger”. Blogging is not about “architecting”, “building”, “designing” or “authoring” anything because blogs are not “sites” in the usual sense. All are topical and current, or they disappear from the aggregation sites and services and eventually from the “blogrolls” of listed favorite links on other blog services. Each blog is like a fireplace, and each post is like a log heaved on top to keep the fire burning. Every post has its own permalink, so others can point directly to it. As long as a blog puts out heat and light, others who care about the author's whereabouts are drawn to it. So are Google and other search engines, which sift constantly through the ashes. [12]

Content of blogs are not only textual; it may contain photos or other multimedia content. Most blogs allow for audience comments. People can share their digital contents of different formats, like film or instant sound, on blog through mobile devices. According to the property of content and the publishing mode, blogs are subscribed as implied by the name, like Photoblog, Moblog, Audioblog and Vedioblog and so on. The words that follow explain three formats of blogs which publish digital contents via personal mobile devices.

Moblog is is the short form of the phrase “mobile blog” or “mobile blogging.” A mobile weblog, or moblog, consists of content posted to the Internet from a mobile or portable device, such as PDAs, cell phones, camera phones, and email. Much of the earliest development of moblogs occurred in Japan, among the first countries in the world where camera phones (mobile phones with built-in cameras) were widely commercially available. [13] According to Joi Ito's History of Moblogs [14], the first post to the web from a mobile user was from Steve Mann in 1995. He used a wearable computer, a more elaborate predecessor to modern moblogging devices.

The context of moblog is various, no matter static or dynamic states, such as metro station, wireless coffee shop, even when people go for a ride. The requirements for moblog are blogging tools and internet. At present Camera phone is most potential mobile product for moblog because of its easy and convenient. Users just send the photos with short message to internet and the telecommunication system automatically arranges and publishes the article on users' blog. So people can diary their life at anytime and anywhere.

Audioblog is a variant on the blogging trend of online self-publishing, using audio to reach the audience instead of text used by traditional blogs. [13] Audioblogs have similar form as blogs, using post-based entries cataloged by time and date. There is usually a title and brief description, but the bulk of content is in the linked audio file. They are also known as MP3blogs or musicblogs. MP3 blogs have become increasingly popular since the beginning of 2003. The music posted is normally hard-to-find, often has not been issued in many years, and selections are often restricted to a particular musical sub-genre or theme. In 2004, several MP3 blogs began to offer Podcasts as well as MP3s.

Vedioblog, or Vlog, is a weblog which uses video as its primary presentation format. [13] It is primarily a medium for distributing video content. Vlog posts are usually accompanied by text, image, and additional Meta data to provide a context or overview for the video. Video can also be uploaded to a moblog; however these tend to be shorter unedited clips, usually from a video capable camera phone.

Various blogging activities revealed the possibilities of communication via mobile devices. However, the whole environment, including wireless internet and related telephony services, seem unripe. At present, the price of mobile devices and the charge for mobile telephony use are still a little expensive to general use. Most people in Taiwan only treat moblog as photoblog. We argue that there will be more possibilities of future mobile environment.

As wireless environment and mobile service applications proliferated, empirical understanding of practice and social impacts became relevant for designers in mobile industry. From industry and academia views, what is the next generation of 'mobile killer applications?' or what are the users' expectations from mobile applications? These issues are concerned in this thesis. Therefore, from the mobile life perspective, we want to extract the attractive quality of communication form

existing blogging experience and explore users' new needs.

1.3 Motivations

People share their digital contents through various physical channel or virtual communication platform. On the one hand people enjoy sharing our own life experience and are dying for others' comments, and on the other hand they just want to have popular attention.

Blog is the latest form of online communication to gain widespread popularity and it is rapidly becoming a mainstream. Blogging helps people to maintain a vague relationship with others on the internet. People also can decide to show which side of them. The relationship in real lives seems more precious to people when they more depend on this communication platform, like blog.

Therefore, we argue that blogging activity bring people new life experiences, static even dynamic. The experiences existed in blogging phenomenon differ from the past in respect to the issue of communication. People's current communication patterns inspire us to re-think over the possibilities of communication in future mobile life.

1.4 Objectives

This thesis aims to propose a new design direction for future mobile communication. We focus on the user's experience in the technology-mediated communication, especially, the communication through mobile devices. In order to investigate the essences of technology-mediated communication, and point out new ideas for mobile applications, another well-established digital medium, blogs, is investigated in details. We will generalize communication features from user experience studies so that we can gain better understandings of people's current communication experiences and usage of communication tools. Furthermore, we can capture users' experience to analyze and envision the future communication modes in mobile life.

1.5 Limitations

The user data of this thesis is collected from people's existing communication experience within the current mobile environment. Our contextual studies of blogging activities are limited to the Taiwan users, so that we can interview each informant in person. Our observation is only peculiar to users' blogging behavior and the contents on their blogs. We quote their stories form their recollections of the past communication experience. Our informants' real and private lives are not our concerns.

1.6 Significance

Owning to the advantages of high mobile penetration and well-established wireless internet service in Taiwan, the new mobile life will impact on people's communication experience. Through this contextual study, we will have more understandings of people's new communication tools and experiences in Taiwan. Based on these understandings of the differences between the past and new communication experiences, we can point out people's requirements and expectation for future mobile communication in Taiwan.

1.7 Outline of Thesis

This thesis consists of six chapters. Chapter One introduces the research background, motivation, objectives, significance, and outline of this thesis. Chapter Two reviews several relevant studies of mobile communication, blog researches, and methodologies of user experience researches. Chapter Three describes our research plan and method for data analysis. Chapter Four analyzes the collected data, and displays our findings. Chapter Five proposes our design guidelines for future mobile communication. Chapter Six concludes this study with a brief summary and some implications, and gives several suggestions for further mobile devices design.

2. LITERARY REVIEWS

The purpose of this thesis is to consider present understanding of users' communication experiences of the well-established digital media, especially, the communication through mobile devices. In order to facilitate discussion about the scope and direction of following studies, we began by reviewing existing related researches on mobile communication, user experience study of blogging activity, and the methodologies for user experience research. (See Figure 2)

Figure 2The scope of literary reviews

2.1 Mobile Communication

Over past few years, many studies have been made on probing into personal mobility in communication and the role of the mobile communication products. Some of these studies have focused on the way how people behave with their mobile products and the influence mobile products have on personal social world.

Palen et al. [15] interviewed 19 first-time mobile phone users followed closely during the first six weeks after service acquisition. The objective of the study was to understand how and why people use mobile phones in a range of situations, and to understand their processes of discovery and integration of mobile telephony into daily life.

Results showed that novices tended to rapidly modify their perceptions of social appropriateness around mobile phone use, that actual nature of use frequently differed from initial predictions, and that comprehension of service-based technologies could be problematic. They also described instances and features of mobile telephony practice. When in use, mobile phones occupied multiple social spaces simultaneously, spaces with norms that sometimes conflict: the physical space of the mobile phone user and the virtual space of the conversation.

As a communications media, mobile telephones were artifacts that exist in and were affected by the social world. First, use of mobile phones almost always involved communicating or attempting to communicate with someone on the other end. Mobile phones were part of the social world in a second way as well: because of their very mobility, phones existed in places where they didn't before, and could be used at times when phones weren't normally used in the past. Mobile phones were sometimes perceived as a kind of leash because they can make a person constantly available no matter their physical location. Mobile phones could free people from the place-centeredness of schedules, which require that people commit to physical presence at certain times to be accessible to others.

Ling and Yttri [16] empirically examined use and attitudes among multiple populations, but primarily document teenage use in an area of the world where adoption is particularly high (i.e. Scandinavia). They discussed the phone as an indicator of social status, as a means by which teenagers expressed belonging in social groups, as well as to manage what Ling and Yttri called "hyper-coordination", a kind of coordination that transcends activity-based coordination to include social and emotional interaction. Ling had also made important contributions in the documentation of attitudes and social propriety of mobile phone use in public locations, with an emphasis on restaurant venues [17].

Mobile telephony is rapidly becoming a feature of our culture, yet we do not fully understand its effects on communicative practice and behavior. And scholars found the mobile communication products had the capability of linking physical and virtual spaces simultaneously. From an essential perspective, mobile products, especially mobile phone, are all about attempting to communicate with others. Further mobile phone presents like an index of one's social intercourse and makes connection with people's several aspects of their lives.

2.2 Blog Researches

Blogs are a relatively new form of mainstream personal communication with the steady growth of the blogosphere (the collective term encompassing all blogs). This rising and flourishing activity prompted many researchers to investigate blogger motivations, affiliations, patterns of behavior, and social implications. Some of blog researches tend to index or summarize blogs.

Krishnamurthy [18] proposed a classification of blogs into four basic types, along two dimensions: personal vs. topical, and individual vs. community (See Figure 3). The community blog analyzed by Krishnamurthy falls into quadrant IV.

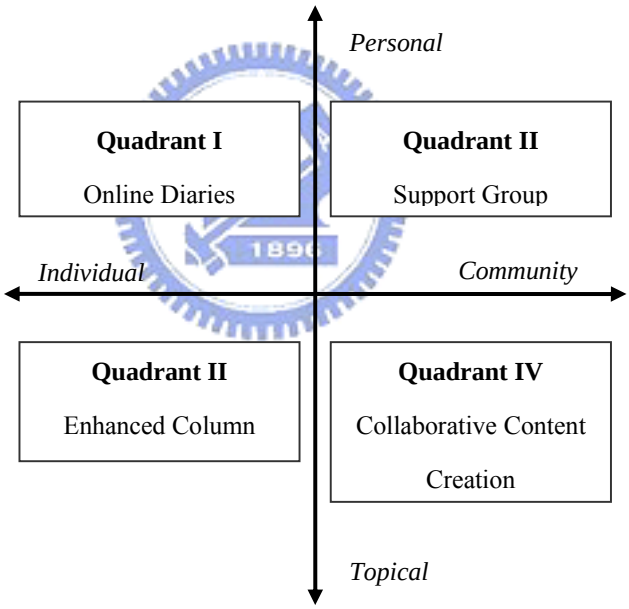


Figure 3 Types of blogs [16]

Herring et al. [19] employed content analysis to identify and quantify structural and functional properties of 203 randomly selected blogs, focusing on blog author characteristics, primary purpose of blogging, frequency of posts, usage of blog features, and frequency of commenting. They provided an empirical snapshot of blog that the "intermediate" characteristics of blogs make them attractive to users.

They found that, communicatively, blogs seem to fall in between websites and asynchronous computer-mediated communication (CMC), e.g. email. Blogs highlight the limited interactivity between communicators—at any time, blog readers may leave comments on a particular post. They referred to this behavior as indicative of the "asymmetrical communication rights" between blogger and blog reader. They claimed that this feature appeals more to the blogger than to the readers. In particular, blogs allowed blogger to experience social interaction while giving them control over the communication space and provided for ordinary people to self-express publicly.

Kumar et al. [20] analyzed more than one million bloggers and the individual entries of some 25,000 blogs to chart community structure and patterns of blogger activity. They also analyzed bloggers' personal interests, demographics, and worldwide geographic distribution. Their data indicates increasing community-oriented activity involving links and cross-links among postings and discussions.

Gumbrecht [21] reported on blogs as a "protected space" within the context of an ethnographic study that examined blogging from a "blogger's eye" view. He discussed these components function, controlling content, media selection, and important feedback, as the building blocks that construct a "protected space" for the blogger. His research found that bloggers try to maintain a delicate balance between satisfying themselves and their audience with their content. The blog as "safety net" can influence a blogger's decision to present news within the blog versus over the phone, over IM, or even in a face-to-face interaction.

They also found that the importance of feedback and commenting hinged upon our bloggers' sense of "community mindedness". Those blogs in a community setting placed a high value on comments and feedback to "create a dialogue". However, those who didn't embrace "community" did not place an emphasis as great on feedback. These particular bloggers appreciated the features of protected space and limited interactivity that blogs afforded them.

Nardi et al. [22, 23, and 24] weighed blogging as a form of personal communication and expression, rather than heavily trafficked blogs such as those associated with political campaigns or major news organizations. Their studies focused on less visible blogs, written by ordinary people for much smaller audiences through an ethnographic investigation of bloggers and their

blogs They analyze why and how people create and use blogs, and discussed various forms of social activity enacted through blogging.

Their findings were discussed in three aspects: tool usage, social activity, and object-oriented activity in blogging. Their research indicated that blogs are a form of object-oriented communicative activity, enacting a wide variety of social purposes. Several objects motivated blogging in their sample. They identified five main blogging motivations: updating others on activities and whereabouts, expressing opinions to influence others, seeking others' opinions and feedback, "Think by writing", and release of emotional tension.

These studies are used as basis for some of the contentions of the findings reported here. We choose the blogs written by regular people as our targets (fell into Krishnamurthy's Quadrant I). This type of blogs usually has more interaction between author and readers. For that reason, we investigate the blogs as a form of documenting personal life experience and thoughts, with inexplicable motivations to maintain the blogs. Our work extends previous scholars' findings as well, particularly with respect to our documentation of Taiwan users' rapidly changing perceptions of mobile communication with direct blogging experience.

2.3 User Experience Research

Today, the ideas of user-centered design, user experience, and designing from customer field data have become the norm. Product design requires a more intimate understanding of users' work than ever before. The importance of in-field user researches includes providing designers with a richer understanding of the work settings and "context of use" for the artifacts that they design. But understanding the user is hard. Designers need extensive, detailed information about users and how they work to create products that support them well.

Every aspect of the user experience places different demands and constraints on those who are trying to create a good product. Users all have different needs, different vocabularies, different constraints, and are often operating on different schedules. But they share similar and interrelated needs, often without realizing it. The goal of user experience research is to provide insight into the product's users, their perspectives, and their abilities to the right people at the right time.

Various participatory user requirements gathering methods have been exploited in design process, such as contextual inquiry, field study, traditional interview, and questionnaire. These methods are best adopted and done before specific solutions have been created, which is generally at the beginning of a development process. The best way to find out what people's real problems and needs are, and how they really do things, is to discover them for yourself [25]. Contextual inquiry is one of these techniques designed to reveal how our target user lives, how they think, and what problems they run into.

Contextual Inquiry was developed by Holtzblatt, K. in 1986. Jones, S. assisted in developing the first course on Contextual Inquiry in 1988. Since then, Holtzblatt and Beyer have built on Contextual Inquiry to address the full design process. It is a field data-gathering technique that studies a few carefully selected individuals in depth to arrive at a fuller understanding of the work practice across all users [26]. It helps us understand the real environment people live in and work in, and it reveals their needs within that environment [25]. As this technique based in anthropology and ethnography, the basic method of research involves visiting people and observing them as they go about their work. In watching them carefully and studying the tools they use, it is possible to understand what problems people face and how your product can fit into their lives.

This approach enables combines the benefits of observational approaches and face-to-face interview. It is intended to be an interactive exploration of the issues; hence the reason for being called inquiry rather than interview. Contextual inquiry is basically a structured field interviewing method, based on a few core principles that differentiate this method from plain, journalistic interviewing. Contextual inquiry is more a discovery process than an evaluative process; more like learning than testing.

Contextual Inquiry is based on the following three principles:

1. Data Gathering Takes Place in the Context of the Users' Work: Observing and talking with people in the context of performing specific tasks helps you gather data that is different from the type of data you get from a questionnaire or a telephone survey. The questionnaires and telephone surveys usually provide summary data and abstractions, while data from Contextual Inquiry is usually more concrete because it is based on in the

moment experience.

2. The People at the Inquiry Form a Partnership: Contextual Inquiry differs from a traditional interview in that traditional interviews have an interviewer who is usually in charge of the topics and flow of conversation. Contextual Inquiry is based on the premise that the inquirer and the participant are equals. Within a partnership, an inquirer can probe to learn about the expectations and assumptions behind the user's behavior.

3. The Inquiry is Based on a Focus: Basing an interview on a focus rather than on a specific set of questions gives the interviewer the flexibility to follow a promising avenue of conversation that might not have been in a list of questions (as in a survey).[27]

Contextual inquiry follows many of the same process steps as field observations or interviews. Different considerations are kept in mind, however, with some portions of the process. For example, interviewing during a contextual inquiry study usually does not include set, broadly worded questions. Instead, the partnership between the interviewer and interviewee is used to create a dialogue, one where the interviewer can not only determine the user's opinions and experiences, but also his or her motivations and context.

As an interviewing process, Contextual Inquiry successfully extracts data about customers' work in detail. To bring the team together, share the data, and develop interpretations which the team buys into, Contextual Design includes an affinity diagramming process. [28]. The team, or a subset, sits down together and goes over the transcript or notes of each interview, writing facts about the user, interpretations, design ideas, and questions on Post-It[a] notes. After the first round of interviewing is complete (usually 5-8 interviews or 400-600 notes), the team organizes the notes into clusters on a wall. These clusters are named and collected into higher-level groupings. [25] When done, the design team walks the affinity saying what each part is about and brainstorming design ideas for that part. These ideas can be attached directly to the affinity itself. Later, when the design team picks up these ideas to develop, they will be directly tied to the user data which sparked them.

2.4 Summary

The concern with personal mobile communication and blogging phenomenon has been growing. Above-mentioned studies have focused on users' web-based blogging motivation and behavior. However the whole environment has changed with the rapid development of mobile telephony. New experience that blogging bring people in communication has never been studied so far. This thesis focusing on current user mobile blogging behavior concluded that the longer people kept their blogs, the fewer photos they transmitted due to a lack of incentives, unsatisfactory image quality, and operational difficulties in current mobile device.

In order to study users' "knowledge domains": domains that require significant expertise and specialized blogging experience, we think contextual inquiry is the appropriate method to understand actual use, in real contexts. During the inquiry, we can make the partnership with users and gather users' knowledge about his or her blogging activities or specific needs. We argue that mobile blogging experience has made impact on personal communication. Therefore, we investigate the blogging as a form of documenting personal life experience and thoughts, within static or dynamic environment.

3. METHODOLOGY

This research aims to aid the design and development of future mobile communication devices through the development of design guidelines grounded in contextual inquiry. We need to investigate the actual users of their applications in their work setting, as they deal with blogging activities. Contextual inquiry improves our understandings of users' needs, their work tasks, and their problems with existing communication patterns. Therefore, we set our focus of understanding users' communication experiences on their blogs. We also set up study plans for the coming contextual inquiry, including interview and observation. At the same time we analyze the posts on users' blogs according to the formats and purposes. Communication experiences of blogging activities are collected for exploring users' requirements and patterns in this relatively easy operating web-based medium.

3.1 Research Plan

Through contextual inquiry, we gain rich information from users in the field, where people are working or living. We believe that by better understanding people's current blogging experience, we can begin to ask appropriate questions about how future mobile devices might fit within the users' needs for mobile communication (More details please refer to Apendidex A: research plan for contextual inquiry).

3.1.1 Research Issues

The inquiry were held in a conversational style and mainly focused on their motivations and worthwhile experiences. Based on exploring the attributes of communication on blogs, we have divided the whole inquiry into two parts: part one contained general questions about users' blogs and blogging habits including internet usage, reading and writing experience, and field. Part two focused on users' motivations of sharing their life through blogs and good or bad blogging experience. (See Table 1)

Table 1 Set of questions of our contextual inquiry (more details refer to Appendidex B)

Issues		Research Questions
Usage	（1）Internet use experience	When do users start to get internet? Average hours of internet everyday?
	（2）The origin for blogging	How do users know “blog”? Why do people want to own blogs? Why do users keep blogging?
	（3）Writing and reading experience	Which one happens early? Average hours of reading blogs? Average times leaving comments on other’s blogs? When do users start their own blogs? The frequency of posting? The frequency of readers’ comments? Who will leave comments on users’ blogs? Do users expect for readers’ comments? What kind of circumstance do users want to blogging?
	（4）Blogging scene	Where do users blogging most frequently? Where do users prefer to blogging?
	（5）Virtual and physical diary	Do users used to hand-write diary before blogging? After blogging, do users still hand-write diary? After blogging, do users’ lives change anything?
Specific use	（6）Comparison of other communication platforms	What difference between blog and other media (IM, BBS, personal website…)? Any bad or good experience during using blogging tool?
	（7）Motivations for blogging	Why do users want to blogging? What do users get from blogging? The reasons that blogs attract users? Simple description of the relationship between users and their blogs.
	（8）Attempts on sharing life experience	What do users share on blogs? Who do users want to read their posts? The reasons for continuing to share on blogs? Any bad or good experience when users share their lives? Any influence on users’ social world? What percentage of factor “share” on users’ blogs?

3.1.2 Research Structure

This research was divided into two parallel segments: contextual inquiry and a post analysis of users' posts. (See Figure 4)

- Contextual Inquiry: Collecting data using ethnographic techniques by observing users' verbal clues and body languages and questioning users about what happened when they're blogging. Getting reliable knowledge about why people blogged, what they cared, how they created meaning of blog, and what their discontent. Contextual interviews and observations were conducted with six informants (three males and three females) ranging in age from 22 to 33. They had at least over-half year blogging experience and most of them live in Taipei. Six inquiries were conducted between February and April 2005, each lasting 1–2 hours.

- Post Analysis of blog posts: After reaching informants' agreement to contextual interview through email, we have continued to read informants' blogs and to exchange email with some of them during the research in order to get more information about our informants. We built up characteristic criteria to analyze and classify each post on users' blogs. This analysis started form 1st February to 31st May in 2005.

Our data collection and analysis approaches were primarily qualitative. We tried not to limit our observations to a predefined issue, and therefore held our inquiries extensively. Our analysis was grounded in the data so that the features of communication we described in findings could be emerged form interview data. After interview, we went through interpretation process to take down notes form each interview's videotapes and build an understanding of all informants.

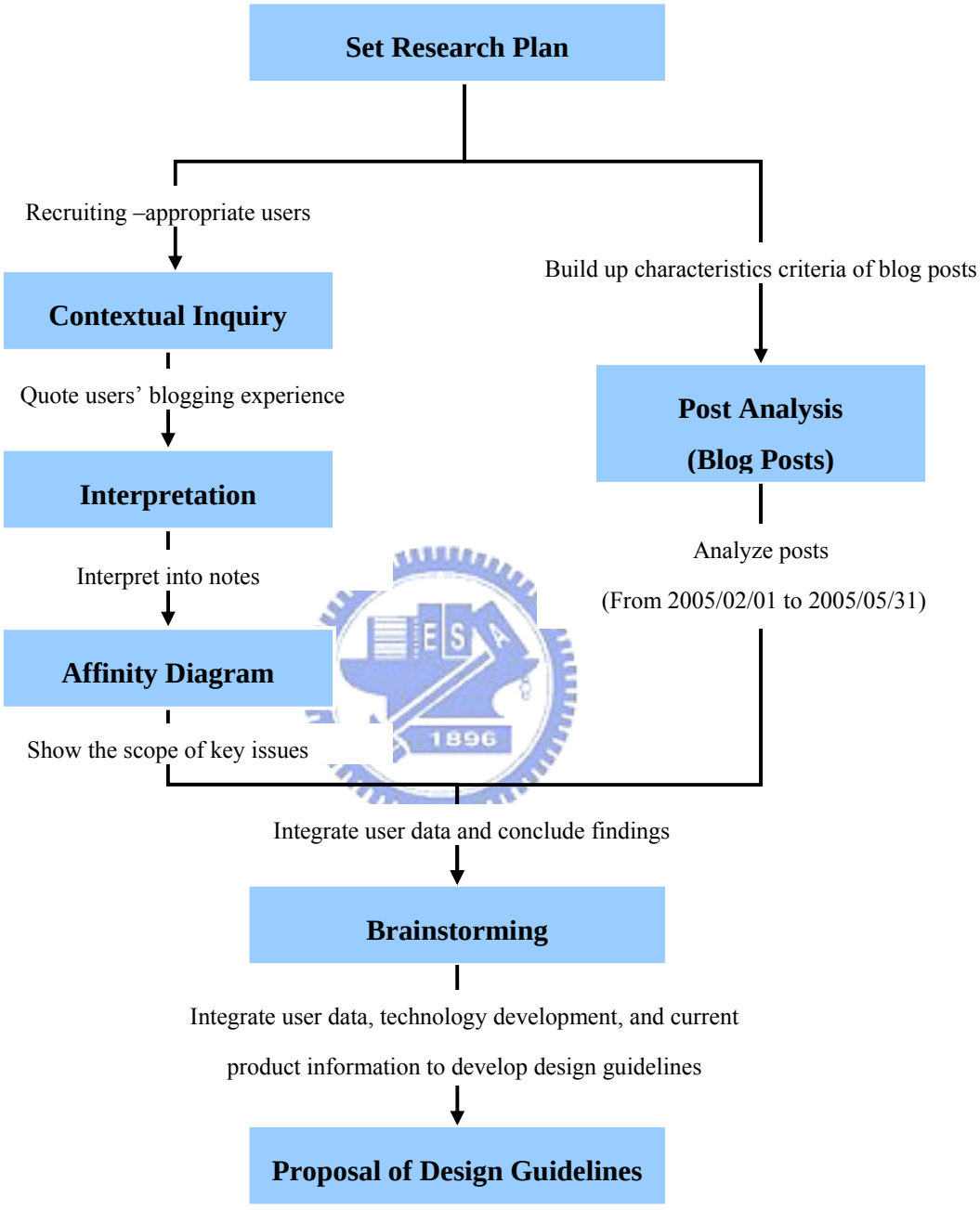


Figure 4 Research structure of this thesis.

3.2 Recruiting

We recruited Six informants participated in the study. (See Table 2) Our informants have over-half year blogging experience and most of them live in Taipei. Prior to our contact, six informants continued writing and reading blogs as usual.

We conducted contextual interviews with each of the six informants to gain an understanding of their experience of blogging. The interviews were open-end in that central issues were discussed with everyone, but professional and personal factors that were unique to each subject could emerge, be explored and documented. We focused on the informants' blogging behavior and their motivations and attempts for sharing life experience on their blogs. Most interviews took place in the place they blogged frequently, although when possible some interviews were conducted in their homes. Sessions were videotaped and photographed. We collected data in two months and we generated contextual notes after each interview. In the description of results to follow, all names were anonymous and all statements are quoted with permission.

Table 2 Profiles of informants

User	Age (yrs) and gender	Experience of blogging	Frequency of post (times/week)	Blogging place（most happened, secondary, third）
A	22 Female	Over 6 months	1 / 2	Dormitory, Home, Workroom
B	25 Male	Over 6 months	1 / 1	Home
C	23 Male	Over 6 months	1 / 1	Office, Dormitory
D	33 Female	Over 2 years	Over 2 /1	Coffee shop, Internet coffee, Home or office
E	28 Male	Over 2 years	Over 2 / 1	Home, Office, Public place（metro stations, coffee shops）
F	29 Female	1-2 years	Over 2 / 1	Home, Office, Coffee shops

Figure 5 Amarylliss' Travel & Living. One of our informants.

Figure 6 Happy Hour: from long time ago to long time latter. One of our informants

3.3 Research Activities

We started to list key points and make an affinity diagram because we looked to simply identify the primary issues in the domain. This session included two stages:

- Interpretation session: Capture the key issues of each participant's blogging experience. Take notes capturing the conversion, including breakdowns and influences, in sequence. Ensure that all relevant information from the interview is captured for use in the analyze process. Notes were singular observations about tools, experience, interactions-anything.

- Affinity Diagram: Organize all notes captured during interpretation session into a hierarchy revealing common issues and clustered them into trends. Show the scope of users' all blogging issues and key elements of communication. Final we used affinity diagrams to do full analysis of all notes and cluster them into trends.

The affinity diagram will collect similar issues from individual user interview data so we could see common patterns and structure without losing individual variation. Affinity diagrams show how individual examples of blogging experience are instances of overarching patterns that define the whole population, and they provide concrete representations of those patterns. [25] The affinity diagram was built bottom up, by raising common structure and common themes out of the individual notes captured during the interpretation session. Affinity diagram was the first consolidation step, and it helped us to think for all the rest.

The basic process was to put up one note, then to look for other notes that seemed to go worth it. We pushed for a certain kind of affinity: two notes had an affinity if they were saying similar things about the blogging experience as it relates to our study focus, communication. So deciding if notes went together was the result of an inquiry into the meaning of the words on the note to understand the blogging issues they represent. When it's not clear how to interpret the words, we appealed to the contextual interview records to check whether an interpretation was valid.

This section of the affinity diagram brings together data from many users and many work situations to tell the story of blogging behavior. It includes five steps: (See Figure 7)

1. Print the notes captured during interpretation sessions in a 3*5-inch grid and cut apart so each is on its own label-sized slip of thesis.

2. Put notes up on the wall one at a time. After each note goes up, add notes that go with it.
3. When there are too many groups to keep track of, start labeling them with blue Post-its.
4. As groups accumulate individual notes, break them down so there are no more than four notes in a group.
5. Add pink-level and green-level notes to collect groups.

We used the affinity diagram to organize the individual notes captured during interpretation sessions into a wall-sized hierarchy revealing common issues and themes. The affinity showed the scope of the user problems; it reveals in one place all the issues, worries, and key elements of blogging experience. The hierarchical structure grouped similar issues so that all the data relevant to the theme was shown together, eliciting the communication characteristics of blogging experience. By reading the affinity diagram, we not only learned the key issues, but could see the exact data that contributed to identifying each issue in users' communication experience on blogs.

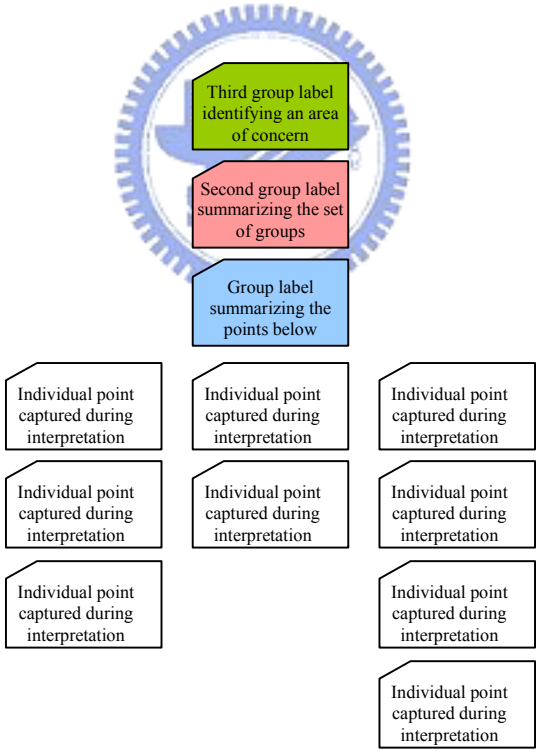


Figure 7 The structure of an affinity diagram is formed bottom-up from individual observations grouped thematically. [25]

4. FINDINGS

In this session, we integrated the affinity diagram and the qualitative analysis of users' posts to conclude the attractive characteristics of blogging experience. We built the affinity diagram after a contextual inquiry section of six informants has been interviewed with 282 notes from our informants. From the whole data collected and analyzed in the study, there were four main findings about users' communication experience on their blogs: personal space, self-expression, life record, and social power. (See Figure 4.1) The qualitative analysis of posts included the content formats and the purposes of posts. There were three formats of post contents: only text, text with photos, and text with multimedia, like audio and movie clips. (See Figure 4.2) And the purposes of posts included recording life events, announcing recent situation, sharing life experience, gathering information, releasing emotional tensions, expressing opinions to influence others…and so on. (See Figure 4.3) We found out the early users, like User D, E, F, used various formats to share their life experiences. But User A, B, C blogged for announcing their recent situations and releasing emotional tensions. Then we could combine this information with affinity diagrams to get more understandings about the communication experience through blogging activities.

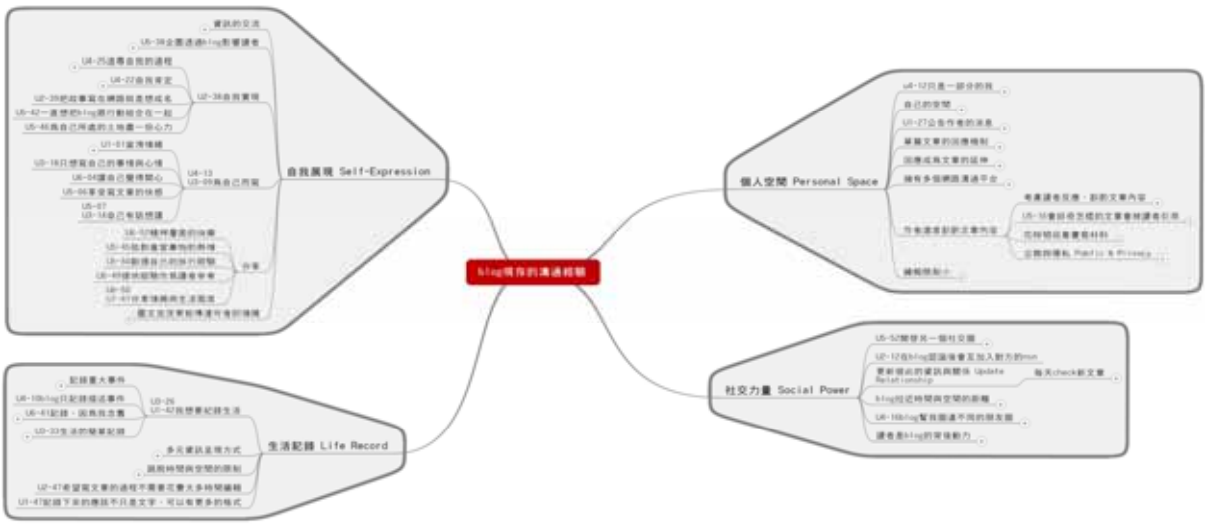


Figure 8 An affinity diagram of blogging experience (Please refer to Appendix C: quotes form contextual interviews, and Appendix D: affinity diagrams of blogging experience)

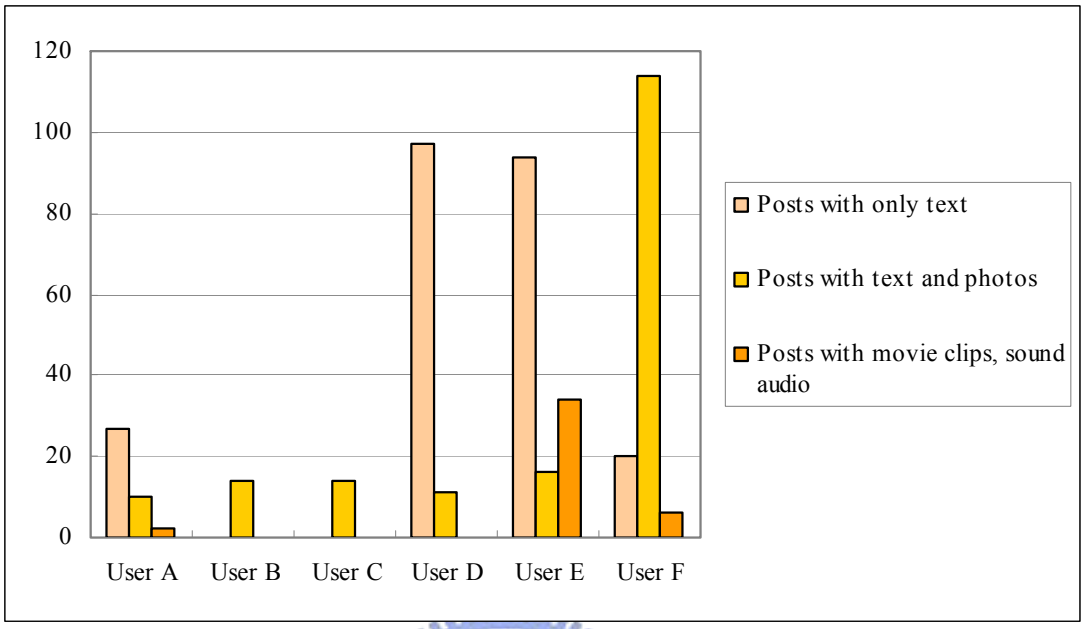


Figure 9 The three formats of post contents

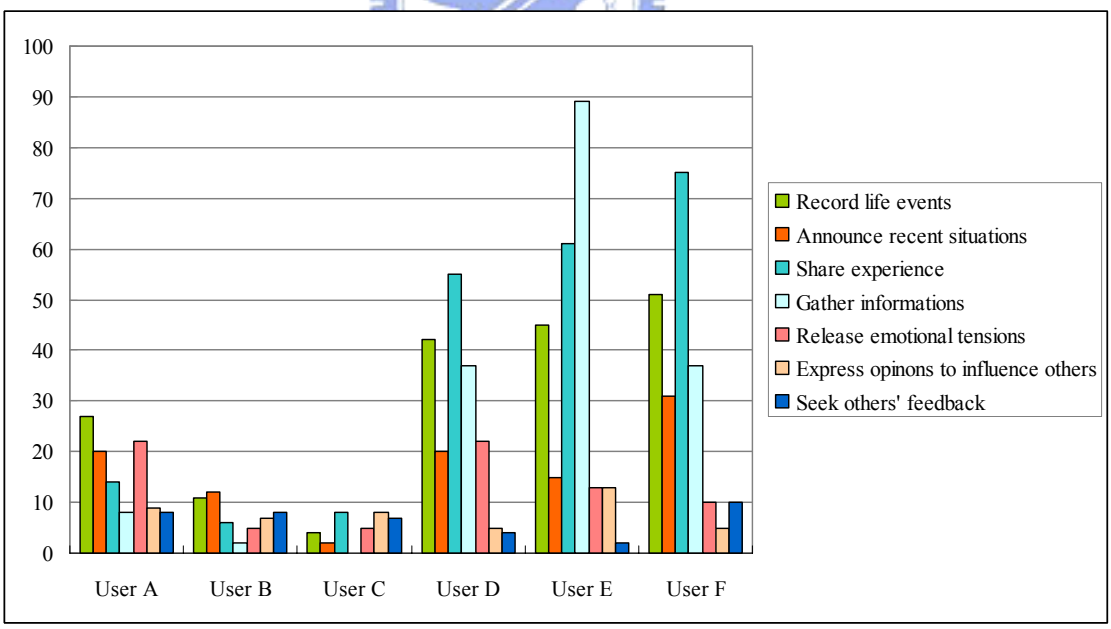


Figure 10 The purposes of users' posts (More details about users' quotes, please refer to Appendix E: qualitative analysis of posts)

All our informants owned over-one kind of mobile products, such as notebook computers, camera phones, PDAs, or digital cameras. Half of our informants almost took these mobile devices along with them everyday. The blogging scenario happened when they took some photos or needed to take down some new ideas. They instantly found a coffee shop or on the spot, like the entrance of the metro station, turning on notebook to blogging. Owing to well- established wireless internet, people could connect to the mobile internet in the key area of Taipei, such as around universities and metro station.

Our focus in this study was specifically on the role of blog within users' life. The components of communication taken place in blogs include blogger, reader, and the whole blogspace. Our informants considered that their real life had already, in part, shifted to the internet. And blog was an effective way to share what they saw and heard. At that time people could make social connection with strangers and make personal social life space possible. We found some communication characteristics of blogging experiences. These findings of our study are described in terms of four key issues: personal space, self-expression, life record, and social extension. In the sections that follow we consider each key finding in turn.

4.1 Personal Space

Our informants can efficiently use blogs to communicate with large or dispersed groups of people. Through this web-based media, they offer lots of information to reflect their personality, such as hobby, favorite songs, and recent life. They thought that blog is excellent platform to inform others and reflect part of their real life.

Blogs vary widely in nature and content. The content deals with formats as diverse as text, photos, sound audio and short film. People even decorate and customize their blogs, like their own room, to reflect their personality. Our informants chose the suitable template style for their taste, even designed the style by themselves. The overall style of their blogs can represent who they are silently. User A, a college student, said that "*My blog is a personal space with my personality on the internet*". Blog has many functions, not only as a communicator but also as a signifier for identity.

In this study, we found that people need a space to share their life experience. One of our informants considered that publishing his life experience made it possible to exchange thoughts with other people. Not like writing a personal diary, there is no interaction with other person, because nobody could have the chance to read it. User C, a young man served as a soldier, said that *"I used to write my diary in military, but now, I write it on the internet because I want my friends to take part in my life"*. He usually wrote his blog at office hours in the morning and tended to make some topics raising readers' enthusiastic discussions.

Readers can leave comments on a particular post. And readers' comments are shown under the posts. The display of posts and comments makes bloggers easy to lively discuss or interact with readers. Bloggers actually expect for readers' comments. Commentary means encouragement and support that readers give to bloggers. User B, an artist yearned for a notebook computer so that he could write down anything at anytime, said that *"reader's comments are the motive force makes me want to keep updating content. I will feel sorry for my audience if I don't update my blog for a long time"*. But part of our informants stated that sometimes they wanted themselves not to care about readers' response too much. It is conflicting for bloggers to expect meaningful feedbacks but not to over mind these.

Some informants take blog as a personal space for friends and try to keep family and friends abreast of their life events. User B, who used blog in place of personal website, said that *"it's really like a place for my friends to have fun! My writing seems to be perused originally by them because strangers won't be interested in my life. They even don't care what happen to me"*. User C echoed this statement: *"I like to make a space let my good friends to have fun…sometimes I feel very boring in office hours, and I saw my friends leave some ridiculous comments on my blog. That really rescues me from deep tedium"*.

Although most bloggers take their blogs as a personal space, in fact, blogs are public not secret on the internet. It is frequently happened that strangers intrude in our informants' blogs and bring about many embarrassments. User D, an early blog adopter in Taiwan, said that "*I used to write anonymous-stories about my works. One day someone, who I don't want to him to read that post, read it and made me in a predicament…It is annoying. After that, I put a bridle on my blog and*

reduce the description of my personal fallings." Facing these uncontrollable factors, bloggers attempt to protect their private real life and avoid some unnecessary disturbances.

Moreover, our informants may consider the content carefully before publishing the posts. Sometimes bloggers think over who will read this and what attributes of my readers because they cared about readers' perception. They either open up their posts to different reader groups according to the secrecy of post contents; or collect the posts with similar issues in one specific blog. User F who owned three blogs: one for French travel notes, one for private diary, and one for travel and living records. "*Since I started other two blogs, I set my diary concealed. I don't want my life over-exposed because I may be disturbed too much.*" That proves why most of our informants generally own several blogs for different purposes.

We speculate that people expect to perform themselves on their own space. Because of blog's easy creating and maintaining nature, people can create personal space and exclusive blogging style. Readers get to know bloggers based on their style, their idiosyncrasies, and their mannerisms. Bloggers' posts tell a lot more about the person than what they look like can ever reveal. For this reason, within this style and private, personal space identity can be constructed and reconstructed. In order to disperse different kinds of readers and topics, bloggers usually create and maintain more than one blogspace.

4.2 Self-expression

Self-expression is about being able to say what you mean or want to say. It's about expressing oneself in words, music, painting, or any activity that allows your inner expression to come out. Bloggers consider that blogging is a journey to scour for selfhood. It is also a process to know them again. Blogging help bloggers to know what kind of me in others' mind and let others see different side of me. User D wanted to take promotion for the blogging activity in Taiwan as goal in her life. She thought blogging is a good way for self-expression. She said that "*I summarized what happened today and annotated my feelings. Others can discover different sides of me on my blogs…Somehow blogging raised my self-confidence.*"

Our informants shared their emotional feeling, live attitudes, and the enthusiasm about their interests with readers. Bloggers provide their life experience for readers as a reference. Readers can catch on something that bloggers highly take to heart by reading bloggers' posts. Our informants intend to influence their readers by declaring themselves. For example, User E uses a camera phone to moblog his motor journey. As an enthusiastic motor sport fan in Taiwan, he wants his readers to pay more attentions to what they truly care about.

"*At the initial stage, I try to write something interesting to attract people to browse this blog. A blog talks about motorcycle issues. But, if you write these serious issues at the beginning, no one will be interested…maybe I just want to inspire my readers to take actions, make some efforts for this world or the domain they concerned about. That is really important to me.*"

Our informants considered that blog was written for themselves. People always have some opinions to say, some ideas to share, some feelings to vent. Therefore people need an appropriate channel to let off steam. User A, used her blog to dump her feelings, said that "*When something weighted on my mind, I usually wrote on my blog to let off steam."* In the same vein, blogging seems to self express with them. After grumbling, life will become more comfortable when people let off these negative emotions.

Self-expression is one of the strongest and most natural desire people all have. The natural desire to share experience with others and express who we are is one of the best ways to find peace of mind. From users' quotes, we can feel that expression is healing when it comes with dealing with life. It also a way to influence readers because they can learn more about bloggers' life experiences which can eventually teach them something new and maybe even helpful.

4.3 Life Record

It is human nature to collect what is meaningful to them in their life. New thoughts will be triggered when we experience the environment where we are living in, what happened to us, and who we met. Keeping a record of important life event is one way to do it. User B, a blogger who recorded his vending life on the street, said that *"…thoughts retained if you could write it down. Sometimes we are too lazy to take notes at that point and think that it's impossible to forget it.*

But, maybe few minutes later we do forget!" To some of our informants, blogging is partially similar to write a hand-writing diary or trivial notes.

Our informants used blogs to record activities and events in their lives. They expect their thoughts at every moment could be kept as a part of daily diary, or proofs of real life and been recorded immediately. Not only describe what happened but also personal emotional feelings. User F, maintained three blogs simultaneously, log her travel and gourmandize experience on her blogs. She installed the wireless AP in her house and office so that she and her families could get internet access anywhere, even on the toilet. She said this sentiment on this matter. *"All I want is record. I am a nostalgic creature and dying for preserving all stuffs and lovely memories…and most important is my feelings. I share not only content but also my attitude about this world. Everything is worthy to expect. Hope is the most important thing I want to spread out".*

User A started her blog to "record momentous circumstance". She echoed User F's statement: *"I do record when something really momentous happen or make me feel flushed…such as preparing for oral examination of research institute, or I got a new school number…these things means a lot to me! …the trigger behind blogging is similar to writing a personal diary. I just want to keep everything all the time to remind me of those experiences I once had".*

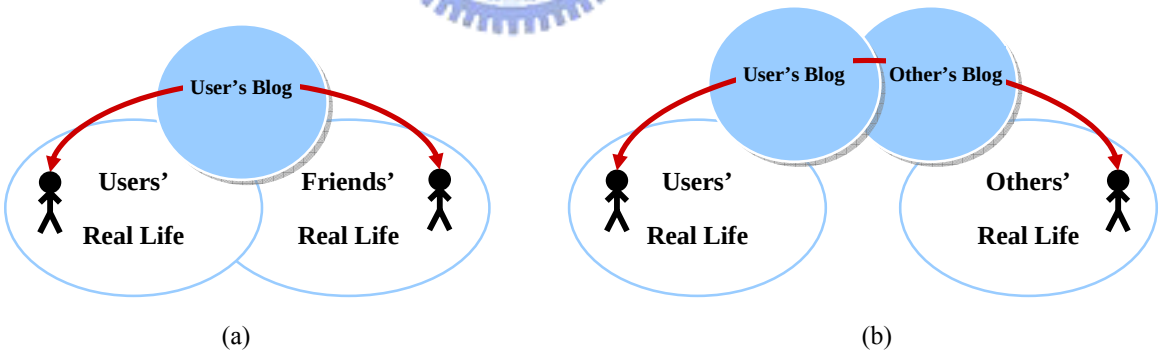
Due to the improvement of technology, our informants blogged to record activities and events in their lives even when they were on the move. User E always carried digital camera and notebook computer when he went out. "*…the key area with wireless or broadband internet, like office, home, coffee shop, Taipei metro station[blogging scene]…When something came out of my mind or I took an excellent photo, I am unable to hold myself blogging immediately, no matter rain or shine.*" Bloggers can experience the different tempo of blogging in various contexts. User E said, "*…I put myself on the scene to experience the cadence of blogging. The tempos of blogging will become fast in the metro station; in opposition, the tempos will slow down when I am on a quite and steady scene, like home.*"

In addition, in our sample, we found that our informants nearly preferred using image than text. They deemed that image could express personal emotional feelings more directly. User A said that "*my photos can tell stories…there should be many possibilities to keep track of my feelings with different kinds of format*". It is important to most people that they can gather life events

because they can have a nice overview of every precious moment. Even bustling with people in everyday life, there are many moments that people don't want to miss it. The easy-to-use convenience of blog services made user willing to maintain their blog actively. To better preserve the event data, besides texts and photos, other types of data formats should also be provided.

4.4 Social Extension

It was found that our informants' social intercourses extend in two extreme directions, owing to the widespread use of blogs. One is that bloggers and readers are friends in real life and they just keep in touch and maintain their relationship through blogs. Once they meet a new friend in real life and they will offer him/her to access their online space. (See Figure 11a) To quote User C,*"I make lots of friends after keeping a stall. Each time people come to my stall, I will take many photos and put them on line. These friends come up and leave several messages, sometimes they start to discuss some funny things happened in my stall…and my place become bustling! Let me feel that - my life is so rich!"* Bloggers imperceptibly but inexorably perceive readers' concern. And readers' attention arouse bloggers' motive force to continue blogging.



(a) (b)

Figure 11 Two directions of social extensions.

The other is bloggers know readers only through the Internet. Their relationship in later case is gradually accumulated via interactions on each other's blog. The virtual relationship will converge to real until enough information is gathered by each other. (See Figure 11b) User D believed that readers could know me better that way. *"…those who know me from my blog will*

understand me deeply through reading my articles…when we meet face to face, they think I just like the way I write", she said. Blogs are kind of a continual tour, with an author guide who readers get to know. Blogging opens another vision of bloggers' social world and pull someone whose personality similar to bloggers into their social network.

Communication technologies allow users to get acquainted with someone impossible to know. *"…blogging let me have opportunities to know someone who I never know before and the new relationships between us become a lifelong friendship. That's amazing! "*, User E said, *"A Finlander searched keyword "Taiwan Blogger" on internet. Later he found me and email to me ask for tour guide. Of course, he did fly to Taiwan!"* Communication through blog can develop new life experience and extend social interaction into other forms of communication. The social relationship between bloggers and readers will be reinforced when coming face to face.

People sometimes have their heart filled with the hope of reaching out to new people in the ever-expanding blogosphere. They established blogs as social activity, a form of social communication in which bloggers and readers were intimately related through the writing and reading of the blogs. *"I came here for afternoon tea time today. I relay think the environment is pretty nice, and drink taste well…there is no cheap and high quality coffee shops in Taipei. I really feel well so I write on blog. But since the boss knew I reported them on my blog, they will give me a special discount every time… I don't know how come but it's wonderful. Eventually, we became friends in our real life."* said by User F. "*See, this is cake card sent by one of my friends [reader]…I also send something back to her when I go to Taidong. We have some interaction with each other in real life.*" Another view point of User D is *"blogging helps me to connect different friends circle and enable large acquaintance with each others."*

Our informants used to check out new posts everyday when they connected to internet. This is a way to update each other's recent lives. User A said this sentiment on this matter. "*Some bloggers live abroad, like him [show someone's blog]. He is a designer in Japan and was awarded the second prize…It is cheerful to read someone's life experience at the same time but he is in a distant place.*" People can overcome space-time barrier to know someone far away. Blogging increases the chances of interactions with others they may or may not know as well as provides another convention to grasp one's thinking

4.5 Summary of Findings

Developments in mobile communication technologies have increased the opportunities and means with certain social activities that allow people to blur the boundaries once imposed by time and place, such as the blogging activity. Not only are people technologically connected through mobile telephony, multiple aspects of their lives can be connected or bridged through social connections.

We observed the existed blogging activities and found four communication requirements form users' current experiences: personal space, self-expression, life record, and social extension. Blog has many functions, not only as a communicator but also as a signifier for identity. Users expect for a personal space to perform who they are for the moment. For example, users can decorate their blogs with various visual layouts that fit in with their personal characteristics, even with their current emotions. Users use mobile devices to capture spontaneous and unrehearsed events at anytime, anywhere. The biggest attraction of blogs is that users can share it on the internet immediately, and it's handy.

More noteworthy is that users place high value on the blogging extending their social interaction into other forms of communication. Comments and feedback functions provided by blog services help users to create a dialogue with others. New communication experiences have great influences on the ways people construct their social network: maintaining existent real relationship, and creating relationships from strangers to real friends.

So far, we have seen that four communication characteristics of blogging activities did form users' new communication experiences. We can then go on to consider how to apply these new communication experiences to point the direction of future mobile communication.

5. MOBILE DEVICES TO SUPPORT MOBILE COMMUNICATION

It was observed in the preceding chapter that there are four characteristics existed in the present blogging activity. Blogs, web-based communication platform, enables people to share experiences, to discuss a wide range of topics, and most importantly to make and receive comments. Blogging also enables people to get to know another group of people and to seek out affiliation, companionship, and support. Due to high flexibility of editing and managing their own blogs, the feedback function provided another channel to exchange information with others. These new experiences of blogging brought the changes in people's perception of communication.

Later, we integrated data collected from three different points of views, which are contextual study, technology future development, and current product information. To develop the design guideline for future mobile device, we went through brainstorming to inform the development of possible avenues and suggest guidelines for the design of future mobile devices. Technology development was rapid. Our description of the blogging experience was not frozen in time. We believed that our design guidelines can serve as initial rule for addressing design goals for future design of mobile communication.

Mobile devices are physical channel used to one-to-one communication. People sort out different contact groups according to the level of intimacy. In the same vein, blogs are virtual platform and internet service used to one-to-many communication. Bloggers deliberate upon the content specific to different reader groups. Sometimes they create different subjective blogs for each different attributes of groups. In the future, mobile communication design can coordinate the physical space of the mobile user and the virtual space of the conversation and enrich the communication environment. The following guidelines begin to chart a course for integrating new mobile devices into future mobile life.

5.1 Mobile Devices Must Show Its User's Current Identity

Mobile devices must explore its user identity. Product and user make a statement about identity together. Traditionally an individual's social identity has been interlinked with their location within physical space. The revolution in mobile communication has partially replaced the old location-based paradigm with the new social network-based paradigm. The identity can be immediate and present the users' current situation or emotional feelings.

People may not be as satisfied with more verbal ways of communicating affiliations and interests; the symbolic identity of style becomes even more important as a catalyst for social interaction. Not only can style make a statement about identity, it can also remind users how they see themselves. People need mobile devices to act on many levels, as a style statement, as a communicator, as a badge of identity and as a decoder.

In our findings, users need a personal space to make their thoughts and life experience public. People think that reading their blog is a better way to know them. A mobile phone, for example, can be used for keeping in touch whilst also signifying an image of the kind of person one is or wishes to be seen to be. Our current mobile phones can be tailored to users by changing the ring tone, adding logos, stickers, the interface, the color of the phone and more. People can use mobile devices in an almost semi-disposable way like a piece of clothing or style accessory. Not only externally artifacts but also the internal identity should have opportunity to show up. Internal identity has to be created or continually accumulated by shifting daily life experience to personal space.

We found that users need persoanl ways of highlighting important things. Mobile devices can assist users in customizing contents with personal characters to create or reinforce identity. The point to observe is that users took blog as an extension of themselves: "It is part of me." Because blogs intimately connected with users' identity, many people with blogs have begun to rely on them so much that they saw them as an essential item, an extension of themselves.

Users presented their personal identity by posting text, photos, music or short films on blogs. Therefore, flexible ways to express different sides of users are needed. This identity information can be used for breaking the ice and gave a good starting point to make relationship again. For

example, you call an old friend asking for helps. Before he picks up the call, you can hear some voice-descriptions about his recent situation. With the improvement of technology, multiple idiosyncrasies should be used to decorate on their communication platform, like voice message. Users also can establish their identities according to the properties of published content and topics.

5.2 Mobile Devices Must Enhance Users' Social Relationships

Mobile devices should combine the best of solitary reflection and social interaction to maintain users' relationship. Social interaction should not be limited to the physical life but extends to the virtual space.

In this study of blogging experience, we found those users' thoughts, feelings, hobbies, and life events were memorial and meaningful to their readers. In order to be concerned about someone they love, readers almost took reading blogs as a daily routine. In the preceding chapter I pointed out that most readers are within the content providers' personal social network.

A personal space on the internet, like blog, provides a platform for users to dialogize with their relatives or themselves. Beyond physical space, there can be another "second space" with the affordances for sharing information and for connecting people to people. It was feasible to integrate the "second space" and the "phone space" in order to strengthen two-way capability of communication.

Users expect to be able to access all kinds of data and services regardless of time and place with their mobile device. Technology made it possible to use the mobile Internet to make their thoughts immediately public at anywhere and anytime. Future mobile products should make a complete social network, not only owning friends' numbers passively but also updating friends' information positively. Without talking with each other, people still had a conversation with others. People could choose appropriate format grounded on the urgency of topics. They could make selection to fit their needs and adapt to being informed by different channels gradually.

Users have a need to distinguish between very frequent contacts and other contacts. Different social groups may be shifted and distributed to specific themes of blogs. For example, close friends are accessible to private diary; others are accessible to self-travel experience or sports. Users need to have the ability to organize their information according to their own logic. Also, it is not enough to provide only one place for user's social data but facilitate several ways to arrange and structure social networks.

5.3 Mobile Devices Must Encourage Users to Communicate with Others Actively

Mobile devices should offer encouragements to users actively. Encouragements are infusing courage into the users' mind. Products should encourage people to make full use of products and play a good role in the whole communication environment.

In our findings, users shared their life experience on the blogs due to their own free will. Moreover blog services provided quite friendly features, like comments, letting users had opportunities to be cheered on. Readers' comments made bloggers feel popular and inspired. Imperceptibly, bloggers always conducted their blogs more attentively. Blogging is just like talking with someone may or may not know. If nobody wanted to listen to them, users would lose their passion on blogs gradually. When time passed away, the only moral support came from readers' or friends' continued comments and feedback. For the reason already stated, we think that mobile devices should be a promoter to encourage and maintain users' enthusiasm on communication.

Future mobile devices should offer relative systematic services to promote users' communication actively. Mobile devices can inform user about his relationship positively: for instance, he hasn't make contact with his old friends or families for a long time. Products can count the contact frequency to remind people to do something to maintain almost lost relationships. In thinking about products, it is important to consider what intended or unintended opportunities for communication are and what new experience that future mobile devices will offer.

6. CONCLUSIONS

During this time of rapid adoption of mobile web technology, we have experienced many changes in our life. This thesis gives weight to how new communication experiences influences on the ways people perceive, behave and construct their social network. Through contextual inquiry, we found that current mobile blogging activities have enhanced people's social life and created new type of communication. People expect that future mobile communication can provide a rich and diverse mobile life.

We recruited our informants according to their blogs fell into quadrant I of Krishnamurthy's classification of blogs, a type also known as 'online diaries'. In this contextual inquiry, we observed that users' blogging purposes are similar to Nardi et al's results, including recording life events, announcements of recent situations, sharing experience, and gathering information, release of emotional tensions, expressing opinions to influence others, and seeking others' feedback.

We found that blogging is the content-depended, and limited interactive characteristic of users' current experience. The "intermediate" characteristics of blogs make them attractive to users. (Herring, 2004) Blogging is as much about writing as reading, as much about talking as listening. Blogs allowed users to experience social interaction while giving them control over the commentary. Users also try to maintain a delicate balance between satisfying themselves and their readers with their post content. (Gumbrecht, 2004)

Our findings are used to discovery possibilities of future mobile communication through design process. We found four communication characteristics existed in the present blogging activity: personal space, self-expression, life record, and social extension. Blogs, web-based communication platforms, act as personal spaces, enables people to share experiences, to discuss a wide range of topics, and most importantly to make and receive comments. Blogging enables people to get to know another group of people and to seek out affiliation, companionship, and support. People need to record more detail events happened in mobile context and to share what

they saw and heard on their blogs effectively. At that time people can use blogs to make social connection with large or dispersed groups of people.

For communication purpose, there are some similarities between mobile devices and blogs. People sort out different contact groups according to the level of intimacy on mobile devices; they also create different subjective blogs for each different group. Furthermore, Mobile devices are physical communication channels; and blogs are virtual communication platforms. Based on our observation on blogging experience in mobile context, we claim that good experience that blogs bring people should convert into the new directions of future communication. Future mobile devices should coordinate the physical space of the mobile user and the virtual space of the conversation to create new communication experience.

Therefore, we proposed three design guidelines for reference: mobile devices must show its user's current identity, mobile devices must enhance users' social relationships, and mobile devices must promote users to communicate with others actively. These design guidelines can be generally applied to the design of mobile devices. In addition to basic communication functions, mobile devices can do more on expanding people's social interaction, establishing diverse identities of selfhood, even more on encouraging people to express themselves with positive attitude towards interpersonal relationship. It is our hope that documentation of users' existing communication experience supports new theoretical insights, and helps ground the design and users' needs of future mobile communication.

The contextual inquiry method is mainly qualitative in its nature of data gathering and analysis. Beyer and Holtzblatt suggest observing 15 to 20 people, but that can be prohibitive because of the amount of interview and analysis time it requires. Kuniavsky recommend that 5 to 8 potential users should be enough to give researchers a pretty good idea of how a big chunk of the target users blog. As time and resources are limited, we only have 6 users match our recruiting criteria. Users' information about blogging experience in mobile context is limited. We more and different users can be added later on to create a more complete picture of the users' needs and requirements for the mobile communication.

Mobile technology and new related services has become more and more mature. Much work must still be done in examining this flourishing phenomenon as it grows and changes. As

blogging proliferates, more new communication experiences will derive from versatile blogging activities adopted by people. The related services of combining mobile devices with blogging increase recently. In this thesis, we only discuss the existing phenomenon that individual blogging behaviors made a great impact on personal communication and social network. Our research is a step in the direction of Taiwan user's communication experiences within the blogging events. Based on our findings, further research on various blogging types, like group blogging, can clarify the association of communication experience and social interaction within mobile environment.

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Appendix A: The Reasearch Plan for Contextual Inquiry (Chinese)

研究計畫

個人日誌分享經驗探討

修改時間：2005/1/18 王秀娟

壹、目的

本研究的目標在收集使用者透過新興溝通平台－Blog（部落格、博客）進行分享生活、交流意見、發布想法等活動的經驗，並深入了解溝通與分享在 Bloggers 生活中所扮演的角色，以及使用者對於未來行動溝通工具的需求。

貳、研究問題

主要的研究問題可分爲二個層次：

一、 瞭解受訪者 Blog 之分享行爲以及態度，內容包含：

- 寫 Blog 的習慣（場所、議題、對象、內容）。
- 使用者曾經使用過的 Blog 服務之使用經驗。
- 透過 Blog 分享生活的「苦痛」與「愉悅」經驗。
- Blog 在社交網絡中的角色與關係（互相分享生活的動機與方法）。

二、 瞭解受訪者對於「溝通」的期望，內容包含：

- 對於溝通工具的使用頻率及使用上所遭遇的困難（Blog, IM, email, phone, and webpages）。
- 了解現有的溝通模式；同時也了解對於未來狀況的期許。
- 理想中溝通服務或溝通產品應具有的特點。

參、研究方法

本研究將以脈絡探索（Contextual Inquiry）的研究方法進行受訪者使用 Blog 分享生活經驗的調查。針對不同的受訪者，調查地點可能會是家中書房或學校宿舍等他們主要使用電腦 Blogging 的場合。每一場脈絡訪談皆包含三個部分：

- 第一部份簡介及暖場，簡單介紹本此訪談目的與流程，請求受訪者同意架設錄影設備並解釋每張表格的用途，如：訪談同意暨保密協約、受訪者基本資料表等。
- 第二部份廣泛瞭解使用者 Blog 的觀點、回溯使用背景與經驗。
- 第三部分爲此次訪談活動中的主要部分，採用脈絡探索方法（Contextual Inquiry）來觀察受訪者使用 Blog 分享生活的情形，記錄下旁白註解作爲訪談依據。在受訪者整個觀察活動中，研究人員盡量不打斷受訪者發言，但是適當詢問受訪者相關的問題，以釐清受訪者的使用行爲與意圖。

在實地登門拜訪前一個月，持續閱讀受訪者的 Blog 並做觀察記錄，記錄內容包含 Blog 裡文章分類、發表時段、分享生活的動機、內容、方法與行動。記錄 Blog 目的在於讓研究人員對於該受訪者使用 Blog 的情況有初步的體會而所記載的內容將作爲爾後輔助分析的基本資料。

肆、受訪者招募

受訪者將依據不同程度的 Blog 使用經驗進行篩選。此次實地訪談調查受訪者爲六人。受訪者基本條件爲：

- 必須在 schedule 期間可以讓二名左右的研究人員登門拜訪。
- 過去六個月內沒有接受過任何市場調查的訪問或參加過消費性的座談會(電訪與路訪可) 。
- 住所有個人電腦，並非撥接用戶。
- 至少使用網路經驗 2 年以上。
- 每天上網至少三小時 (不包括收發 e-mail) 。
- 經營自己的 Blog 超過半年以上，兩星期至少發布一篇文章以上。

伍、訪問時間與地點

受訪時間	受訪地點	受訪者背景資料
1/26（三）	**User A**	22 歲、女性、學生
下午 3:00	宿舍	已使用 Blog 超過半年，發佈文章頻率：1 次/2week
1/28（五）	**User B**	25 歲、男性、SOHO
下午 2:30	家裡	已使用 Blog 超過半年，發佈文章頻率：1-2 次/week
1/29（六）	**User C**	25 歲、男性、軍人
下午 3:00	宿舍、租屋處	已使用 Blog 超過半年，發佈文章頻率：1 次/week
1/30（日）	**User D**	33 歲、女性、製造業資訊專員
下午 3:00	常去的咖啡廳	已使用 Blog 超過兩年，發佈文章頻率：2 次以上/week
2/28（一）	**User E**	28 歲、男性、網站製作人
下午 3:00	家裡	已使用 Blog 超過兩年，發佈文章頻率：2 次以上/week
3/15（二）	**User F**	29 歲、女性、教師
下午 3:00	常去的咖啡廳	已使用 Blog 一至二年，發佈文章頻率：2 次以上/week

Appendix B: The Reasearch Script for Contextual Inquiry (Chinese)

實地訪談流程與執行事項

修改時間：2005/3/8 王秀娟

壹、召開觀察說明會

一、角色說明：

（1）主要提問人提問，其他人若有問題亦於訪談最後階段提出。

（2）一人負責全程筆記（除記錄對話內容外，需紀錄受訪者表情、情緒與特殊行爲或習慣），並負責架設攝影機與用數位相機拍照。

（3）所有研究人員需熟讀研究計畫與提問腳本。

二、詢問問題說明：

（1）訪談過程由主提問人與受訪者來共同主導議題，盡量不要打斷受訪者的回應與動作。

（2）盡可能避免引導受訪者。

（3）盡量問開放式的問題，避免發問連受訪者都無法回答的問題。

（4）避免顯示任何可能會讓受訪者感到尷尬或覺得愚蠢的表情或動作。

三、實地研究的目的：

（1）從觀察中學習，盡量鉅細靡遺地觀察受訪者家中的物品與環境。

（2）透過受訪者陳述意見的方式、用語以及所做的行爲來瞭解受訪者。

（3）廣泛地觀察任何有關分享行爲的事物而不只侷限在 Blog，例如：實體手札、手機等行動產品…。

四、研究計畫與提問腳本：

（1）期望整個脈絡探索過程依據腳本來進行。

（2）若有一些有趣的突發問題或發現，可利用最後五分鐘的時間提出。

貳、準備事項

☐ 訪談同意暨保密協約	☐ 學生證或名片（需顯示爲交大學生）
☐ 受訪者基本資料表	☐ 數位相機
☐ 小禮物	☐ DV 攝影機、tapes、三腳架
	☐ 隨身碟
	☐ 提問腳本（攜帶四份）

參、進行觀察流程（討論內容詳見提問腳本）：整個訪問過程預計共花費 1.5 小時，詳細時間分配如下：

一、開頭介紹與攝影機架設 (10 mins)

二、廣泛瞭解使用者 Blog 的使用背景與經驗。 (25 mins)

三、深度訪談，透過 Blog 進行分享、溝通的動機與企圖 (45 mins)

四、詢問臨時想到的問題或先前未考慮的問題 (5 mins)

五、結尾 (5 mins)

肆、召開觀察後討論會（討論重點詳見提問腳本）

提問腳本

一、開頭介紹與攝影機架設 (10 mins)

非常謝謝您接受我們的訪談活動。這個活動的目的是想請您談談使用 Blog、以及分享生活的經驗，您的寶貴意見將會是未來進行研究時的重要參考依據。過程中會進行錄影錄音或是拍攝照片，這是方便日後分析資料時使用，您有權力可以檢視所有的拍攝內容，同時也請您放心，所有研究結果僅供學術研究參考，不會對外公開所有受訪者資料的。當然，在訪談過程中，您可以在任何時間或是任何情況下要求暫停或是停止訪談喔!

請讓我解釋一下接下來的流程。整個訪談過程大約一個小時半，分成兩個部份：

階段一：請您跟我們廣泛聊聊關於上網經驗、怎麼得知 blog、使用 blog 過程的經驗。

階段二：針對 blog 的動機、跟我們談談您透過 blog 分享生活的經驗。分享過程中，請盡量舉您親身的經歷跟我們分享喔!

- 詢問受訪者是否有任何要求需要我們配合（例如，因爲我們的來訪所造成的影響或壓力需要我們改進的地方）。
- 簽署保密協定。
- 調整觀察與訪談的座位。
- 架設攝影機與相機。
- 盡量減少彼此的疏離感 (face to face, eye contact) 。

二、廣泛瞭解使用者 Blog 的使用背景與經驗。 (25 mins)

1.受訪者 Blog 使用背景：

（1）網路使用經驗： • 你開始使用網際網路至今約幾年？	**右邊空白處以供其他研究人員作記錄。**

• 每天平均上網的時數約個小時？

（2）開始 Blog 的原因：

• 當初如何開始接觸 Blog 的？

• 你爲何會想要擁有自己的 Blog？
目前你有幾個 Blog 呢?
有沒有其他類似的發布自己消息的地方?
（新聞台、電子報、個人網站…）

• 讓你持續讀寫 Blog 的原因爲何？

（3）Blog 讀寫經驗：

• 你讀 Blog 多久了？平均一天大概花幾個小時在讀 Blog？

• 最近你平均在其它 Blog 上回覆文章的次數爲多少？

• 你從何時開始寫自己的個人 Blog？

• 平均多久發表一次文章？每次寫 Blog 大約花多久時間？

• 你的 Blog 上讀者回覆文章的頻率爲何？

• 在你的看來，主要是什麼樣的人在你的 Blog 上回應？你會希望聽到別人的回應嗎？

• 你覺得每天有多少人讀你的 Blog？
（請盡可能地用最精確的估計）

（4）Blog 場所偏好：

• 可否描述一下平常 blog 的情況? 怎樣的環境、心情、與自己想要寫下的文字之間的關連?

• 你最常在哪裡 Blog？爲什麼？

• 你喜歡在哪裡 Blog？爲什麼？

（5）虛擬日記與實體日記：

• 在寫 Blog 之前，您有寫日記或札記的習慣嗎？
通常都是寫些什麼？

• 自從寫 Blog 後，您還會寫日記或札記嗎？
爲什麼不？ 爲什麼還會？

• Blog 對你而言，在你的生活中扮演的角色是什麼？
或是說，自從有了 Blog 之後，妳的生活有什麼改變

嗎？

2.媒體使用的議題

- Blog 跟其他溝通工具（IM, BBS, email, webpages）比較起來有什麼不一樣？
- 使用 Blog 時是否曾經遭遇到困難或是美好的經驗？

是否可以舉例提醒受訪者？

三、深度訪談，Blog 分享、溝通的動機與企圖 (35 mins)

（1）Blogging 動機：

- 爲什麼想要 Blogging？你覺得從 Blog 中得到什麼？

純粹娛樂、打發時間、純粹是好奇、排遣寂寞、找尋刺激、結交朋友

公開作品、與其他網路創作者或讀者互動、滿足成就感、發表自己專長的領域

追蹤目前的流行話題與事件、立即獲得最新消息、學習新事物

可以隨心所欲的發表、透過 Blog 表達個人意見、發表平時不易發表的尖銳言論

找尋支持個人意見、共鳴的樂趣

藉由 Blog 將日常生活中的話語寫成文字以便於思考

因爲周圍的朋友都有使用 Blog 的習慣、

代替電子郵件或電話與友人聯絡

分享生活瑣事的心情

- 什麼情況你會想在 blog 上面分享這些資訊? 可以舉例說明嗎??
- 能夠讓你在網路上發表文章的平台或是工具有很多，Blog 吸引你的原因爲何?
- 是否可以用一句話來形容你跟 Blog 之間的關係呢？

（2）分享生活的動機與企圖：

- 從分享這個觀點來談談你透過 Blog 分享了什麼資訊? 你希望誰會看到這些資訊呢?

- 是何種原因讓你願意持續而且主動的發表文章、在網路上分享自己的生活資訊呢?
- 在 Blog 上面分享生活經驗時，是否曾經遭遇過任何不開心或是愉快的經驗呢?
- 透過 Blog 分享生活對妳的社交圈子是否有所影響呢？
- 分享這個因素大約佔你個人 Blog 多少的比重?

（3）對於行動 blog 的看法：

- 你會希望隨時隨地就能將生活中經歷的事物發表到你的 Blog 上面嗎? 爲什麼?
- 最近有 Blog server 在推行 moblog，也就是透過行動電話，將拍到的照片跟文字一起傳送到 Blog 即時發布，你對於這種發表模式的看法如何?

四、詢問臨時想到的問題或先前未考慮的問題 (5 mins)

五、結尾 (5 mins)

今天很感謝你接受我們的訪談活動，提供很多寶貴經驗給我們參考。關於這次訪談活動，你有沒有任何改進意見可提供給我們做參考與修正的呢? 如果沒有的話，正如先前我跟你提過的，因爲這屬於個人學術研究，沒有任何機構或單位資助研究經費，所以很抱歉無法給付你任何的訪談費用，但是有準備一份小禮物，表達我的感謝之意，也很開心有這個機會可以認識你，再次謝謝你!!

六、觀察後討論重點

實地觀察受訪者後，所有參與觀察的研究人員儘快回想並討論所觀察的現象，並將重要的發現記錄下來。

Appendix C: Quotes from Contextul Interviews (Chinese)

受訪對象：User A

基本資料： 22 歲、大學生

使用 blog 時間：1 年以內

發佈文章頻率：2 星期一次

發佈文章內容：文字、圖片、自己的創作

讀者來源：家人、朋友、同學（我沒有讓很多人知道耶!）

Blog 場所（依順位）：宿舍＞老家＞工作室

受訪日期：2005/01/26

一、廣泛了解使用者 blog 的使用背景與經驗：

1	網路使用經驗：	
	何時開始使用網路?	國一升國二時，而且那時候我們家有電腦算是班上比較厲害的人，那時候我就用 BBS 聊天、交朋友
	每天平均上網時數?	很可怕耶，湊起來應該有 8 小時吧，起來之後要用電腦就打開了（上網）。可是現在回家就盡量不要碰電腦，都是資訊的東西，回家就是要放假的，所以電腦都不開，有帶電腦回家但是都沒有開，但最後一天會打開電腦收信。
2	開始 blog 的原因：	
	如何接觸、知道 blog? 何時開始寫自己的 blog?	大二有次回家看自由時報副刊，介紹兩個人在別的國家，用 blog 來寫他們的生活經驗，像日記一樣，網路是全球的，這邊的親友就可以看得到，然後他們經營的很不錯，就覺得自己可以試試看。那他們的 blog 都連結到主要的網站，就可以去登入，所以就這樣有了第一代的 blog。 之前是用新聞台，大一升大二的暑假，大約七月多開始用自己的新聞台，暑修的時候，剛好用來宣洩自己的情緒，很久了耶，後來用 blog 的時候還有在用新聞台。新聞台現在已經不用了，升大三大約九月的時候就砍掉了，想要重新開始，我那時候連 BBS 的個人版都砍掉了。

	爲何想擁有自己的 blog?	會因爲覺得很新奇很好玩，就想要去了解。所以現在才會玩日本這個很有趣的 blog。 45:28 我真的很喜歡研究一些新的東西，使用起來的經驗都蠻特別的。有點像是別人沉迷於電動一樣，只是我沉迷於這個。
	有無其他類似於 blog 的…	新聞台、還有 BBS 個人版。 BBS 個人版→明日報新聞台→Blog*Spot→Blogger→日本的 blog
	持續寫 blog 的動力是?	有心事的時候就會寫，心情好比較不會寫。想寫就寫，可是比起以前比 Blog 就沒有那麼常寫。我一開始用 blog 的時候是有點在崇拜網頁語法的建構，然後等到我都會的時候，就比較不會那麼沉迷。
3	blog 讀寫經驗：	
	平均花多久時間讀 blog?	讀比較多，會把朋友的都看完，有幾個比較常去的都會去瀏覽，像我提到的三個 blog 都蠻常去的，而且裡面都會有一些額外超連結，可以再連出去看。而且我覺得很多寫 blog 的都是設計人，上面會寫一些設計想法跟資訊，間接可以了解到別人對設計的想法。
	平均在別人 blog 回覆意見的次數?	我不會回覆意見或留言，都只是看，我也不喜歡別人回覆我的文章。
	發表文章的頻率?	兩星期一次。
	每次寫文章花約多少時間?	不到五分鐘，我真的只是喜歡這個架構。
	讀者回覆意見的次數? 主要是誰會在你的 blog 上做回應?	沒有耶，很少，到現在幾乎都沒有人回，因爲我並沒有讓很多人知道這個 blog，而且他們不會用，我姐就不會用這一個 blog，她是用無名的，然後無名很簡單。知道的人很少。我當初就是想要這樣子，因爲像之前的 BBS 個人版、新聞台都很多人知道，就想說要低調，上大四就想要低調。可是要低調很難耶。
	你會希望聽到別人的回應嗎?	會期待又怕受傷害，寫這篇文章會希望有人回，可是他回的話可能不是你想要的，或是他回了很沒意義的，我就會覺得那幹麻要回。很奇怪的心情，就像以前個人版一樣。
	你覺得每天有多少人看你的 blog? 請盡可能估計。	應該很少啊，因爲沒有每天更新。我的朋友昨天才跟我說：我已經很久沒去看妳的 blog 了。我說：對啊，我也很久沒有更新了。
	什麼情況下會想寫文章?	在我的生活中有重大事情發生、會引起重大情緒的時候，比如說像之前準備推甄的啊、口試的啊、然後新學號啊，像新學號就是數字結尾是 4，然後我從國小到現在的學號最後一個字都是 4，我就覺得很有意義。然後是跨年、多媒材，藝術創作課的成果展。
4	Blog 場所偏好：	
	最常在哪裡 blog?	通常都是在宿舍
	喜歡在哪裡 blog?	安靜的地方。之前有在工作室嘗試要寫，因爲工作室裡有 20 幾個人，妳的背後就是有人，很沒有安全感。所以比較喜歡在自己的空間，blog 也算是

		網路上自己的空間。
5	虛擬日記與實體日記：	
	寫 blog 之前有手寫日記的習慣嗎? 通常寫些什麼?	以前大一大二會寫在本子上，寫些小句子，沒有寫大篇的。現在比較少
	有了 Blog 之後，還繼續保有手寫日記札記的習慣嗎?	自從有新聞台跟 blog 之後，就不再手寫日記了。現在寫的都比較衝動，手寫的比較理性，從手寫的再轉波到網路上的時候還會在修飾一下，也因爲現在比較少人知道我的 blog，現在都是比較不修飾。可是我之前寫 BBS 真的有手寫稿，那時候年紀比較小，去哪裡都會帶本子，現在也是有帶本子但就是不會再整理起來到網路上。
	Blog 在妳的生活中扮演何種角色? 或說，有了 blog 後妳的生活有何改變嗎?	有趣的角色，新鮮感，blog 介面讓我覺得很有趣。blog 介面讓我想要去變得個人化，想要了解裡面是怎麼建構的，才能轉換成自己的，不會變得那麼刻板。然後這個過程很有趣。語言不同的系統就想要去知道要怎麼用才能變成自己想要的，blogger 我沒有認真經營耶，有認真經營的話應該要把背景圖片換一換。我不想要中文的耶，只是覺得不同語言可以增加陌生感，然後你就會想要去適應這個環境、這個網路空間，如果都是中文的話，大家都知道就沒什麼好玩的了。

二、深度了解透過 blog 分享生活、溝通的動機與企圖：

1	媒體使用比較：	
	Blog 跟其他溝通管道工具（IM, BBS, email, homepage…）有什麼不同?	對我來講都差不多，都是網路溝通。msn 是及時溝通，還有妳的暱稱可以讓人家知道你現在發生什麼事情，可是如果真的想知道你發生什麼事情，也是要跟你聊天之後才知道。Blog 比較可以一次把很多東西給別人，一次給很多資訊是指整個版面的顯示架構。除了可以同時以及即時瀏覽很多天的資訊，時間，留言，相簿，好的分享等等，比起一般網頁要方便多了。 而且最近像是幾米也使用 blog 這樣的版面(幾米本身也有官方網站的呀) 像阿丁就用得蠻好，會及時把現在聽的音樂放在上面，這樣我們就聽得到。這是我單方面認識的而已，實習設計師很喜歡他，之後我就一直都有在看他的 blog。看的過程中會知道這個人的喜好有哪些，像他最近在看村上籠的，我就會想上去看這本書。 Blog 對我而言最大的不同應該是屬於擁有一個完整架構的網頁。相較於 bbs，純粹以文字來表達情緒外，還多了很多的資訊顯示方式：比方動畫圖片以及音樂!!!甚至是像是一些記事的標籤都有(日期以及重要記事等等)，另外比起個人網頁更容易上手以及擁有一個美美的私人網路空間。嚮往個人化風格的人也可以自由輕鬆更換網內架構等等。
	使用 blog 過程中是否曾經遭遇到困難或是美好的經驗?	有一次我匿名回覆別人的文章，然後對方刪除我的留言，好像我回了什麼不該講的話一樣，那次經驗還蠻印象深刻的。之後我就沒有在他的 blog 留過話，可是我還是會去看文章，會看的原因是想知道他的生活怎麼樣了，並不是因爲他個人，而是想知道他們的創作是不是有形成一個不錯的文化，所以我會注意。 有寫 blog 的人在別國，像這個人在日本（人在右邊的左邊）也是設計人，

		然後最近她得獎（銀獎）。愉快的是當初我看報紙上介紹的那個人也是在義大利，他們在國外會分享他們的生活經驗，然後我覺得不錯的話就會看，就會覺得很好玩啊，同個時間、別的地方的人…離自己很遙遠的地方的，他的東西你又都看得到。
2	blogging 動機：	
	爲什麼想要 blog?	我是在大二下學期時有次從家裡要來學校的路上買報紙看，然後在自由時報副刊有介紹 blog，上面介紹兩個一個在義大利、一個在荷蘭還是哪邊，反正就是在國外，他們用 blog 分享生活經驗。因爲我之前就有在用新聞台，常常出現很多問題，有時候要寫一篇文章會弄得自己很生氣，爲了弄照片的大小就很麻煩，限制檔案大小才可以上傳，不像 blog 裡面是有一個網頁空間可以丟過去很快。那時候我就想說要把某個地方結束，所以我開始真正經營應該算是大三下學期，隔很久耶，大三上學期我就把之前的新聞台、BBS 個人版都砍掉，然後開始第一代的 blog。第二代的 blog 是在大三升大四這個暑假玩的，因爲那時候 blogger 全部都是英文還沒有中文，就是一個陌生環境而且可以順便練英文啊，背一些奇怪的單字。就在這段期間（新聞台個人版砍掉→有 blog）我都是看別人的 blog 比較多，同時也是在進行架構自己的 blog 只是進行的很慢，其實有想要架自己的網頁，可是一直都沒有…哎呀，因爲我覺得有別人建構一個還不錯的介面，然後現在又可以有一些個人化的動作，就比較不會想要去建構自己的網頁。
	你覺得從 blog 中得到什麼?	分享照片的時候，我會拍的比較好，意思是說那張照片比較有感覺，然後我才會放在上面，如果沒有感覺的話就會再處理過才放上去，比如說加個自己的什麼。會這麼做是因爲那裡面有感情，照片也是一種很視覺的東西，如果你處裡的好一點的話，比如說事前或事後的處裡，可以表達出一個感覺給人家的話，他們同時間也能感受得到，這個比文字還要有效。所以有時候我可能只放張照片，再加上一小段字這樣，就覺得對了。
	網路上發表文章平台很多，blog 吸引你的原因爲何?	可能就是介面，個人化的部份，還有使用起來、操作雖然一開始沒有像明日報新聞台、其他像是電子報那麼方便，因爲是不同語言，可是等你習慣 blog 操作方式之後會覺得比較好用，比較不容易生氣。明日報常常出錯。 個人化的部份像是配色、字體大小…視覺上的東西都是可以個人化的。
	是否可以用一句話來形容你跟 blog 之間的關係呢？	生活的大事紀、blog 是擁有著我的個性的空間
3	分享生活的動機與企圖：	
	從分享這個觀點來談談你透過 Blog 分享了什麼資訊?	除了照片之外，也會放上自己的創作。雖然文章是 11 月的，但是這個 7 月就已經有了，因爲我有給高中同學看，所以有時候會想要把自己最近作的哪些事讓他們了解。之前同學會的也有放在上面，但是後來移到相簿了。相簿這個我也是有研究很久的。 情緒耶，我曾經有一度想把自己的 blog 變得很設計資訊、很有貢獻，可是最後還是淪落爲情緒。像我第一篇文章就是介紹紐約 MoMA…只有第一篇是這樣，其他都不是。生活太忙了，忙到最後就是發洩情緒，可是有些人很厲害， 還是會放一些設計的想法在上面。

	你希望誰會看到這些資訊呢?	沒有特別希望誰看到，有緣分的人就會看到。以前會因爲讀者斟酌自己想要講的話，那是因爲太多人知道了，但是現在不會了，以前是年紀小不懂事告訴好多人新聞台的位置，到最後就變成自己寫文章的時候很拘束，BBS 也是這樣子，後來就可以現制好友才看得到，其實 BBS 還是有很多人都是這樣，比如說隱私版或是什麼，這樣被排除在外的人真的是很不好意思，而且當你自己知道被排除在外的時候就蠻尷尬，所以後來就把我的個人版廢掉了。像 blog 有緣分的人就看得到啦，亂連就連得到了，有緣就看得到啦，沒有特定告訴誰。
	是何種原因讓你願意持續而且主動的發表文章、在網路上分享自己的生活資訊呢?	有很多人不是都用手寫日記嗎? 現在我沒那種習慣，但那種寫 blog 的動力跟寫日記的動力是一樣的，會想要把事情記錄下來，重大的事情。
	在 Blog 上面分享生活經驗時，是否曾經遭遇過任何不開心或是愉快的經驗呢?	我姐姐把我的圖都存起來，我在她的筆電裡面看到都是我的圖，好好笑! 就是很好玩啊，我問她爲什麼要存起來，她說很特別、很漂亮，真的很認真喔，連我以前在明日報新聞台的文章的照片都一個一個存下來。我覺得那只是我當下的一個情緒、一個畫面的東西，她居然可以一個個按右鍵另存圖片存下來。你只要想到那個動作就覺得，有人會把你不經意的情緒很認真的收藏起來，覺得很開心! 就覺得有人很關心妳! 我不知道有人會這樣子做啊。而且我覺得現在看 blog 的人都比較知道我這樣寫文章的習慣是當下的情緒抒發，可能我書發完之後我就過去了，她們比較不會來問我到底怎麼了，我覺得這很好!可能是因爲文章也短或是只有個圖片或什麼的。可是以前在 BBS 或是新聞台寫得比較長的，或許是比較多人知道就會比較那個，害怕大多人知道我的情緒。
	透過 Blog 分享生活對妳的社交圈子是否有所影響呢？	其實到大四我更低調，搬出來外面住之後，blog 又很少人知道，然後我現在又沒去工作室，班上大家就比較不知道我在幹麻。Blog 並不是唯一的對外管道，如果要利用它變成一個重要管道也行啊，對於 blog 上的朋友比較不害怕，反而是每天見面但不熟的人，我就比較不容易信任他，但是可能因爲 blog 是虛擬的，所以我還蠻信任他們的
	分享這個因素大約佔你個人 Blog 多少的比重?	可能是一半分享，一半抒發情緒。有些人的 blog 很明顯就可以看得出來是分享的居多，就是他會把生活上面的所有事情都寫上去啊，你就會覺得他不只是抒發而已。
4	對於 moblog 的看法：	
	你會希望隨時隨地就能將生活中經歷的事物發表到你的 Blog 上面嗎? 爲什麼?	我最近想買拍立得，按一個快門不用調很多動作，但是照片裡就有那個情緒在的，我覺得這個跟那個妳會想要隨時隨地紀錄自己的情緒，如果紀錄下來的東西也可以不只是文字的話，可能是畫面影片啊，也是一種保存的方式。就很像是 lomo 的照片，那種照片也是有一種情緒在的，可是 lomo 不能隨拍隨得，可是拍立得可以馬上就出來。
	最近有 Blog server 在推行 moblog，也就是透過行動電話，將拍到的照片跟文字一起傳送到 Blog 即時發布，你對於這種發表模式的看法如何?	我覺得會受限很多耶，比如說影片的解析度什麼的，都是照片居多耶。應該不只是這樣子吧，就是希望及時可以看到，如果你希望及時可以看到的那個人剛好沒在用網路的話，不知道耶，好奇怪喔，這跟傳照片給人家有什麼不一樣? 我可能不會用耶，因爲感覺筆電也可以帶著走，那就用筆電也是一樣。

受訪對象：User B

基本資料：25 歲男生、soho

使用 blog 時間：1 年以內

發佈文章頻率：1 星期一次

發佈文章內容：文字、照片、圖片、自己的創作

讀者來源：朋友、陌生人

Blog 場所（依順位）：家裡

受訪日期：2005/01/26

一、廣泛了解使用者 blog 的使用背景與經驗：

1	網路使用經驗：	
	何時開始使用網路?	大一開始上網，那時開始用宿網，那才算網路。高中就會用但不熟。
2	開始 blog 的原因：	
	如何接觸、知道 blog?	朋友介紹。最初接觸 blog 是先從讀開始，現在每天會花 5 分鐘看有沒有新東西，如果有就會花更多時間閱覽。
	爲何想擁有自己的 blog?	本來用新聞台，但 blog 較好用，每篇都有留言，圖片限制低，但還是會想建個人網站。
	有無其他類似於 blog 的…	也有其他發佈自己消息的地方如網路相簿、新聞台
	持續寫 blog 的動力是?	因爲有人在看，他們會有期待，而且想寫的事像是地攤心得不記下就會忘記。
3	blog 讀寫經驗：	
	平均花多久時間讀 blog?	一天半小時內吧 因爲朋友用 blog 有內容的不多
	平均在別人 blog 回覆意見	自己不常在別人的 blog 留言，「心有戚戚焉的時候才會。」

	的次數?	
	何時開始寫自己的 blog?	2004 六月
	發表文章的頻率?	1～2 週會在 blog 上發佈一篇文章，如果很久沒 po 新文章會覺得讀者流失了，po 了一篇不錯的就覺得大家會來看，也會考慮讀者的想法，修改文章內容。（EX：可樂報消毒）
	每次寫文章花約多少時間?	大概要卅分鐘，有新的故事或是覺得太久沒更新的時候，不過語法大概要花十分鐘，煩
	讀者回覆意見的次數?	還不錯，因爲有固定的朋友班底，有時也會有不認識的人來留言不過成爲朋友的並沒有都馬只回一封就不會再寫來了。
	主要是誰會在你的 blog 上做回應?	會看自己的 blog 大多是年輕人、學生，有人會把自己加進 msn，也會有人在 blog 上留言回應，但不知道是留給誰，因爲不是個人的 blog。但個人的話會想用個人網站的方式，比較正式，像作品集那樣的型式，弄得厲害一點。
	你會希望聽到別人的回應嗎?	Blog 是溝通比較方便，而且留言版很「透明」，比較沒有神秘感。
	你覺得每天有多少人看你的 blog? 請盡可能估計。	幻想應該有四五百個吧，不過我想實際上應該是一百以下，因爲可以看流量，扣掉重複使用的，我是這樣覺得。
4	Blog 場所偏好：	
	最常在哪裡 blog? 喜歡在哪裡 blog?	房間。因爲可以放音樂放很大聲，還可以同時做多事。
5	虛擬日記與實體日記：	
	寫 blog 之前有手寫日記的習慣嗎? 通常寫些什麼?	有啊有啊，到前幾個月斷掉了，斷掉的原因應該是懶惰吧，可是我還是會把想到的東西寫起來…像出國的時候還是會寫啊。這是之前有規定每天要畫一張圖，可是有時候會覺得現在沒發生什麼事情或是太懶得寫就會跳過，本來是規定自己每天要畫一個圖，像這三個圖畫風都是一樣的，就是一次補起來的、有的根本沒有畫、有的一次補四個…有時候就會忘記，譬如說這一本就是斷在 10 月 29 號，呵呵，好像蠻久了。 手寫的東西不會放 blog，因爲手寫的比打的更私密一點，手寫都是想到什麼寫什麼，電腦的東西會想過之後再打。因爲我知道 blog 是要給人家看的，所以我會篩選後再寫。
	有了 Blog 之後，還繼續保有手寫日記札記的習慣嗎?	比較少 日記變成隨筆記 畫圖用 不過還是有其必要性 這才是真正的日記 放在網路上的是要給別人看的
	Blog 在妳的生活中扮演何種角色? 或說，有了 blog 後妳的生活有何改變嗎?	應該是一個平台吧，讓喜歡我們攤位的人可以知道更多有關攤位的事情，而且很像是一個記錄。 平台：來我們攤子買東西的顧客可以來找新資訊。

		紀錄：記錄擺攤的事。

二、深度了解透過 blog 分享生活、溝通的動機與企圖：

1	媒體使用比較：	
	Blog 跟其他溝通管道工具（IM, BBS, email, homepage…）有什麼不同?	**即時通**：更快更直接，但講完就沒有了，講完之後頂多有通話記錄也不會是一篇篇完整的文章。 **個人網站**：不能針對每篇留言。 Blog 真的比較像是日記，每篇都可以回，還可以「批閱」。所以 blog 真的很像是朋友來玩的地方，感覺好像是寫給朋友看的，因爲跟你不認識的人也不會想知道你到底發生了什麼事情。 比較私密的溝通訊息還是會寫信，像蠢花就把她的 email 留在上面，結果就了很多封信，千奇百怪，像是：皮箱在哪買？我也想擺地攤但是都買不到你這個價錢的皮箱? 也想來敦南誠品擺攤因爲在別的地方被其他攤販欺負……。這種東西大家就會寫信的，不會留言。
	使用 blog 過程中是否曾經遭遇到困難或是美好的經驗?	如果是說透過 blog 跟別人互動的話倒是還好耶。 不好經驗：有一陣子我的網頁空間有問題，我是把圖放在另一個空間然後在連過去 blog，然後有一陣子圖都出不來，然後另一個人就說：「你的圖怎麼一直出不來?你要認真經營啊!」然後那時候我就「啊」，覺得蠻沮喪的。其實我覺得 blog 介面還是蠻複雜，用起來蠻挫折的，這種挫折是因爲你用人家的系統，會出現那種無法解釋的情況，比如說什麼都是亂碼啦，這時你也沒辦法做什麼，就是有時候是有時候不是亂碼，就像開機有時候開得了、有時候開不了一樣。
2	blogging 動機：	
	爲什麼想要 blog?	這樣就可以我跟另一個人一起做同一個網頁，因爲如果是個人網頁的話就只能一個人做而已。但像是 blog 的話，我們可以有兩個帳號，去更新自己的東西，比如說：他來弄版型、我來更新東西，她如果想到什麼也可放他自己的東西上去，就可以一起做，可以視爲我們兩個是遠距離經營團隊。
	你覺得從 blog 中得到什麼?	有人支持的感覺。做這東西（擺攤）也是很需要別人的支持，如果有人回覆就會「啊，有人回覆」，然後就會覺得我們做的東西至少是有人可以看得到的，不會買完就沒事了，也可以藉此和買的人互動。也有人會先在不來梅看到，才到攤子去，不過大多是在耕甫的網站上看到，比較少是直接到不來梅的，除非是我直接丟給客戶要她們幫忙宣傳。
	網路上發表文章平台很多，blog 吸引你的原因爲何?	當初會選 blog 的原因是它的回覆功能較好，因爲我的夥伴在當兵，軍中會擋 ftp，所以用 blog 較方便。 新聞台會無止盡地當機，最糟的就是只能放一張圖片，而且限制大小。 Blog 可以較方便的還是留言功能，要幾張就可以放幾張圖片（圖片很重要）。Blog 比較像是個人網站啦，可以在右邊放一堆亂七八糟的連結，不像新聞台就是很單純的寫跟留言而已，blog 可以比較個人化，可以搞個小

		留言板，就是只要你有辦法就可以把 blog 弄成各種情況，彈性較大。
	是否可以用一句話來形容你跟 blog 之間的關係呢？	「只要有上網就會去逛的地方。」（只差沒設成首頁，不過當然沒有真想要設成首頁，因爲每天看到都沒人留言這樣太殘酷了）
3	分享生活的動機與企圖：	
	從分享這個觀點來談談你透過 Blog 分享了什麼資訊?	比較多都是擺攤的故事吧，就是關於這個計畫的始末＆經過，都詳細的紀錄下來，而且圖還蠻多的。因爲我寫 blog 的時候不會寫的太長，寫文章的時候還是會覺得看圖比較方便，寫一段就插張圖，每一段都不會太長。 把生活的想法啊、日常的照片，都綜合起來，像相簿就都是純圖，Blog 就可以把圖跟文字配的蠻剛好的，然後又可以馬上回覆。還有一個動力就是你寫了就會有人回，就會變成良性的循環，換成是個人網站會容易有「懶得更新」的情況出現。就像玩線上遊戲一樣，會覺得不更新的話會對不起全球的讀者，無形間就會一直寫下去。 擺攤＆blog？ 當初擺攤時就希望有個不一樣的媒介，原先想到網站，但更新麻煩，就用了 blog。
	你希望誰會看到這些資訊呢?	其實當然是希望越多人看到越好，畢竟我們 blog 還蠻有勵志的味道在，讓大家知道說原來有人在做這些奇怪的事情。如果務實一點就是住在台北的人看得到，會認同我們的想法、想買我們的東西的人看到。
	是何種原因讓你願意持續而且主動的發表文章、在網路上分享自己的生活資訊呢?	一方面是記錄，一方面是虛榮嘛，因爲有人在看所以就要寫下來，可是這又是一個良性的互動，因爲寫了才是你的。有些事情忘記寫了，到後就真的是忘記了，就會一直懶惰。像我們如果一開始是沒有 blog 的話，那也是因爲好險我有寫日記，所以還可以去翻以前的日記，看看我什麼時候開始擺地攤的。電腦的話，甚至連幾分幾秒都可以記得住哪一天去擺的，然後搭配圖片就很方便。 自我實現，自我炫耀，「會把日記給別人看的人」，想成名，未必是明星可能是意見領袖，覺得過得不錯，所以想讓別人知道自己的近況。（因爲除了認識的人的 blog，會看的一定是有趣的 blog）
	在 Blog 上面分享生活經驗時，是否曾經遭遇過任何不開心或是愉快的經驗呢?	好的經驗：有些顧客會把我加入 Yahoo 即時通，因爲我的名片上面都會有，有一天我就給某個人看所有有來買過商品的顧客的照片，就是給她看我的 blog，然後她發現裡面有個是她的朋友。就像透過別人的 blog 而"相認"。缺憾的是她們是常聯絡的朋友並不是不連絡的朋友，但還是很好玩，我就特別把這篇寫起來。
	透過 Blog 分享生活對妳的社交圈子是否有所影響呢？	有啊，多認識蠻多人的。買東西本來是銀貨兩訖，但現在會留下 E-mail，會寄照片與 blog 過去，顧客也會回來留言。年紀比較大的顧客都會用佳言錦句法說：「噢，我彷彿看到一顆鑽石」、「年輕就是這樣，要把握自己的方向與目標」或是有些人看完簡介就很感動，覺得做這些事情蠻好玩的之類的互動。 年齡範圍：30 歲以下。
	分享這個因素大約佔你個人	5 成：分享

	Blog 多少的比重?	3 成：一起擺攤的朋友互相激勵 1 成：聯絡 1 成：宣傳
4	對於 moblog 的看法：	
	你會希望隨時隨地就能將生活中經歷的事物發表到你的 Blog 上面嗎? 爲什麼?	擺攤的特殊經驗會想寫上 blog，例如上星期遇到拗客，就很想寫上來與大家共勉之順便發洩。有拍照有圖有文就很想放上去，後來因爲懶所以沒寫。 如果是 notebook 我就會想要寫，因爲功能比較多。會希望寫文章這個動作是很快的，像是打開一個檔案然後打字進去，圖片都是用拖曳進去的這樣還滿方便。
	最近有 Blog server 在推行 moblog，也就是透過行動電話，將拍到的照片跟文字一起傳送到 Blog 即時發布，你對於這種發表模式的看法如何?	不錯。感覺上可以用來弄實驗計畫，像是蒐集全世界的 100 種日落，或者是一天 24 小時，太陽繞過整個地球，我就可以瞬間收集完 100 個國家的日落。 但 mobile 是花絮不是核心，若整個網站都是簡訊文學就很糟。Moblog 有點像是先想出技術，再想要用來做什麼，所以有點牽強。

受訪對象：User C

基本資料：23 歲男生、軍人

使用 blog 時間：1 年以內

發佈文章頻率：1 星期一次

發佈文章內容：文字、圖片、自己的創作

讀者來源：同學、陌生人

Blog 場所（依順位）：軍中＞租屋

受訪日期：2005/01/29

一、廣泛了解使用者 blog 的使用背景與經驗：

1	網路使用經驗：	
	何時開始使用網路?	高中時候用聊天室。
	每天平均上網時數?	現在大約 7-8 小時。
2	開始 blog 的原因：	
	如何接觸、知道 blog?	看到別人的 blog，沒有很仔細看，就從個 logo 直接連過去申請帳號了，都在一天之內發生。
	爲何想擁有自己的 blog?	需要地方發洩情緒。
	有無其他類似於 blog 的…	只有一個 blog，還有一個自己的個人網站跟購物網站。
	持續寫 blog 的動力是?	有一群朋友都會看，都是一些喜歡看、講垃圾話的同學。
3	blog 讀寫經驗：	
	平均花多久時間讀 blog?	還挺多的，每天上網收信之外，就是會把每個朋友的 blog 都看一遍。但是很難說一天花多久時間，因爲有時候有新文章，有時候沒有。我一定上網會先去看一遍。

	平均在別人 blog 回覆意見的次數?	通常是朋友的才會回覆意見，是認識的人才會回，不認識的就只是看看而已。只有兩三個是完全不認識的。
	何時開始寫自己的 blog?	去年七月。
	發表文章的頻率?	平均大概 1 星期 1 次
	每次寫文章花約多少時間?	通常是上班時間寫文章，每天早上、頭腦清醒的時候，找空檔沒事的時候就畫畫圖。
	讀者回覆意見的頻率? 哪些文章比較能獲得讀者的迴響?	有些事情如果只是記錄自己經歷的話，也許人家就只看看，可是有些事情是有話題在的，就是很垃圾話，像是「換成是你會怎麼想?」大家就會一直開始回文，熱烈討論。
	主要是誰會在你的 blog 上做回應?	都是我的同學、自己人啊，可是慢慢有越來越多是來台北之後認識的朋友，擺地攤認識的朋友、有時候是攤友的朋友或其他朋友，最多還是丁丁跟小二他們。
	你會希望聽到別人的回應嗎?	我覺得多少還是會希望，可是其實我會希望自己不要那麼去在意迴響，人家到底有沒有留言，因爲本來就是爲了自己而寫的。當然啦，如果今天我畫了一張圖，人家覺得好看然後出個聲音，我當然還是會蠻高興的，所以還是有點希望啦，只是不會把這個當成一個必要事情。
	你覺得每天有多少人看你的 blog? 請盡可能估計。	我有一個計數器會計算，可是倒沒有很在意有多少人，只要大家會留言來看就好了。
	什麼情況下會想寫文章?	通常是先想畫圖，再想要 po 甚麼文章，可是這實在沒有甚麼通論，每次想寫的理由都不太一樣吧~☺
4	Blog 場所偏好：	
	最常在哪裡 blog?	軍中，就是上班的時候。放假的時候我都很忙，忙著去吃飯、去玩什麼的，所以放假反而時間不多，沒時間在那邊慢慢寫。 一小間辦公室，有電視有冰箱有三個長官，我有一張大桌子，桌子上就是一些零散的文件，電腦一台，水杯一個，其他就甚麼都沒了，我常常一邊看 blog 一邊吃早餐，或是喝杯咖啡，說真的是個很普通的辦公環境。
	喜歡在哪裡 blog?	軍中啊，有時後一整個早上沒什麼事，可以慢慢的想一篇文章來寫，慢慢的畫一張圖，安靜的地方，沒有人會打擾的時候。如果一直有人來來去去，就沒辦法寫出來了。
5	虛擬日記與實體日記：	
	寫 blog 之前有手寫日記的習慣嗎? 通常寫些什麼? 有了 Blog 之後，還繼續保有手寫日記札記的習慣嗎?	我都有寫過，在金門的時候有寫日記，現在就沒有了，全部都紀錄在網路上。 手寫人家看不到啊，
	Blog 在妳的生活中扮演何種	因爲無聊，哈，不是啦，其實我只是很喜歡弄一個地方讓好朋友都可以常

	角色? 或說，有了 blog 後妳的生活有何改變嗎?	來玩玩。

二、深度了解透過 blog 分享生活、溝通的動機與企圖：

1	媒體使用比較：	
	Blog 跟其他溝通管道工具（IM, BBS, email, homepage…）有什麼不同?	差蠻多的吧，msn 溝通只是我跟一個人講話，比如說我今天畫了一張圖，那我還要一個一個傳給他們看，blog 就是一次就可以全部看到。就像 BBS 一樣，雖然已經有個班版，但是大家還是想要有個個人版，想要講講自己的東西，希望大家可以看得到。 通常我只邀請自己的朋友來看，如果只是一般網友，我不會希望他們來。
	使用 blog 過程中是否曾經遭遇到困難或是美好的經驗?	之前我有碰過一個情況，我只是講講自己發生的事情或是心情不好，什麼事情就罵一罵，因爲之前誰都知道我的 blog 在哪，就變成有些不認識的人也來給你意見，會說你不應該怎樣怎樣，就覺得「我跟你沒那麼熟啊，你餵什麼要闖進我自己的圈子裡來」，也許我今天就是這樣子想，那也不甘你的事情啊，我只是想跟我的朋友或是我自己講這些事情。網路就是會變成這樣子，有時候並不想給那麼多人知道，可是放在網路上就是大家可能知道。 我開始賣自己的東西之後，交了很多朋友，有時候我這次出去擺完地攤，就很熱鬧拍了很多照片波上去，這些朋友就跑來 blog 看到這些照片，大家就開始聊今天發生什麼事情就很熱鬧，就覺得很豐富啊，就覺得「啊，我今天過得好滿足喔」如果我沒把這些事情寫下來就會忘記了，有照片也只是。 也有不認識的網友，她們也有 blog，就跑過來在 blog 上面互相聊天，最後變成好朋友。通常後來也會加入 msn 跟他們的 blog，有些也會到攤位上，然後變成真實的朋友。 有時候上班上的超無聊的，突然看到人家寫的超笨的討論，就會覺得很開心。我覺得我們班的同學到最後用 blog 都跟一開始我用的有關係，對啊，到最後大家都開始用 Blog 了。我一開始就叫大家一起來，因爲 BBS 小築太爛都一直掛，又不能 po 圖，所以就把大家拉進來。
2	blogging 動機：	
	爲什麼想要 blog?	當初會想用 blog 而不考慮新聞台的原因就是因爲 blog 的版型還蠻好看的，新聞台都蠻醜的，完全不能自己去弄一些圖啊，而且會有廣告，所以就完全不想用。 一開始因爲 BBS 小築掛掉，沒地方可以講自己的事情，要有一個地方可以發洩，就找到 blog。
	你覺得從 blog 中得到什麼?	寫文章、貼照片、交道很多朋友。
	網路上發表文章平台很多，	如果跟其他的比較起來，應該就是它可以弄得比較漂亮，完全是自己的一個空間，不會還要受制於人家的版面、廣告之類的，我可以整個版面都自

	blog 吸引你的原因爲何?	己去合成。像我做網頁，我也可以自己寫一個程式，像 blog 一樣可以波這些東西上去，只是今天有人幫我們建立好這個機制的話，就很方便啊，而且我用的 blogger 我覺得還蠻用心的，到後來還有中文的使用說明，她們真的希望把 blog 這個氣氛培養起來，我覺得還不錯。
	是否可以用一句話來形容你跟 blog 之間的關係呢？	Blog 可以讓我的實際生活更豐富，更多采多姿!
3	分享生活的動機與企圖：	
	從分享這個觀點來談談你透過 Blog 分享了什麼資訊?	其實我自己不覺得有分享了什麼東西出去耶，真的就是記錄而已，把我想要記錄的東西紀錄下來，但這些東西並不一定對其他人有什麼幫助或者很大的影響。
	你希望誰會看到這些資訊呢?	不會特別希望誰看到這些東西，甚至還會希望有些人不要去看到，我不希望把 blog 跟個人網站一樣變成是那種誰都可以來的 blog，我希望它還是我自己的空間，雖然我不能強迫它變成是某些人才可以進來。 我後來覺得不會把我心情不好，由其是針對某些人而心情不好的事 PO 上去，因爲有時候在氣頭上講話難免比較難聽，真的被看到了就說不清了，雖然我希望我的 blog 可以讓我發洩，卻不希望它變成一個出氣亂罵的地方，我覺得這兩者之間是有差別的，如果真的不知道怎麼辦，我會先寫成草稿過幾天再決定要不要發佈。
	在 Blog 上面分享生活經驗時，是否曾經遭遇過任何不開心或是愉快的經驗呢?	有啊，之前有把當兵、擺攤的事情波出來，像我家裡的人上我網站都可以看得到，他們就給我意見：什麼東西最好不要寫啊、被長官看到不太好…之後我就跟家裡吵一架，其實我知道他們的用意，可是我覺得這只是一個我自己的地方，如果連這個自己的地方我都要很小心的寫什麼跟不寫什麼，我覺得你可以一起參與這個討論或者是參與我的生活，但還是不要去干涉我該怎麼樣。 家人是直接打電話跟我講，那種感覺很像是小孩子寫日記被爸媽看到，然後爸爸說你不能這樣寫、你爲什麼要這樣寫…之類的感覺。 我覺得 blog 是一個還蠻私人的空間。 不過後來慢慢調適，既然你不想讓人家看到，那就不要寫上去，要不然就不要讓這個網站被看到，今天你寫出來就有可能會被人家看到，那你自己就要去抓分寸到底該寫些什麼東西。後來我會先把一些東西寫下來，可是不一定會發佈出來，等到我這些心情過了或是我還想講這些話的時候，我再發布出來。Blog 有草稿功能，會留在草稿裡面，也許過幾天我看看已經不是那麼講這些話時就刪掉。 我覺得 blog 真的比較容易碰到不開心的事情，就是有人會闖入我的空間。我並不會因爲開心去寫 blog，也不會因爲寫了很開心就繼續寫，我只是想把這個當兵的過程、生活紀錄下來，所以我也不會希望它的瀏覽暴增或是誰誰誰看到，就是簡單的記錄。
	分享這個因素大約佔你個人 Blog 多少的比重?	我覺得每個人去用 blog 的態度都差蠻多的，我會覺得我的是一個插畫的 blog，像我的朋友的 blog 是專門報導貓咪的生活，她是爲了她的貓咪做一個 blog，所以每個人對 blog 的動機都差蠻多的。像分享這個因素來講，也不完全是要分享給很多人，可能只是給自己的朋友看。對我來講還是紀錄

		的成分比較大，甚至我覺得有點是發洩，今天我在網站畫了圖，也要是很完整的圖庫或是什麼的才可以畫出來。可是在 blog 上面我可以隨便畫什麼很血腥、很暴力、很色情的都沒關係，我想畫什麼就畫什麼、想寫什麼就寫什麼，就是一個發洩的管道。也有人的 blog 就是波他每天生活的照片或者波伊兩篇文章之後就沒再動過。所以 blog 就像是電腦裏面的軟體，每個人都有但是用的公用都不一樣，blog 就是一個這樣的工具。對我來講 blog 就是一個還不錯的工具。
4	對於 moblog 的看法：	
	你會希望隨時隨地就能將生活中經歷的事物發表到你的 Blog 上面嗎? 爲什麼?	並不會耶，可能是因爲我波的文章都會有圖，覺得那是我想波出來的東西想完畫好之後我才會波出來。後來的原則就是這樣，如果我沒有畫圖就不會波文章，一定要有圖，不管圖跟文章有沒有關係。 我覺得蠻累的，像 blogger 有提供一個功能就是按一下就跳出一個留言板可以馬上寫東西，反而不太會用到這功能。

受訪對象：User D

基本資料：33 歲女生、製造業資訊專員、台北人

使用 blog 時間：超過 2 年

發佈文章頻率：1 星期兩次以上

發佈文章內容：文字、照片、自己的創作

讀者來源：家人、朋友、同學、同事、陌生人、其他：網友

Blog 場所（依順位）：可以無線上網的咖啡廳＞網咖＞住處或公司(在公司的話是利用休息時間)

受訪日期：2005/01/26

一、廣泛了解使用者 blog 的使用背景與經驗：

1	網路使用經驗：	
	何時開始使用網路?	因爲時間太趕就直接開始。
	每天平均上網時數?	難算，天天都在網路上面。
2	開始 blog 的原因：	
	如何接觸、知道 blog?	2002 年 10 月，有天在網路上搜尋有關技術的文章時，不小心搜尋到 MT 文章，就好奇進去看。 剛好在美國留學的朋友將 blog 消息帶回台灣，都是藝立協的成員。
	爲何想擁有自己的 blog?	因爲原本是要自己架網站(Xoops)，在搜尋一些技術文章時，看到一篇關於 MT 安裝攻略文章，發現很多 blog 以留學生爲主，2004 年已經有約 40 條談論 blog 的新聞。在台灣有 70%生活分享型，少數專業攝影師，很少會提到工作，在美國 blog 反而多以專業導向。
	有無其他類似於 blog 的…	之前有免費電子報(有三個電子報：慈濟、)，但已經一年多沒發報了。電子報靠 email 傳播，但各大 ISP 會擋信，後來漸漸拉長發報週期。 也有三個新聞台：慈濟、工作相關
3	blog 讀寫經驗：	
	平均花多久時間讀 blog?	我用國外的服務(bloglines.com)訂閱我有興趣的 blog，每天更新就會看，現在我訂了 506 個 blog，一天零散的時間加起來大概要花 2 小時閱讀，因爲 bloglines.com 會幫我將新文章 mark 起來，所以只要看 mark 的部分就好。 因爲我裝了一個通 知的小軟體，只要它的右上角有一個小紅點，就是代表有新的文章被抓進來了，它會提醒我說有一千多條文章還沒看。當初新增 blog 時可以依 blog 套件或服務做分類建立 folder，可能是因爲工作關係，例如是 MT，我會依照 MT 的來源，像是香港啦大陸啦台灣啦海外啦，我就會分成這四個，就會把我收到這個 blog 的 RSS 訂閱進去。他還有一個功能可以 mark" keep new"，你有興趣但沒時間看的文章，所以像是這一個 blog 總共有 8 條我沒看或是我有興趣的文章。在文章標題的右手邊有個 check

		box 可以勾選 keep new，只要我勾起來的話，這篇文章就不會消掉。因爲我不太可能記住 506 個 blog 的網址，所以用 bloglines 服務來看 blog 文章，只要可以上網、登入帳號就可以看到這些 blog。之前掛掉的電腦裡面我的最愛有 blog 分類，包括說 blog 的 scheme、模板、套件服務比較的站、還有一些像是 blog 小東西的站啦，我都會做分類，在大項目裡面分類 blog 登入、 blog 模板、blog 小東西、blog 寵物等等。
	平均在別人 blog 回覆意見的次數?	我看文章的時候會先看標題跟前言，看完全文就一定會回，一定會留下幾句話，對我而言最有感覺的議題特別是 blog 在台灣發展、關於網路與程式設計、吃喝玩樂、命理占星塔羅等等有共鳴的。
	何時開始寫自己的 blog?	2002 年 10 月，blog 可以整理有用資料(之前大學時期都是充當班上的學藝，收集考古題跟作業)。
	發表文章的頻率?	1-2 天就寫一篇文章。比較忙的話就 2 天寫一篇，特別忙的話週一到週五寫一篇，週六週日一定會寫兩三篇。因爲週末我會把一些東西整理出來，找一個類似像是這樣的場所，比較可以專心的想事情，那個時候的產值就會比較高。
	每次寫文章花約多少時間?	所以你看我寫一些比較深入的文章都是星期五下午寫出來的，篇幅會比較長像是不負責書評，我大概需要一整個下午再加上半個晚上的時間，因爲有很多資料要查啊、比對啊。吃的話，我就會找一些其他美食網站的評論，像是角頭考舖系列就真的是在辦公室裡面拍那個蛋糕，當場寫一兩句而已。 像是最近寫三篇關於肝的文章，從找資料到寫完文章就花了 2 小時。
	讀者回覆意見的次數?	舊的文章有啦，角頭考舖系列就有蠻多迴響的，食衣住行育樂命理占星塔羅那一類的都獲得比較多共鳴。比較嚴肅的東西或得共鳴不多。舊的文章有一個系列七篇文章獲得廣泛的討論，因爲那種廣泛的程度已經有點像是對號入座，有人對號，入了文章裡面每幾個角色的座，然後他們來 argue 這樣子。
	你會希望聽到別人的回應嗎?	電子報時會希望有人回覆，正面意見也好、負面意見也好，可是寫到 blog 這個時候，我倒是沒有太在意有沒有人做回覆。女爲悅己者容，這是古代的說法，現在的說法是女爲己悅者容，自己高興就好。
	什麼情況下會想寫文章?	
4	Blog 場所偏好：	
	喜歡在哪裡 blog? 最常在哪裡 blog?	會找一個比較安靜的場所可以專心的想一些事情、寫一些事情，那時候的產值就會比較高。平常就是工作之餘啦，晚上上來收信回信一些連絡事項，就比較不會寫那麼多那麼深入。 我的習慣是不管上班或出來，數位相機跟塔羅牌一定會帶在身上。因爲路上一定會遇到一些沒有拍下來以後就不會再看到的那個畫面，所以一定要趕快拍下來，不想錯過任何一個。我的手機沒有照像功能，所以有點小遺憾，我之後一定會換有拍照功能的，至少自拍。
5	虛擬日記與實體日記：	
	寫 blog 之前有手寫日記的習慣嗎? 通常寫些什麼?	有些事會寫成手稿，有些會發佈，比如說寓言故事那幾篇，其實後頭有十篇是沒有發佈的。 我會給離職同事我的 blog，讓他們知道在公司裡看到的我並不是完全的

		我，要看完整的我，上 Blog!
	有了 Blog 之後，還繼續保有手寫日記札記的習慣嗎?	一直都有手寫日記，從小養成的習慣，將今天的事情做總結，還會加上感情、感覺、心情轉變過程，可以檢視過去自己的變化，如：社會化歷程。 Blog 描述一件事情過程爾以，某時段的想法，片段的，可以讓別人查到不同面向的自己。（生活、志業、事業）
	Blog 在妳的生活中扮演何種角色? 或說，有了 blog 後妳的生活有何改變嗎?	實際生活的我，blog 的我，都是部分的我! 部分的我的投射，可以了解這個人的一部份，當然面對面的了解跟透過文字的了解還是有一點差距的，可是如果你相處五天都還是不太了解對方，我覺得看對方的 blog 的一些文字內容，就可以知道實際認識他跟他寫的內容到底有多大的反差。 Blog 是我中度、重度的溝通橋樑，可以加快虛擬與真實世界認識的速度。很多人都是從我虛擬的一面知道我的存在，因爲 blog 裡面寫的都是很實際的事情，所以他們會慢慢把對我的印象跟實際發生的事情連在一起，即使沒有看過我本人，看照片、看大頭貼，某一天有大型的聚會，他們看到我的時候都會直接認出我是誰，因爲虛擬的我帶給人家的印象是怎樣，人家可以把一些 blog 的東西加進我實際上的特質，會讓兩個完全沒有見過面的網友，一見面就可以從某些特質認出來。 寫 blog 可以將不同朋友圈連起來，可以同時知道自己的很多面向，讓朋友互認識、連結。

二、深度了解透過 blog 分享生活、溝通的動機與企圖：

1	媒體使用比較：	
	Blog 跟其他溝通管道工具（IM, BBS, email, homepage…）有什麼不同?	MSN：即時，可是還是看不到人。 Blog：我一時之間還看不到對方的人，但不保證我永遠看不到對方，除非他在國外回不來。可是如果在國內的話，只要有辦法辦活動就可以知道誰是誰。所以比較能跟現實落在一起。 我有一個 ICQ 的朋友，雖然無話不談，但已經七年多都還沒見面，因爲我們覺得見光一定死，網友見光死理論啊。對我而言，不管是哪種網路媒介認識的，我都一定會讓他變成實際生活裡的朋友，實際上可以見得到面的、講得到話的朋友。
	使用 blog 過程中是否曾經遭遇到困難或是美好的經驗?	（不好）以前電子報會顧慮讀者對號入座。 1.舊文章的對號入座，現實生活的尷尬 2.新文章的對號入座，現實中僅維持禮貌。 （好）從 blog 認識我的人會先看到文章，等真的見面時常常會覺得文如其人，而不是網路的恐龍，這是跟 msn 聊天不一樣的地方。
2	blogging 動機：	
	爲什麼想要 blog?	得到不同領域的朋友、知識、資訊 會約聚會、認識新朋友 有人看自己的 blog，然後一起學習日文。
	你覺得從 blog 中得到什麼?	Blog 是某種自我肯定，透過書寫可以增加個人信心，所以像是 BBS、墊子報、個人新聞台，只要是書寫管道都可以，寫越多東西，可以了解自己在別人眼中是怎樣的人、追尋自我保持自我的某種過程。我沒有寫都不知道自己那麼愛吃好的東西，喔! 原來我吃過這麼多家餐廳。 寫 blog 可以發揮自己的長處，也因此希望能夠推廣 blog。
	網路上發表文章平台很多，blog 吸引你的原因爲何?	之前自修日文準備考檢定時，得到同是學日文的朋友的回饋，當停止寫這方面的東西時，很多人都問我怎麼日文專欄停了，我們等著看耶這樣子。我寫完文章，別人可以直接在下面回應，而不是列在其他地方人找不到。 我的 blog 上面有一隻寵物兔，會幫忙看家，自己會發文章。寵物鳥則是會

		旅行、對話。
	是否可以用一句話來形容你跟 blog 之間的關係呢？	Blog 讓我把之前在社團辦活動的潛能發揮出來，然後現在幾乎都變成 blog 活動協辦人了。
3	分享生活的動機與企圖：	
	從分享這個觀點來談談你透過 Blog 分享了什麼資訊?	心得分享的動作，分享很多資訊，像是日文學習、架設 blog、上班心得、健康養生、食衣住行育樂、公司經營、讀書心得（blog 書或是其他）但現在會有取捨! 2004 年 10 月重新架設之後，並非所有事情都要放在上面，即時心情投射也會趨於保守，私生活不寫、太隱私的不寫。之前會把跟男朋友出去玩啊的一些事情寫在上面，有些不好的事情寫在上面，可是總是會分嘛，這種事情是比較屬於相處模式的問題，也比較私人個人，除非對方也是玩網祿的人，他能接受這樣的方式，那就比較沒問題。
	你希望誰會看到這些資訊呢?	應該說是同好吧，也可以說誰都可以來看，因爲分享比較多都是我的生活經驗，私人的事情已經減少很多了。
	是何種原因讓你願意持續而且主動的發表文章、在網路上分享自己的生活資訊呢?	因爲書寫可以讓我增加信心，而且也讓我認識一些很多不同面向領域的朋友，一個重度的溝通分享管道。
	在 Blog 上面分享生活經驗時，是否曾經遭遇過任何不開心或是愉快的經驗呢?	對號入座不開心的事情。舊文章的對號入座，現實生活的尷尬。新文章的對號入座，現實中僅維持禮貌 造成與男友分手的原因，因爲對方不能接受將私人生活寫在 blog 上面。 （好）從 blog 認識我的人會先看到文章，等真的見面時常常會覺得文如其人，而不是網路的恐龍，這是跟 msn 聊天不一樣的地方。
	透過 Blog 分享生活對妳的社交圈子是否有所影響呢？	影響蠻多的，讓我認識很多人，而且很多就是從網友變成實際生活的朋友，而且因爲我也會辦一些活動的關係，大家也比較知道我是怎樣的人。
	分享這個因素大約佔你個人 Blog 多少的比重?	分享佔一半以上，如：飲食資訊分享。blah 話也很多，都是無意識描述，就分享這個角度，很容易造成共鳴、串聯的。像是美食、寵物、程式設計師。社團、分類，用 blog 可以更熱鬧討論，很好分享、整合資料。 Blog 可以結合一些活動或特殊社會現象，如：wedding blog、團購 blog（moblog 即時看到折扣）…moblog 之前，手機應用產業要更加強。（相機、傳輸、效果、應用）
4	對於 moblog 的看法：	
	你會希望隨時隨地就能將生活中經歷的事物發表到你的 Blog 上面嗎? 爲什麼?	很希望，但因爲是上班族所以不可能，在台灣無法當全職的 blogger，希望把推廣 blog 當成自己的志業，但目前只是書寫管道。
	最近有 Blog server 在推行 moblog，你的看法如何?	自己很想做 moblog，做生活的簡短記錄，這樣可以不用考慮工作時間使用 blog 。
	其他	台灣對名詞包容性強，沿用國際系統再在地化，強調如何使用 blog，大部分 user 沒空管技術使用，台灣架設 blog 的已經夠多，我希望描述 blog 精神的出版品更多。大陸對名詞定義很計較，有較多數 blogger 具有程式背景，自己開發。

受訪對象：User E

基本資料：28 歲男生、網站製作人

使用 blog 時間：超過 2 年

發佈文章頻率：1 星期兩次以上

發佈文章內容：文字、照片

讀者來源：家人、朋友、同學、男女朋友、同事、陌生人

Blog 場所（依順位）：住家、工作地點、戶外公眾場所

受訪日期：2005/02/28

一、廣泛了解使用者 blog 的使用背景與經驗：

1	網路使用經驗：	
	何時開始使用網路?	上大學才開始上網，約 1997 年
2	開始 blog 的原因：	
	如何接觸、知道 blog?	2002 年本來是要架個人網站，剛好看到日本的美國人的 blog，覺得很有趣，就開始用 blog 來寫摩托車的文章。算是一種窮人出版工具。 Moblog：在 google 搜尋看到日本人做的，因爲日本手機市場算是發展最成熟的，那時就已經 130 萬像素了，台灣才 30 萬像素。所以我是用國外的服務，照到的相片，再發電子郵件夾一個圖檔丟到人家的伺服器那邊去，人家再解開，整個過程大約'15-30 秒，你的圖片就 publish 到 web 上面去了。那種力量很可怕，一個人做沒什麼，一群人做的話可以是好事也可以是壞事。 （好事）紀錄一個事件，比如慶典、活動，大家都知道這慶典有一個專屬的 moblog，都用手機拍並傳到同一個 email 地址，在同一個時間，只要大家有照像手機的都可以做同樣的這個動作，回來之後就可以看到人家拍的。 （壞事）進去立法院做 moblog 啊，因爲立法院是禁止照相的，人家也不知道你手機在那邊做什麼呀，但是 30 秒之後就（哈哈哈）。但是這可能有點問題啦。 我們都知道照相手機遲早會取代中低階的數位相機，所以我希望再那之前先玩出一些新的模式出來，後來這個模式就被中國大陸拿去做 business…moblog 的服務。之前工作的網路公司主管不認爲 blog 這是個好玩的東西，也不覺得這有商機，2003 年初就已經有人去找他們談了，但是

		他們完全物知道這是什麼東西，連 blog 都不知道了，更何況 moblog，還是玩什麼圖鈴下載啊桌布啊比較實際一點。等我走了之後他們才知道 blog 很重要。我覺得那是一個說服的過程，blog 開始比較紅或是受到媒體的報導，其實也是去年底今年初的事情，但在那之前，公司裡每個部門的人雖然都在.com 做網路的，並不認爲 blog 是很重要的或是未來會有什麼影響力。商業公司總是有其考量，那我比較偏向理想那一型的，在公司裡面聊這些東西都是明著聊，暗著…。有時候很難解釋 blog 是什麼，如果你喜歡寵物，那我就嗅人家做的寵物 blog 給你看，用這個方式來說服同事這個東西是好玩的。到最後花了半年的時間，光是自己公司裡面沒有幾個人就要花半年。後來公司想做 blog 服務，也想找我回去，但是目前可能就事先與提供 blog 的廠商合作，像是樂多日誌。
	停止 blog 的原因	一邊是心情的問題，另依雲因是這段期間不寫好像也沒什麼好玩的事情發生，今年開春以來網路上好像沒有什麼比較特別、好玩的東西，比較新的玩法。我是覺得可以稍微停一下，想要發展一些可能是 blog 或是跟 blog 相關的新東西，會繼續去做啦，但是這段時間想先歇一下，因爲每天寫也要花很多工夫在上面，一篇文章出來後面可能都是三倍的時間看其他的、國外的東西。
	有無其他類似於 blog 的…	一堆，可是真的有維持的是 schee.info，從這個都可以找到脈絡出去。
	持續寫 blog 的動力是?	我覺得這是會上癮的，有東西想講，就會拼命寫拼命寫，寫到最後會有快感，你寫完一篇文章就會覺得很舒服。
3	blog 讀寫經驗：	
	平均花多久時間讀 blog?	讀寫我覺得是一起的，很多人可能是讀了很久一段時間，然後才試試看，可是我一剛開始就寫了，一邊讀一邊寫。很多人怕說我這東西寫上去會不會被人家笑，寫什麼早上刷牙等等生活瑣事，但我覺得其實不用擔心啊，剛開始我們接觸的時候也是這樣子啊，會有一個 evolve、演進的過程，不用管那麼多，就是寫。自己寫到一定程度才發現，因爲 blog 有媒體的特質，才發現國內的媒體是怎麼解讀外電（比如路透社稿）、怎麼控制外電的翻譯、其中速度跟品質，這點是比較特別的經驗啦。國內記者是負責翻譯國外的稿件，可能看到兩篇性質相同的就自己合成一篇報導，寫 blog 的特性是交叉在網路上做查詢比對，有時候可以看到爲什麼這篇新聞明明很重要或是我覺得很重要，卻一個星期後才在台灣出來，有些段落是怎麼被刪掉的，不讓國內的人知道，能是編輯的政策或是個人的情況，國內在這一關曬略顯保守或是很容易把外電的本意沏的很殘破。如果我是一個讀者的話，拿著報紙是無法做交叉比對的，除非我在報社不然也不可能一天看四大報啊，但在網路上這樣子進行交叉比對就很方便。
		幾乎都只看國外新聞，寫 blog 時才會看國內新聞，也算是訓練自己，因爲之前工作是負責 yam.com 首頁，要掌資訊的流動、什麼時候該出來給讀者，須要有這樣的特質跟工作經驗，所以就一邊寫 blog 一邊訓練自己。其實一直在訓練自己，不管是寫、看、分析、還是跟人家哈啦。
	平均在別人 blog 回覆意見的次數?	我可能比較低一點，因爲我自己寫的量太大了。像凱洛她們都會講，去人家家裡串門子，批哩啪拉一個中午就 40 幾篇留言了，我自己家裡不會有這樣子的狀況，我也比較不會去人家 blog 上面留言，有的話也是短短的，除非講到某些東西，像是延伸閱讀，我們就丟一個 pin 過去，pin 就是想辦法

		留個言、留個網址過去。 若是其他管道的話，就是約出來見面，那種感覺比較真實，某人寫了很多東西是我也感興趣的時候，與其在網路上留言留了好幾百篇，真的約出來見一次，那種關係就建立起來了。我覺得那種感覺蠻不一樣的，有點像是 blog 在鋪陳，這個傢伙圓的還是方的、好蛋還是壞蛋，我再決定見不見面。
	何時開始寫自己的 blog?	Moblog 寫了 8-9 個月吧，自己在家裡亂試，出去也拍，什麼況狀都拍。
	發表文章的頻率?	一天寫個 5-6 篇。
	每次寫文章花約多少時間?	我寫的時候有點想是模組化寫作，新聞裡面有一定的脈絡與主題，當我看到英文新聞，會先把一段落拷貝到我的 blog 草稿，當我想到的時候再回去把文章完成，所以我寫 blog 的時候是五六篇一起寫，等補完差不多了就 publish 出去。（這算是事前蒐集的工作，把一些需要的資料先貼上來。）如果不貼就忘記了，現在還有兩百多篇草稿，殘缺不全的，而且有時候脈絡就忘記了。
	讀者回覆意見的次數?	後來比較多，我覺得是看議題耶，如果是大家比較沒興趣的，或是寫的東西是對自己在講話的，那種通常都不會有人回應。如果是問一個問題、這個該怎麼辦啦、比如說我的小狗吃到什麼東西肚子不好怎麼辦等等，類似這樣的話題，留言就多了。我 blog 的狀況是 2700 多留言：1700 篇文章，這個比例算低的。
	你會希望聽到別人的回應嗎?	我覺得還好耶，寧願對方寫在他的 blog 上，不要來我這邊留言。我覺得台灣或是華文 blog 很明顯的是，我們的回應通常會寫的很短，不像美國或是歐洲，文章本身寫 270 多個字，留言三萬個字，這是真的，留言都可以出一本書了。 台灣比較明顯的是沒有留言 comment 的習慣，我覺得這個原因是 BBS 帶來的，生日哈拉一下就 replay 灌水。因爲我們的狀況是這樣，所以我就不會期待這個，反而開一個 blog 自己在那邊寫比較好一點。
	你覺得每天有多少人看你的 blog? 請盡可能估計。	後來停寫 blog 之後約 3000 人，Pageview 最好的一次到 2 萬人，我這邊流量算高的，跟國外那種大咖的還是差很多，她們一天就 60 萬人，那就真的有媒體的力量了，隨便丟一個網址就可以把那個網站塞爆。也曾經整整一年半只有 200-300 人，不管寫多少就只有 200-300 人在瀏覽。 因爲站是自己架的，天天都會看報表，看有沒有什麼奇怪的人連過來，都會有這樣的習慣，想要了解怎樣的文章或什麼樣的人放了一個連結引用到我這邊的 blog 來，那可能表示說我們兩個談論的東西有所交集，交集有可能是正的或負的，正的就是對方 agree、負的就是 disagree，我覺得這樣可以進一步跟他作對話。 我會實驗，最有趣的一次是，2003 年農曆春節，很多老外對農曆春年很有興趣，他們會在搜尋引擎上打關鍵字 Chinese new year，那真子我就寫了七篇跟 Chinese new year 有關的文章，一星期之後搜尋引擎就會抓到，流量進來了。像這樣的實驗有上百個，像這次的摩托車日記電影，不管是在 yahoo、Google 查到的第一筆都是我這邊，可是這是兩年半所累積出來的，因爲我寫了太多跟機車摩托車有關的東西，約有 600 篇。之前有去跟片商談這部片，當時就已經有很多 blog 看過這部片覺得不錯而開始寫影評了，

		因爲這些影評的關係，最後促成了去年金馬獎首映會這部片的票都賣光了，就是網路行銷嘛，但這個網路行銷比較特別，並不是公司而是一堆喜歡看電影的在國外看過用 blog 寫下這些東西，然後台灣人就很興奮。
4	Blog 場所偏好：	
	最常在哪裡 blog?	有無線網路跟寬頻的關鍵性地方，辦公室、家裡、咖啡廳、捷運站大概就是這四個。我在寫 blog 過程會把自己跟環境區隔開來，也就是寫的過程中就算環境風吹雨打也沒有關係，所以有些人看到我會笑，因爲我在捷運門口 blog，捷運站從電扶梯上來，在轉角的手扶梯那邊，因爲我想到東西就想馬上寫起來，或是照了一張相很棒，就會想馬上傳上去，讀卡機接著就插上筆電。俄種情境對台灣來講比較不常看到，那在美國大學校園裡面就很多人做這種事情。我是有想到什麼，而且環境允許的情況下，像是不要下雨、也不要太亮，太亮螢幕會看不到，老外他們更妙有賣筆電專門遮陽罩，我沒有考慮過，因爲那樣子太蠢了。 捷運是在流動當中的，所以寫的速度會變很快；在家裡比較安靜、穩的環境，寫的動作與思緒都會慢下來。我是把自己丟如到那個情境裡面去體驗寫的節奏感，結果我發現寫的時候最有節奏感的是在捷運上，本來想要實驗新的捷運的文體，沒想到在捷運寫了兩天電腦就摔到，就不敢在捷運上面寫，因爲捷運的況狀很多，人家撞一下電腦就飛出去了，而且旁邊的人會一直看你。我不會在意，因爲四年前就開始做這個事情了，那時沒有無線網路，而且我還知道捷運車廂哪邊有插座可以用，不過應該不是合法的。 像是坐在咖啡廳，人會來來往往，我發現寫的時候，情境是比較獨立一點的，不會開 msn 跟人家哈啦，在家裡就會開 msn，所以 blog 動作也就特別緩慢。我也不會特別要聽音樂或是喝什麼東西，只要能無線上網就可以寫了。之前因爲同事都知道，所以可以在上班時間寫，主管也知道，如果突然不寫，主管反而覺得奇怪，或下來或是打電話開玩笑說：今天有什麼事情你上去寫一下吧。現在很多在入口網站工作的都會透露私底下自己有 blog，大概看一下就知道了，有時候機密就會不小心從這邊流出去。
5	虛擬日記與實體日記：	
	寫 blog 之前有手寫日記的習慣嗎? 通常寫些什麼?	沒有，完全沒有。 一開始寫就在網路上寫，我有備分四個地方，隔一陣子就燒一個光碟。
	Blog 在妳的生活中扮演何種角色? 或說，有了 blog 後妳的生活有何改變嗎?	找到工作的出路。我開始 blog 是有企圖的，主軸一直蠻明顯的，我會寫一些其他的東西誘拐人家來看這個談論機車跟摩托車的地方，這一塊我一直有在碰的，只要是寫這一方面的東西（指摩托車）都蠻上手的，但是你一開始就寫那種東西，沒有人會喜歡、沒興趣的。其實我切機車這個運動是從國外的角度來切的，這種東西在台灣幾乎是零，比如說：機車的安全，這是很嚴重的問題，算是比較嚴肅的那方面，我要誘拐人家開始重視這個問題，我不能直接切，所以只好從 blog 的人先聊 blog 或是這些藝文活動，漸漸讓他看到這個就想到我，就想到摩托車，或者是在路上看到大型重車就會想到我，我的階段性任務就用 blog 來達成。 講到鐵道旅遊就會想到李志文…我採取的途徑跟他們不一樣，他們一開始就採取傳統媒體那樣的出發點，我比較不希望那樣子做，我希望先把關注

		這個圈子的人拉大之後，再開始去做那樣子的東西，我想要走捷徑啊。

二、深度了解透過 blog 分享生活、溝通的動機與企圖：

1	媒體使用比較：	
	Blog 跟其他溝通管道工具（IM, BBS, email, homepage…）有什麼不同?	最主要的不一樣是因爲 blog 底下有 xml，以前網站與網站之間、個人網站與個人網站之間，無法自動的交換資訊，所以以前只能 copy 一篇文章 paste 過去、paste 過來。可是因爲 blog 底下有最關鍵的技術叫做 RSS，爲 xml 的一種，RSS 讓一篇文章裡面可以被標註是什麼時間寫的、主題是什麼、有多少字、產生者是誰、利用哪一套軟體產生出來…這些資訊都會跟著這篇文章，所以有辦法的人可以拿底下全世界標準化的資訊，拿去做交換、使用。這樣講比較抽象，實際應用的就是聯播網，那就是拿別人生出來的 RSS 去加工一下就跑出來了嘛。Blog 是第一個可以讓資訊分享這麼暢快的出版媒體，是一種多對多的交換方式，而不是一對多，像 IM 就是一對多。 當初沒有想這麼多，只是看到國外發展 blog 講的都很有道理，然後就偷偷看他們的文章偷偷學，就發現 blog 好像真的有這樣的特質，他們稱這的東西爲 social software，要讓人去做社交、人際關係的，那以前 software 做 design 時都沒有想到這一層，比如說：我要將文字出版到網路上，所以有 dreamweaver、frontpage 這些東西，只有單向的 publish 出去，但沒有考慮到彼此交換的問題，而這些交換又怎麼返回來跟人發生關係。 Blog 就是 social software 第一個起來的例子，以後還會有更好玩的東西，blog 算是 internet 崩潰後起來、結合最新技術、最成熟的一種玩法，這就是 blog 跟 IM、BBS、個人新聞台最不一樣的地方。 個人新聞台寫的再好、再怎麼樣，我沒有辦法把你的資訊拿出來加工，讓全世界其他人都知道。之前就有一個例子，一個芬蘭人上網搜尋看台灣人有沒有寫 blog，在搜尋引擎上打「Taiwan blogger」，就找到我了，看到我 blog 上面有聯絡方式，就寫 email 過來問我可不可以當個地陪。新聞台就比較難，因爲要看到資訊就一定得進到新聞台來，可是對老外來講那是一個全中文的介面，很難進去看。因爲 blog 底下的 xml 可以讓這些資訊被精準的定位，輻散到搜尋引擎上面。
	使用 blog 過程中是否曾經遭遇到困難或是美好的經驗?	（不好）大部分都是愉快的吧，不愉快的大概就是掛個捐款的 icon 掛了兩年沒有收到幾塊錢，國外很流行 pay mail 全世界小額捐款的付費機制，台灣不流行這個，國外有很多 bloggers 會掛一個小小的 banner 在右邊，想到就 click 一下捐 1 塊美金。但在台灣是不 work 的，因爲我們沒有這個習慣捐錢給人家，會覺得我們會不會被騙啊或怎樣。就是一個經驗啦，不算好也不算壞，想試試看。 （印象深刻）2003 年七月我自費去日本一趟，跟 moblog 有關的 moblogging conference，到那邊就看到全世界主要在推廣 moblog 的關鍵人物，不管是技術人員還是有頭有臉的人，都有點網路性格，所以跟一般研討會進行的方式不太一樣，比較輕鬆一點。那是比較特別的經驗啦，我也發現數位落差是怎麼樣造成的，媒體沒有報導所以大家就不知道，不知道之後就沒有辦法想像，沒有那樣的想像就會覺得網路就只有這樣子而已，網路游戲、偷拍…還有什麼。比較好玩的或是可以玩出一些新模式的，傳統媒體沒有能力去監督，我覺得還蠻明顯的。

		去年底 10 月後，因爲 blog 的關係，一些電腦雜誌覺得這個東西好像會起來便開始報導，輾轉來找我做採訪，即使是在網路這塊領域的人，他們對於 blog 的想像還是蠻單純的、蠻貧乏的，實際上跟國外還是有非常大的距離。後來在入口網站工作之後才發現這個事實，照理講應該是網路達人啊、IM 達人、相簿達人啊，可是完全不是，反而比較像是傳統編輯業，yahoo、pchome 也一樣，反而是一些重度使用者，比他們更了解服務的缺失。也就是這次去日本才猛然發覺到，而且對岸的關於 moblog 報導，甚至是北京的報社想用 skype 來訪談我，對我而言是一個 shock! 反而是台灣身邊的人還是不知道這是什麼。 所以我覺得數位落差都是想像的落差，而想像落差就來自於媒體報導。 （好）比較好玩的是快閃族，第一篇介紹文章是我寫的，後來聯合報開始寫就紅起來了。我是看國外新聞覺得很好玩，就趕快寫到 blog，寫一大篇介紹文章，很快炒起來但又很快就沒了，有夠快閃。那時候明明知道快閃很容易被政治、商業消費掉，就會出現什麼政治快閃族、在商業上就拿快閃的概念拍廣告或是玩一些行銷活動。
2	blogging 動機：	
	你覺得從 blog 中得到什麼?	我覺得影響蠻大的耶，連以後可能做的事情都完全不一樣了。因爲本來沒做網路這一塊，也不了解，可是因爲寫 blog 而有這方面的工作，我覺得這個就差蠻多的耶。很多寫 blog 都是以評論爲主，根據二手、三手、甚至四手新聞才寫評論，寫自己心情感受的也是佔很大的比例，但在台灣很少人寫關心大眾議題的 blog，而在國外圈子卻是很大的一股力量。 我一開始寫 blog 時就想跟「行動」結合在一起，改變什麼也好，所以寫的時候真的很認真、很花時間的。我覺得越花時間下去，blog 給你的反饋就越大，但如果只是當成寫日記的出口管道，那 blog 就只會停留在出口管道這個階段，這並非好不好的問題，而是你自己想怎麼定位。 比如說人的回饋，寫 blog 認識一些以前不可能有機會認識到的人，因爲這樣而建立起的關係就變成一輩子的朋友了，這是很妙的! 對於觀察媒體的能力，抓脈動的能力，我覺得是訓練出來的啦，這樣的東西價值是在於商情研究這一塊，你比人家早知道這東西是怎麼起來的，早一個月的話，就比別人多一個月時間準備。
	網路上發表文章平台很多，blog 吸引你的原因爲何?	快，不管是出版或是被人家讀到都很重要，可以在搜尋引擎或是 RSS 搜尋引擎上面看到我，機會都很大。BBS 出版很快，可是很難被人家看到。 這個名字念起來蠻拙蠻酷的，念起來拙拙的又很有力量。
	是否可以用一句話來形容你跟 blog 之間的關係呢？	Blog 是生命的出口，這樣好像太誇張了。可以透過 blog 重新認識自己是誰，這樣講可能會比較好，知道自己的能耐、限制是什麼。
3	分享生活的動機與企圖：	

	從分享這個觀點來談談你透過 Blog 分享了什麼資訊?	其實蠻雜的耶，我覺得是對自己喜愛事物的 passion、熱情，以前在公司很多人叫我熱血青年，我覺得自己透過 blog 蠻明顯的給人家感覺到這種 passion，蘊在裡面、有所控制的那種 passion。在這個時代當中可能還有一點點對人的啓示啦，你可以爲網路或是自己所在的地方做一些事情，我覺得有時候在寫東西會給人家這種感覺。有點勵志的味道，因爲每次都把話講很大，然後就…（哈哈）。 Moblog 就好幾次了，我是從台北跑到高雄再跑回來一趟這才叫做 moblog，台一線沿線一直照，一公里照一張，連攝影都拍下來了。我在武嶺上也 moblog 過，在水裡也 moblog 過，因爲手機有藍芽跟紅外線，可以 remote control，在水裡可以控制 camera 拍相片，其實我是在游泳池裡面啦，所以我把手機固定在罐子裡再丟到水裡，從水底往上面拍。 也有一些比較極端的情況啦，像是一邊騎車一邊拍自己啊，或是自己從比較高的地方跳下來拍。因爲可以取鏡的角度很不一樣，所以就試試看。像台北 101 開幕的時候，前後兩天我都有去做 moblog，然後同時間發到國外的 moblog 網站去。
	你希望誰會看到這些資訊呢?	我覺得有沒有看到沒關係，但是要看到之後有所行動，對你自己關心的領域有所行動，這對我來講比較重要。其實寫東西是很簡單的，要走出那一步是比較難的。
	關於私人資訊的部分，怎麼處理?	我覺得這可以比較細膩的安排，同樣都是公開資訊，可是如果你寫的東西就只有自己看得懂，別人看不懂，其實就沒有什麼問題了。我採取的方式是讓人家看不懂我再寫什麼東西，因爲連我自己都看不懂，所以別人就不會來找我。 有時候連我自己都看不是很懂，就摘錄幾句話，再加上一小段評論跟問號丟上去，有在這個領域工作的人就會問我說：schee 你寫這個好深奧喔，我都看不懂。 蠻多時候都這樣子的啦，有時候還會被笑說：schee 你寫這個不像是中文耶。我說我知道，因爲我是硬翻過來的。
	在 Blog 上面分享生活經驗時，是否曾經遭遇過任何不開心或是愉快的經驗呢?	幾乎沒有不愉快的經驗，因爲在工作上沒什麼顧忌，而且我寫的有時候跟人比較沒有關係，而且我一開始就讓人家知道我有寫 blog，所以就不會有匿名不匿名、或被工作影響到的問題。 （好）我覺得還是人耶，認識很多很妙的人，完全沒有想到會認識的人，這個就非常棒了!
	停止 blog 之後的網路生活?	都完全沒有網路上做事情。 那天去 MoRlax! 聚會，其他幾個 blogger 在賭說：他一定憋不住，我們打賭他一個禮拜之內會重新寫 blog! 而我自己，那是節奏的問題，當你跟資訊跟的很快，那節奏會快，當慢下來的時候會不適應。當你慢下來再去追 blog，每天那麼多新聞，資訊焦慮就爆炸了。我覺得這樣比較可以知道下階段要怎麼走，因爲寫 blog 已經不用什麼大腦就可以寫了，對，所以寫出來可能都很不負責任，所以可能要想一些新的、不一樣的東西出來。還不知道什麼時候開始寫，不過我一定

		會跟摩托車結合在一起，因爲我對於摩托車旅行非常有興趣，大部分的人都沒有騎摩托車超過一百公里的經驗，一千公里就更不用講了，而我認爲這種經驗可以透過幾個方式來達成：（1）文字，這個大家都在做了。（2）照片，這也很多人在做了。（3）聲音呢? 大車很妙的就是排氣的浪聲，我想做的東西就是，這兩天紐約時報有報 Pod casting，Blog 是文字加上 RSS 丟出去，Pod casting 是 audio 加上 RSS 一起丟出去。有人說 blog 是改變新聞學的定義，挑戰既有的新聞學和媒體。Pod casting 就是挑戰既有的廣播 radio。我想試試看，實際做法就是我一邊騎車一邊錄音，回來之後再 mix 一下。我還沒有想到要怎麼安排比較好，可能高亢的時候排氣管聲音就高一下，就是想在旅遊中把這樣的經驗在網路上散撥開來。我在 mobile 移動過程當中要怎麼做 Pod cast，國外目前也還沒有人在做，這種狀況有點像是當初在玩 moblog 時候，要自己想出比較好的 solution，而這個 solution 反過來當我們在做 design device 的時候，可能有更好的硬體或是軟體方面的服務，讓使用者更順暢的把經驗分享出去，不管是錄的還是照的。力道可能不會那麼強啦，因爲現在也完全沒有新聞在報導…大概又要作一年之後，新聞才會覺得這個有趣…
	透過 Blog 分享生活對妳的社交圈子是否有所影響呢？	蠻大的，因爲我是那種不太爽跟人家聊天的那一型（哈哈）blog 讓我開啓了視野，也開啓另一個社交圈子。以前完全沒有習慣跟朋友一起出去看電影啊、喝咖啡，可是因爲寫 blog 之後，有人就會三不五時約出去喝咖啡啊，也不知道要幹什麼，就大家一起在那邊寫 blog，也很好笑。其實大家都在家裡或學校都可以上網啊，可是爲什麼大家都要跑到同一地方去做同樣的事? 常常會有這種狀況，蠻好玩的，剛開始這一群人會跟自己屬性比較相近，漸漸的會遇到可能聽過或寫過 blog 但對於網路使用不是那麼深，而這群人有點年紀比較大 40-50 歲、年紀比較小 10 幾歲的人，說穿了也是網聚，但這個網聚的過程，因爲每個人都有 blog，所以網聚的過程是可以記載下來的，而這個記載是分散的，而不像以前的網聚，因爲都是同一站，如果站垮掉所有東西就沒了。而 blog 是分散的記憶，如果其中一人垮掉了，也還有其他人的可以找到。
	分享這個因素大約佔你個人 Blog 多少的比重?	還蠻多的，我的 blog 後來寫很少自己的東西。前五年像是 yahoo 我們稱之爲出口網站，後五年像是 google 我們稱之爲出口網站，出口網站就是你透過我更快找到你要的東西。那我把這樣的概念套在我的 blog 上面，我看到什麼新聞就給連結，我也沒有什麼評論，可是重要的東西我是暗中偷偷定義什麼是重要的，所以你可以透過我的 blog 連到我認爲重要的東西。 那這是一種分享，我認爲這個重要、這個好，給個連結，你就可以透過我很快到那邊去。所以有人說：你很小氣，都沒有寫自己的東西。
4	對於 moblog 的看法：	
	你會希望隨時隨地就能將生活中經歷的事物發表到你的 Blog 上面嗎? 爲什麼?	有一陣子會這樣想，就是整天腦子裡只有那個單字而已（moblog）。就想著要怎麼把這個東西放到 blog 上面去、版面該怎麼安排…後來就沒有了，強迫自己沒有一直想著 blog，有時候要跳開來看一下，當你在追的時候要跳進去，那一種不斷轉換的過程。
	最近有 Blog server 在推行 moblog，也就是透過行動電話，將拍到的照片跟文字	我覺得 moblog 一定要跟 social software 連在一起，因爲 moblog 有蜜月期，第一個月很高興把所有拍的照片丟到 web 上，隔一個月你就不知道這些照片的意義在哪裡了。國外很多 moblog 都遇到這種狀況，所以要把 moblog

	一起傳送到 Blog 即時發布，你對於這種發表模式的看法如何?	跟 social software 或 community 連在一起，我覺得才有比較好的出路。 我們手機爆貴，硬體的價格也限制我們去使用加值應用的功能，data service 嘛，真正大的還是簡訊跟話務，這跟手機價格有關係、跟 GPRS 貴有關係，第一個月 moblog 很高興，帳單收到就七千多塊，第三個月就紛紛退租。

受訪對象：User F

基本資料：29 歲女生、補教業

使用 blog 時間：1-2 年

發佈文章頻率：1 星期兩次以上

發佈文章內容：文字、照片、圖片、小影片、自己的創作、其他：日記

讀者來源：家人、朋友、同學、另一半、同事、陌生人

Blog 場所（依順位）：家裡、上班場所、公共場合

受訪日期：2005/03/14

一、廣泛了解使用者 blog 的使用背景與經驗：

1	網路使用經驗：	
	何時開始使用網路?	很久耶，十年超過，1994 讀大學開始，大一就開始用網路，BBS 啊、Unix，好恐怖。大二才有 internet，才知道有什麼 Yahoo 啊、蕃薯藤。
	每天平均上網時數?	這是個很難回答的問題，斷斷續續連掛在哪邊也算的話應該有 12 個鐘頭吧。起床就開機啦，直到睡覺才關機。算是很重度，我老公更重度，他到廁所去都要藍芽、無線網路，像筆電都是帶著走，我現在也是，到哪邊都是無線網路，這邊也是、我婆家、老公家、自己家裡也是、上班也是。所以我到哪裡一定隨身帶著筆電，我老公已經進化到很小一台的 PDA，他 PDA 上網經驗很久很久，從 1996 年就開始用 PDA 接 modem 上網，我們家是從這三年才開始無線網路，我們家也算快，是全桃園第二家。
2	開始 blog 的原因：	
	如何接觸、知道 blog?	我有一個朋友跟我說 blog 是一個新的介面，我是 2004 年 1 月到無名算是早的，無名好像是 2003 年 12 月才推出的服務嘛，去年 1 月之前聽到一個朋友推薦，她就是喜歡嘗試新的東西，她就告訴我無名有推出這個服務，那當時已經有相本、留言板等功能了。那我就覺得「ㄟ，還不錯啊」雖然不能外連，但是自己要放東西在那邊還蠻方便的。那時我自己已經有買網站空間可以放，如果可以寫一些零零碎碎、不是很重要、很 trivial 的事情，

		像寫日記一樣，放在無名 blog 也還 ok 啦。 一開始接觸到做網頁是大學社團有一個老骨頭的空間，就是給畢業的校友，我就把活動的照片跟通訊錄整理一下，再弄個留言板，就開始一直做，就是這樣才學會編輯照片等等。學了之後也把自己以前去旅行的東西拿出來整理整理，最後才東一塊西一塊湊成一個網站，所以人家才覺得「哇! 好雜好亂喔!」 常常有人在我的網站裡面迷路，而且我覺得統整的不是很好，我都覺得那不是賺錢的，管它的，自己開心就好。
3	爲何想擁有自己的 blog?	
	有無其他類似於 blog 的…	有兩個 blog 啊，我的日記本跟 blog 是同時並進的，到現在我還是繼續在寫日記本，只是日記本來是自己的 MT 版放在我先生的網站下面，他幫我架跟備份、我負責寫。其他就是個人網頁。 曾經有過電子報，但是後來沒有發報，就很麻煩，要管理訂戶什麼的，我覺得會有壓力啦，發電子報就會有頻率上的問題，不像 blog 有更新就更新，沒更新就算了。其實內容都是一樣的，只是不同媒介，一個 through mail、一個在 web。 有啊，我也有新聞台，還在啦，可是我沒有寫了，因爲當的頻率太高了。2000 年開始用明日報新聞台。我 2003 年結婚，結婚前就已經到 blog（自己開的 MT 版），2004 年到無名 blog。鄉村部落格、sina 我也有去，反正只要想得到的我都有去過，我會嘗新啦，日本 exblog 我也有去，Hinet Xuite 是備份而已，因爲 Xuite 備份太容易了。因爲無名沒有備份的機制，所以只好這樣。 我現在以無名跟目光一起更新，要用 Xuite 備分是因爲我想要把回應一塊備份，回應跟照片，因爲現在照片都不放在無名，不能抓下來，所以都放在 flicker，這樣照片可以外連，這樣目光就可以同時連結。其實我只想知道哪些格式是相容的，哪些可以互通備份這樣就夠了。
	持續寫 blog 的動力是?	因爲我好奇心重，我覺得是自己個性吧，就想看看這個東西是什麼，就像新的軟體也是會啊，不只是網路而已。當然人是會有慣性的，你習慣在哪裡做事情，就會習慣這樣做，雖然到處的 blog 或相本我都去，但到最後只會固定在一個地方寫。誰比較早用、比較多、比較麻煩，最後就固定在哪裡，就像我的個人網站，實在很懶的搬啊，很多東西 400-500MB 光是想到搬家就頭痛。
4	blog 讀寫經驗：	
	讀、寫	寫比較早吧，我一開始只有看我的跟老公的日記 blog 而已。他的日記比我早，8-9 月就搬到 blog 去，寫些生活上工作上的愉快不愉快、台東見聞，後來弄久覺得不錯就開個帳號給我寫，後來才跳到無名，無名就寫一些很瑣碎的事情，不是日記的。像今天來湖水岸玩，就記在無名 blog 像是遊樂指南之類的，比如說之前旅行的東西，如果寫在日記裡面就會覺得有點奇怪，所以我把它分開來，雖然說這些都是生活，但因爲不屬於心情、日記的東西就獨立出來放在無名 blog，變成雜記。對，有屬性上的不同。

	平均花多久時間讀 blog?	很多，上百個吧，我巡依次大概要一個禮拜，而且網網相連。有些會背網址，有些會加到我的最愛裡面，你看我 blog 上面的連結還有 version1、version2，我還用一篇文章來列連結，因爲連結太多了。不過有些連結是人家要我把他們加入的，交朋友嘛。好看的 blog 我天天都會看，比較有看也可以沒看也可以的就一個禮拜看一次，因爲有些人也是很久才更新一次啊，天天會更新的我就天天都去看。
	平均在別人 blog 回覆意見的次數?	當然啊，同意不同意都會啊，或是糾正。 回應字數多寡會看情況、心情、時間，都不一定，有時候你想什麼東西，但不想寫就沒回應了，也要看對象啦。有些人會接受你給的意見，有些人會覺得我去吐槽幹嘛。
	發表文章的頻率?	一天一次、一天數次、兩天一次，都有。
	每次寫文章花約多少時間?	不一定耶，有時候 20 分鐘就寫完一篇，有時候就拖很久，可能因爲我覺得這篇文章需要沉澱，比如說我現在坐在這邊沒有人打擾我、心情又很好、又剛好很想寫這篇，想把這些文字都寫出來打出來，我就會趕快把它寫完。有時候是覺得這個東西很好玩，在我腦袋裡不會被洗掉，所以晚點寫沒有關係。 因爲我每天無時無刻都有很多很好玩的念頭，可能在洗澡的時候都覺得可以寫一下，可是哪有那麼多時間寫，所以就會拖啊。 所以我現在用 PDA 啊，把要寫的事情 memo 起來，做一個 to-do 會跳出來提醒我。
	讀者回覆意見的次數?	很多耶，我不知道我是不是第一個爆留言回覆的人耶，就是留言回覆已經到了上限而且都沒有辦法再留言，無名有設定一個數量 6000 個回應，後來我就寫信給站長，他就幫我開到 6 萬個，如果再爆的話再告訴我。像我之前在弄 backup 文章，一天就有 400 個留言啦，上次情人節 3/14 又 130 個留言，我就覺得很奇怪怎麼會有這麼多留言，是在上面聊天嗎。 我都會看，可是我覺得有些只是過客，像是有好康就來這邊領一下，我就完全沒有印象了。可是如果是常常會來這邊給你 comment 的人，我就會記得他是誰，那他有來我也會知道、記得，就看平常互動的頻率多寡吧。 當回應越來越多已經像是討論、文章的一部分時，我就會比較認真看一下它們的網誌，可是現在太多路人甲乙丙丁，可能只來一次就不再來的，我就很少認真去看。 而且現在新加入很多小白，好歹也把以前的文章去看，很多答案都在裡面，我現在已經回覆到沒什麼力氣了。比如問說：你用什麼相機? 我的相機都已經在關於我的地方寫的很清楚了，他們什麼都不看就問我，那我還要把那篇文章的 link 找出來再貼上去。
	主要是誰會在你的 blog 上做回應?	欣賞我的人，可能是覺得我寫的東西很意思吧，因爲這個 blog 也有不少忠實讀者，後來很多是沒有留言但是天天都來看的那一種，不會不懷好意啦，就蠻喜歡看你寫一些新的想法。我知道啦，因爲她們後來會寫信跟我講。

	你會希望聽到別人的回應嗎?	當然會啊，我最不喜歡看的是「好棒喔」「好悠閒喔」，我寫 blog 不是要人來旁邊拍手，我覺得要真的心裡有迴響再留言。我覺得即使沒有回應也沒關係，不需要這樣錦上添花，因爲我知道有人來看。就算寫了沒有共鳴也沒關係呀，我自己覺得好玩就好。
	你覺得每天有多少人看你的 blog? 請盡可能估計。	400-500 個人吧，可是每天都會一千多人次耶，每次要是遇到破表就會把表抓起來。
	什麼情況下會想寫文章?	都很興奮啊，趕快要寫出來給大家看啊。通常在床上，我的房間是和室，放一張彈簧床墊在上面，我跟我妹就窩在上面，枕頭沒睡就拿開放電腦，趴著或躺著寫 blog，所以我老公說我是忍者龜，蓋著棉被、腳翹起來很像烏龜。
5	Blog 場所偏好：	
	最常在哪裡 blog?	床上，下班後回家裡就在房間裡寫。有時候起床想到昨天晚上還沒寫完的文章把它趕完。各家床上，我老公家床上、我婆家床上、我娘家床上，再來就書桌上，再來就辦公室。
	喜歡在哪裡 blog?	因爲台灣很冷啊，很熱的時候也想在床上吹冷氣啊，外面又沒有。
6	虛擬日記與實體日記：	
	寫 blog 之前有手寫日記的習慣嗎? 通常寫些什麼?	我一直有寫日記的習慣，看我的網誌就知道，寫很久了。 有啊，我有好幾本手寫日記。
	有了 Blog 之後，還繼續保有手寫日記札記的習慣嗎?	但現在比較少手寫日記了，除非是不能寫 blog 的時候，比如說出國時沒有帶筆記型電腦，或 PDA 點的很累的時候，或在飛機上不能開啓電子儀器時，我會手寫，不過就變成一張一張紙條夾在筆記本裡面。（現場拿出筆記本給我們看）還畫圖，還夾一些比較沒辦法收藏、去玩的東西，住宿的啦一些有的沒有的。我的 blog 裡面有收藏記憶的方法，都是用沖洗店送的相本，出國時就帶一本去，可以依照日期把一些旅行的東西放進去，絕對不會丟掉，到時候回來就是一本。1999 去奈良京都，人家都沒辦法把楓葉、杏樹的葉子收藏起來，我都可以，而且還能放報紙收乾。 只是我發現現在手寫的速度沒有打字的快，這也跟我的生活有關，我跟老公在網路上認識，平常要聯絡都要靠網路，所以速度一定要快，速度不夠快兩個人講話很容易誤會、吵架。我們都是用 msn 連絡，跟我婆婆（57 歲）也是、我爸爸、妹妹、哥哥、弟弟也是，我們全家都有 msn。
	Blog 在妳的生活中扮演何種角色? 或說，有了 blog 後妳的生活有何改變嗎?	有一個影響是，我的日記本因爲 blog 的關係從公開變隱藏，不想我的私生活曝光太多，因爲我覺得我會受到太多的打擾。不能因爲我是 blogger 就好像是公眾人物一樣，這個對我來講會造成很大的困擾，也會覺得比較不好。 我之後想把我的旅遊經驗複製出書，這算是 blog 對我最大的影響，因爲我寫的東西有人看，而且書寫已經變成是一種習慣，如果可以這樣的話，算是小小的成就感。

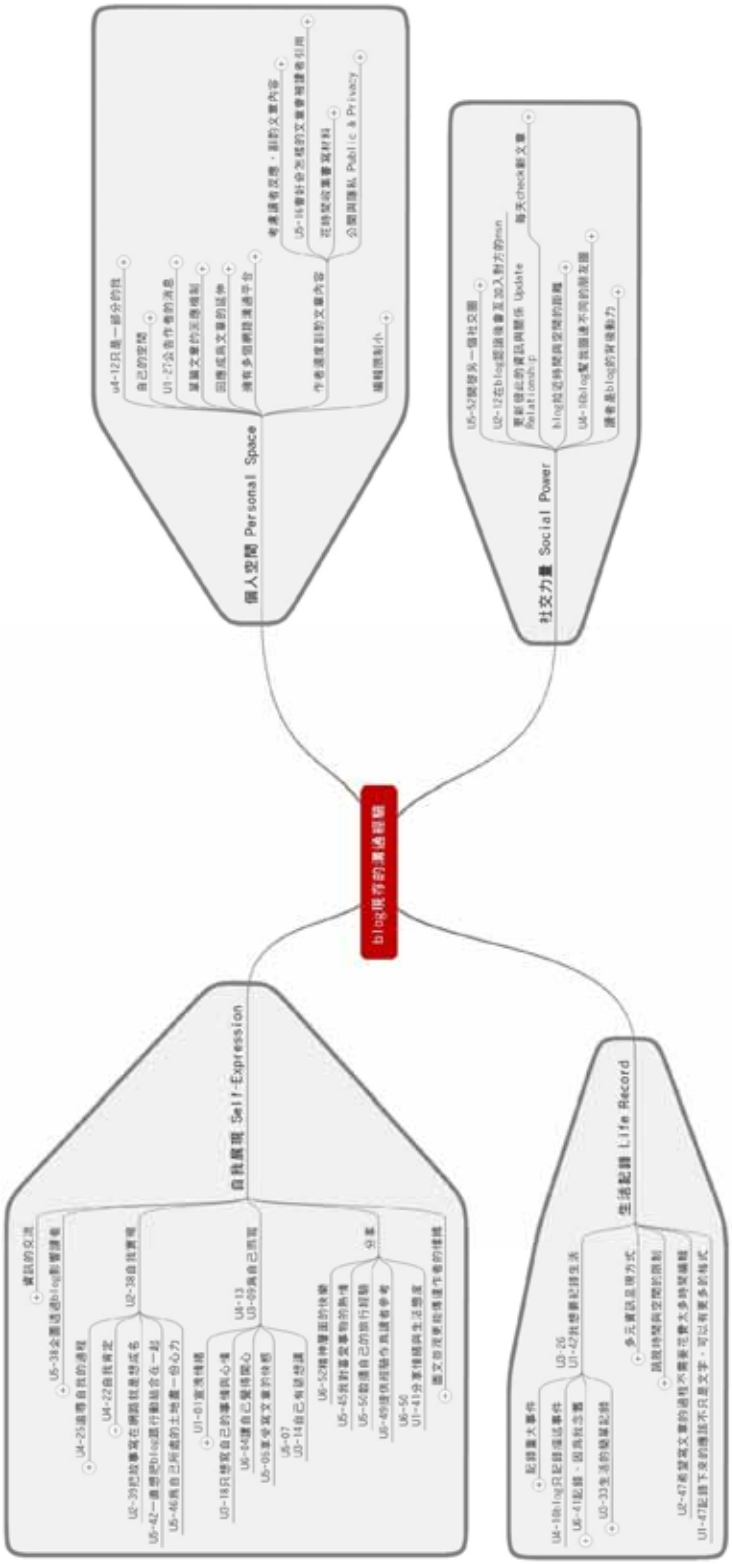
二、深度了解透過 blog 分享生活、溝通的動機與企圖：

1	媒體使用比較：	
	Blog 跟其他溝通管道工具（IM, BBS, email, homepage…）有什麼不同?	Blog 跟其他媒介不一樣的地方就是可以馬上 reply，有點像 BBS，只是有圖的 BBS。 個人網站如果不是特殊的格式，很難有互動性。 討論區比較封閉吧，沒有辦法點進去看到一篇文章，沒有主體性，感覺每個人都可以當主人。而 blog 是一個主人、其他人都是客人。 Blog 連我這種什麼都不懂的人都弄得起來的話都 ok 啦，blog 有 template 嘛樣板，即使你一開始不會，也可以選擇一個既有的、自己喜歡的，摸久就像我一樣就熟了，要改要玩都可以，這就是 blog 跟別人不一樣的地方囉。
	使用 blog 過程中是否曾經遭遇到困難或是美好的經驗?	（好）善用 blog 這個工具而且可以達到效果，這個真的有耶，湖水岸也是因爲這樣子才跟她們很好，因爲後來只要來我就會報導，好像有點廣告的效果。像我去買 temper 的枕頭，有好多人也因爲我介紹 temper 的枕頭，知道這樣商品也去買，覺得不錯。最明顯的就是歐舒丹，我覺她們應該要付我廣告費，真的太多人因爲我買也跟著去買，湖水岸老闆娘也買了，那天我送她一個試用包，她就跑去買了快 8000 塊。像台東大車輪也對我很好，還有台東米勒髮廊，我每次去他們都把我當貴賓。我當初的用意並不是要幫他們做廣告或是想要 feedback，完全沒有，我只是覺得這個東西還不錯，而且是我自己的經驗，就有點使用者見證的感覺，後來結果就好像變成那些受惠到的人都會覺得很感謝我。 （壞）有人惡意留言，子虛烏有的事情，故意要抹黑我。我覺得應該是現實生活中認識我的人，不是每個人都是善類啊，總會有人忌妒我或什麼，因爲我現在生活過的還不錯，他就覺得看不下去吧，就想辦法抹黑我啊，很無聊耶。我一度想要關掉 blog，我今年 1 月 20 幾號就想關掉，而且當時無名很不穩一直當站，後來就抱著死馬當活馬醫的心態繼續寫，結果沒想到還活起來了。 有的人會對你的私生活有興趣，或是現實生活裡對你不懷好意的人，可能就會上來這邊無中生有，或是讓你的一些隱私曝光，我到現在還是不知道得罪了誰。 我會把帳號密碼給一些可以信任的朋友，大家都可以一起來監督砍惡意留言，那這些朋友也都有 blog，是網路世界裡的朋友，比如說我出國三天，就會請他們來幫我管理。 （好）美好很多啊，像我來這邊都有好康可以拿，像我來這邊（湖水岸）都可以打個九折、幾折這樣，雞犬昇天嘛，大家都可以打折。然後去買枕頭可以買一送一囉，他們知道我老公有寫過，之前我還沒寫之前，老公就已經買了兩三個枕頭，你去 google 搜尋第一個就是他寫的，像我的名字是 ama 嘛，在 google 搜尋都列在蠻前面的。那這樣可能有點好處吧，如果他們的商品在我那邊出現的話，他的曝光率也一樣高，而且我們是市井小民啊，就一般人來說會認爲這是我們生活裡面的東西，不是廣告，廣告裡面的東西我們不知道是好是壞，而我是因爲真的好所以才報導，之後才有好處的。就像我幫大車輪報導美食嘛，後來店家知道是我之後，我去那邊就「哇! 真感謝妳!」她們知道有個老師幫店拍照拍的好漂亮，比花錢拍的 DM 還漂亮，每次去就會撒密斯，不是送麻糬就是茶什麼的，就有那種 special

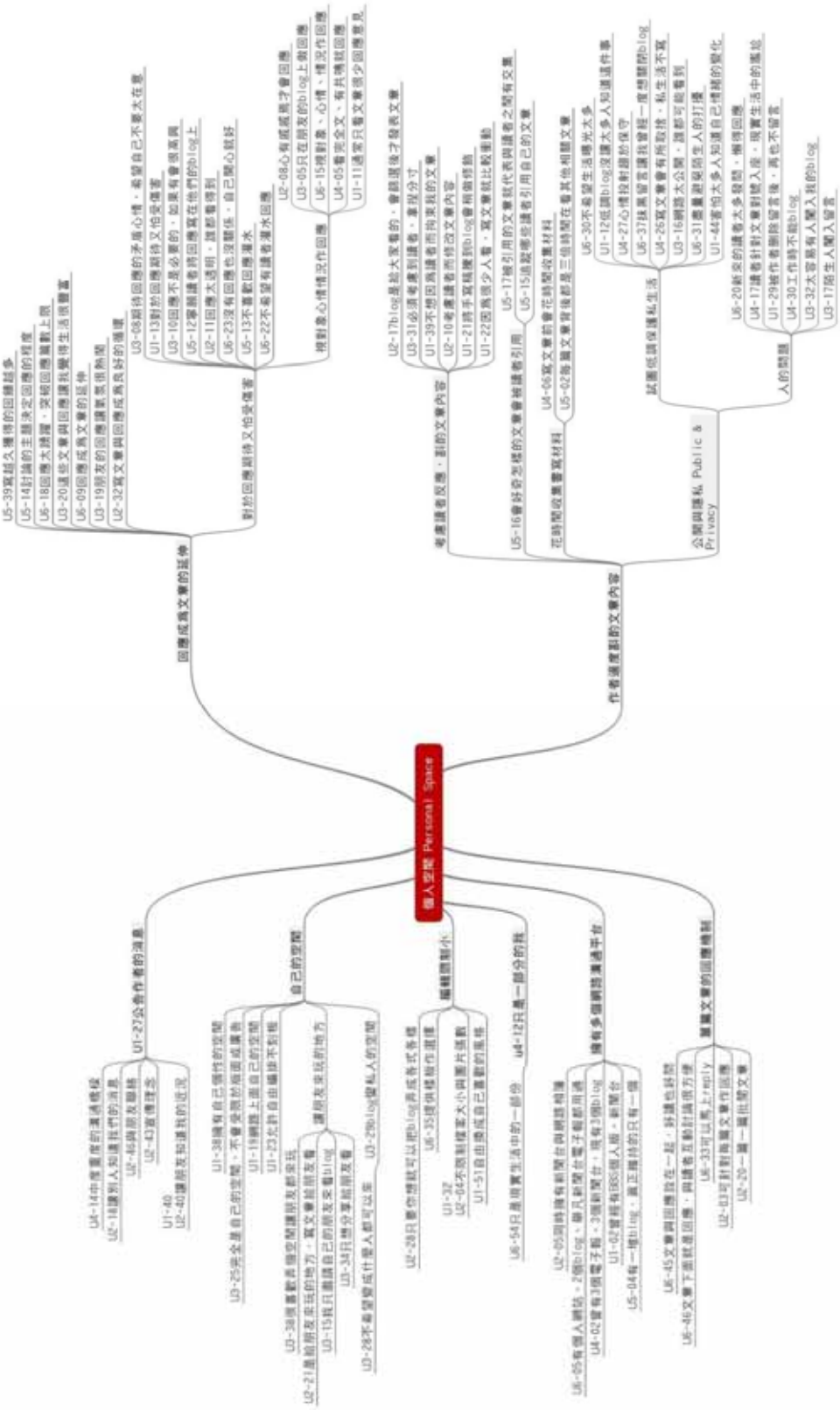
		的。這真的是很美好的地方，覺得人跟人之間，從原來不認識變成認識，然後會變成生活當中真實的朋友。 （好）你會發現很多人在同一個地方看你，就一直都在看你。之前我老公送我 tiffiny 戒指，然後我就寫了一篇「I got a blue box on 2003/4/11」我就因爲這個一炮而紅，他們覺得很真誠，我寫了 10 幾頁吧照片加上文字，就很多人看了那一篇覺得好俏皮、好好玩、好幸福、好浪漫…然後他們就一直看，我走到哪就看到哪。後來 2004/3/18 寫兩周年紀念時，很多人開始 reply 告訴我說他們從買戒指那篇一直看文章看到現在。這對我來講是一種鼓勵呀，他們給我的肯定吧，我不會覺得我寫的東西好無聊好無趣，至少還有人在看，而且交道不少朋友啦。你看，這是一個朋友送我的繽紛蛋糕，蛋糕當然吃完了，只剩下卡片留下來，這就是網友啊! 像我到台東的時候也會買東西給她（show 宅配收據）真實生活當中會有一些互動，在網路上認識的人不全然是不好的人啦，有很多不錯的人。
2	blogging 動機：	
	爲什麼想要 blog? 你覺得從 blog 中得到什麼?	記錄啊，我很念舊，我想把很多東西、美好記憶都留下來，所以我想把東西都記下來，看我寫日記就知道啦，我喜歡寫日記那會寫 blog 就不意外啦。blog 只是一個延伸而已，寫的更細一點。還有一個很大的動機是，如果做網站的話，要做的很完整才能 publish，比如說寫一篇遊記，要寫行程、照片、每天做的事情、要寫吃寫住…很多很多東西，如果只是一篇一篇做又好像沒有什麼整體性，弄出來又零零碎碎的。如果用 blog 寫，就可以統整起來，可以分類別，blog 是可以非常快速做出網站的東西，我當初用的時候覺得太容易上手了。 我的文章大部分都是食記、遊記、消費、還有一些好玩的東西，比如說我們家胖胖翻筋斗，或者是我媽今天做了什麼好玩的東西啊，很輕鬆。 有時候我會猶豫啦，寫了這麼多，好像有點沒意義，因爲寫一定要時間，花了這麼多時間在這邊，還不如花時間去運動。我老公都說我是電腦植物人，所以身體會越來越不好就是這樣子，所以我偶而還會去騎騎腳踏車啊散步。
	網路上發表文章平台很多，blog 吸引你的原因爲何?	互動，跟看文章的人的互動。看個人網站的人不見得會有所互動，因爲他還要找你的留言板，而且沒辦法很直接敘述或敘述不清，可是如果是 blog 的話整個介面就很好，文章在上面、回應在下面，看的人很好找到他問的問題是什麼東西，問的人也很好去敘述他問了什麼東西。這是 blog 比其他媒介好讀的原因。 發表很方便，可是如果是做個人網站就一定要有 frontpage 編輯程式，還有上傳也需要 ftp 程式。Blog 就只要上網登錄就好了，以前我用 cgi 日記也是，到日本玩也可以寫，因爲只要登錄管理就可以寫，但是照片還是要獨立另外放，blog 也只需要把照片放在同一個 server 裡面就可以了，所以是非常 user friendly 的介面，讓你覺得不用害怕網路、害怕發表文字，反正只要你想做就能夠做，所以門檻很低很低啦，連國小小朋友、老阿嬤都在寫。
3	分享生活的動機與企圖：	

	從分享這個觀點來談談你透過 Blog 分享了什麼資訊?	真的覺得東西很好，像我今天來這邊喝茶，嗯…覺得環境很好、飲料很不錯、音樂很好、燈光氣氛很好，台北沒有這樣寬敞舒適的地方、便宜的消費，我覺得我應該要講就會寫。所有的東西都是因爲這樣的動機，可能別人還沒有這樣的體驗，那我經歷過不管是好還是不好，都可以寫出來，那人家就可以當成一個 reference。 很多耶，我覺得最重要的是情緒，不是分享的內容跟東西，而是你的情緒跟態度，覺得這個世界很美好，什麼東西都是值得期待的，對什麼東西都抱持著一個希望，我覺得我分享最多的是這個東西。沒什麼東西好悲觀的，反正明天過後又是 another new day! 所以看我的 blog 跟老公的 blog 是完全兩個世界! 我永遠都是很輕快、很明快的風格，都用很多的語助詞，喔拉什麼的，感覺比較活潑有趣，我常常都跟我的學生講說：悲也一天，喜也一天，何不歡歡樂樂過日子。 妳憂愁也讓人跟著你一起憂愁，你快樂讓大家跟著你一起快樂。我覺得 blog 最重要的是在分享快樂，而不是湖水岸多好吃啊、歐舒丹怎麼好用啊，我最初想要分享的並不是這些比較物質上的東西，我的以精神層次比較多，在分享這些東西的時候，分享的是快樂、我在使用這些東西的心情。
	是何種原因讓你願意持續而且主動的發表文章、在網路上分享自己的生活資訊呢?	虛榮，我會不會太誠實了，那種感覺可能是別人並不這樣覺得，可是自己就會覺得「他們好像很喜歡我」，根本是自己的想像、揣測，因爲別人並沒有這樣說，偶爾會有人鼓勵我說：好喜歡你這樣寫喔之類的話，比例也不是很高，但是自己會覺得，如果 10 個人有 1 個人這樣說的話，那就夠了! 這是一種虛榮嘛，覺得他們好像真的很喜歡我耶，嗯! 我應該繼續寫下去! 我自己愛寫愛講，在還沒有 blog 之前就愛寫愛講，光是結婚網頁就寫了一堆，可是後來結婚周年就沒有放在 blog 上面了，因爲太多 privacy，有自己家人、老公的家人、大家的家人什麼的，我絕透露太多了。結婚前我就覺得應該要拿掉，所以就定一個日期，免得讓人覺得很奇怪，覺得唉唷發生什麼事情。
	透過 Blog 分享生活對妳的社交圈子是否有所影響呢？	本來就很會社交了，對我來講好像比較沒有差別太多，而且我自己本身就在做生意啊，本來生活裡就一直跟人相處啊，只是把現實生活搬到網路上這個媒介而已。
	分享這個因素大約佔你個人 Blog 多少的比重?	80 上下吧，其他 20 就是碎碎唸啊、炫耀啦我家胖胖真棒、我有一個這麼能幹的媽媽啦。
4	對於 moblog 的看法：	
	你會希望隨時隨地就能將生活中經歷的事物發表到你的 Blog 上面嗎? 爲什麼?	會啊，我就是這麼做啊，筆電是生活必需品，我自己就有三台筆電，老公也有三台，我每次都開兩台做事，一台處理照片，一台寫文章或聊天。因爲可以帶上帶下啊，資料都存在裡面，出國都要帶著。
	最近有 Blog server 在推行 moblog，也就是透過行動電話，將拍到的照片跟文字一起傳送到 Blog 即時發布，你對於這種發表模式的看法如何?	年輕人會用吧! 我老公也會用，他是要試用手機的新功能，而且方便性很重要，如果路上看到什麼有趣的東西，啪!就可傳到網路上，不用傳簡訊就可以看得到了。他是炫耀手機的功能跟網路的服務連結的很好。 可是對我來講，我會處理照片，而起所到之處都有網路，再說我的手機是 66 塊方案，哪能傳什麼 MMS 啊，所以我完全不依賴。

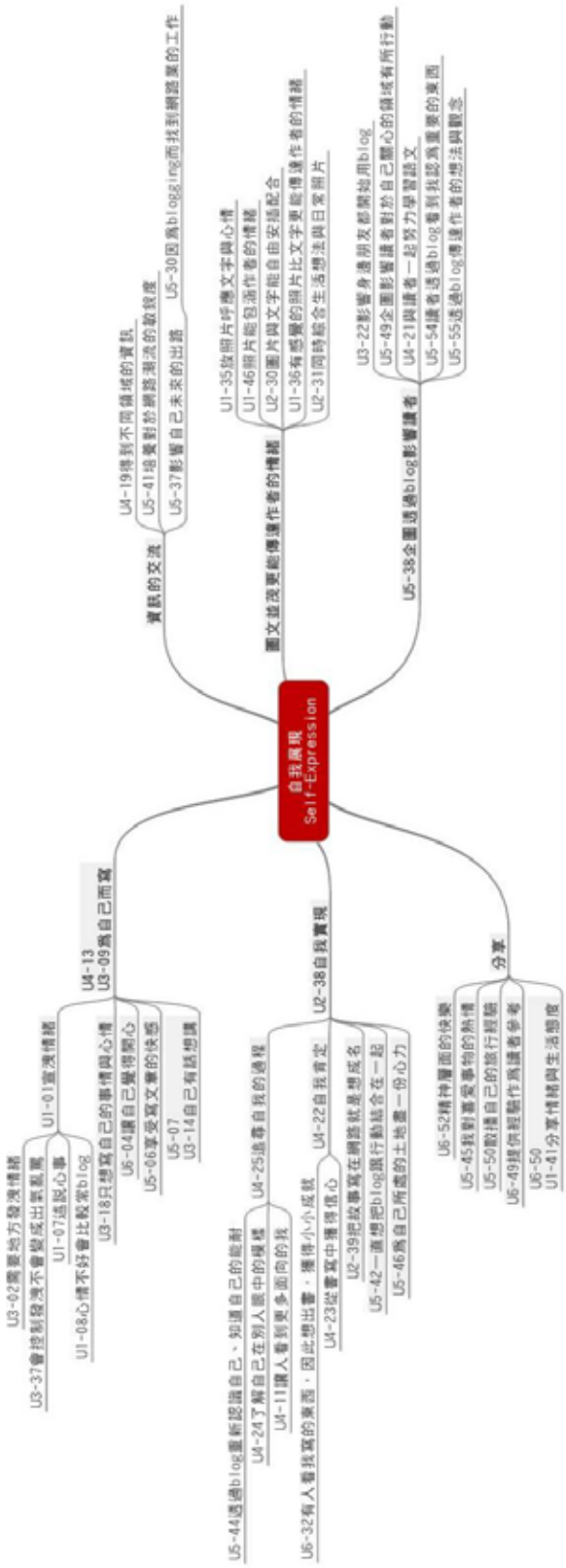
Appendix D: Affinity Diagrams of Blogging Experience (Chinese)



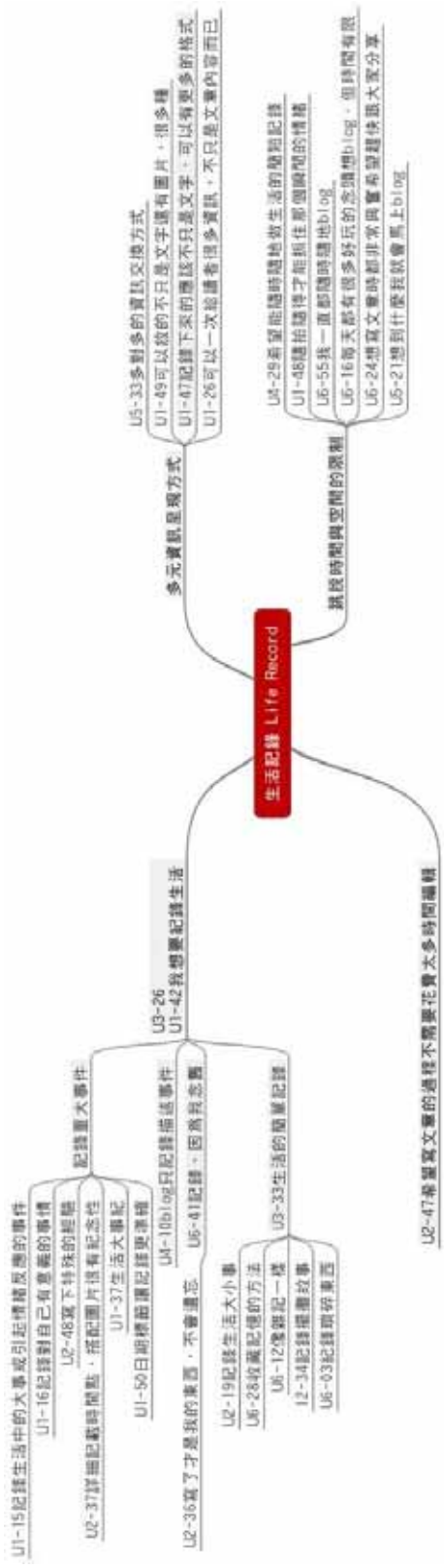
• 個人空間 **Personal Space**



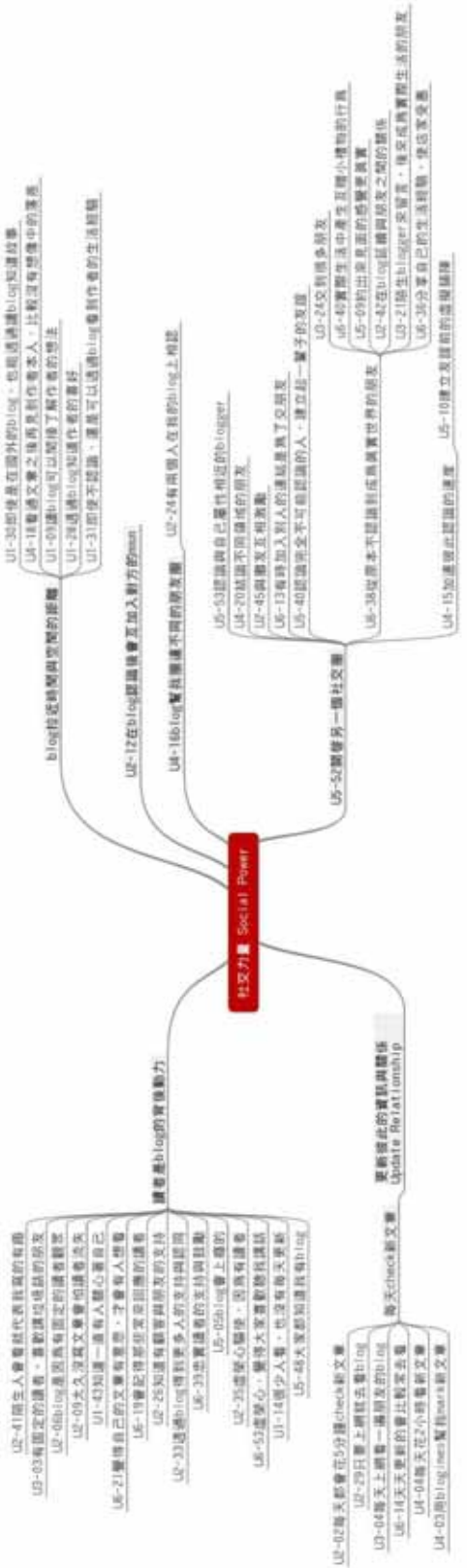
• **自我展現 Self -Expression**



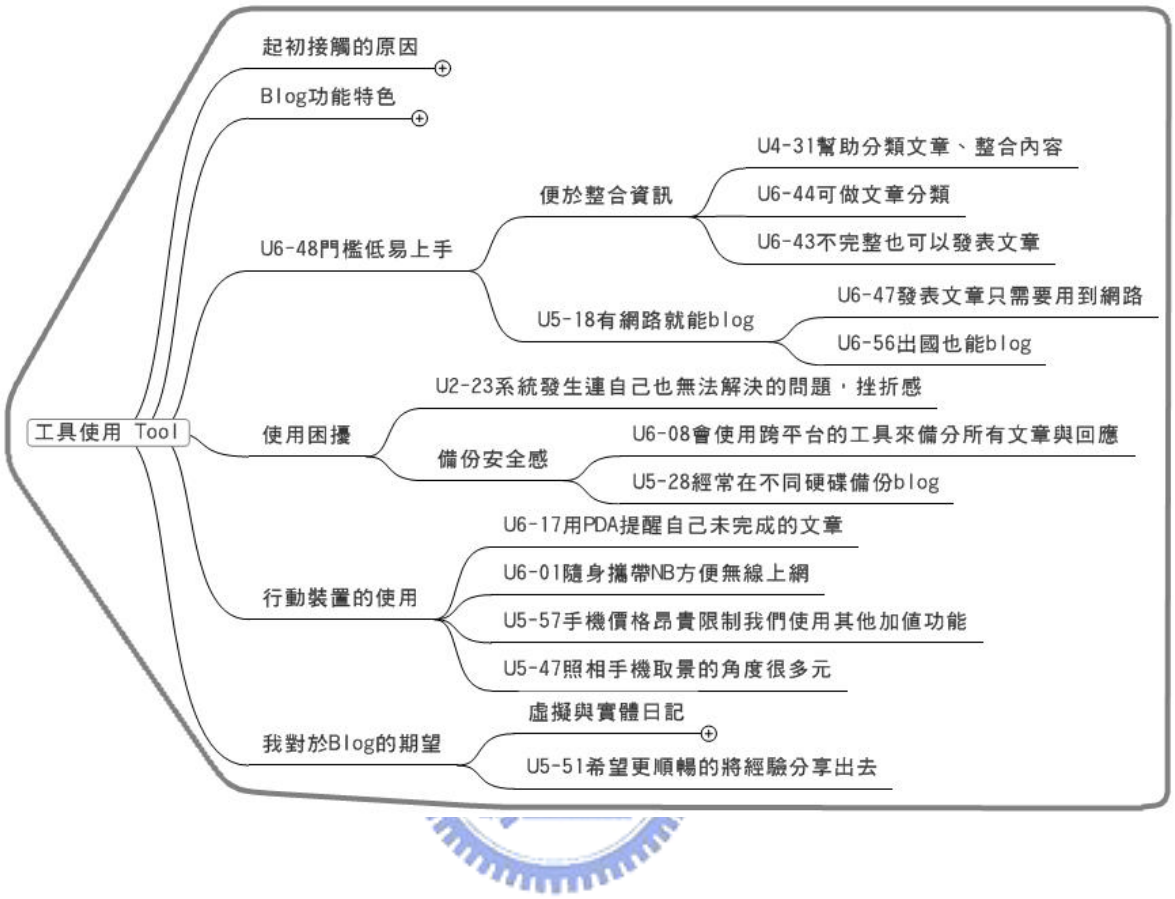
• **生活記錄 Life Record**



• 社交力量 **Social Power**



• **Other notes about use of blogging tools**



Appendix E: Post Anlysis of Users' Posts (Chinese)

User A – Total Archives (2005/02/01-2005/05/31): 37

特質	次數	文章日期
純文字文章 Only text post	27	2/24, 2/24, 2/24, 2/25, 2/25, 2/26, 2/27, 3/1, 3/1, 3/1, 3/1, 3/3, 3/4, 3/4, 3/6, 3/7, 3/10, 3/12, 3/13, 3/21, 3/23, 3/29, 4/2, 4/12, 5/16, 5/18, 5/24,
包含照片的文章 Post with photos	10	2/24, 2/27, 3/12, 3/21, 4/26, 5/5, 5/9, 5/10, 5/11, 5/26,
包含多媒體的文章 Post with film, audio, sound	2	3/7, 3/13, Blog index has mp3 clips.
記錄生活事件、有意義 Record life events	27	2/24, 2/24, 2/25, 2/26, 2/27, 3/1, 3/1, 3/1, 3/3, 3/4, 3/4, 3/7, 3/10, 3/12, 3/21, 3/23, 3/29, 4/2, 4/12, 5/5, 5/9, 5/10, 5/11, 5/16, 5/18, 5/24, 5/26,
公告個人消息 Announce recent information Update others on activities and whereabouts	20	2/24, 2/24, 2/25, 2/26, 2/27, 3/12, 3/21, 3/23, 3/29, 4/2, 4/12, 4/26, 5/5, 5/9, 5/10, 5/11, 5/16, 5/18, 5/24, 5/26,
分享生活經驗、自己的心得體驗 Share life experience	14	2/24, 2/24, 2/25, 2/25, 2/27, 3/1, 3/4, 3/6, 3/7, 3/12, 3/13, 3/21, 4/12, 5/16,
收集資訊、提醒自己或給別人做參考 Gather information	8	2/24, 2/25, 3/1, 3/7, 3/12, 3/13, 4/26, 5/11,
抒發情緒、吐露心事 Unbosoming oneself Release emotional tensions	22	2/26, 2/27, 2/27, 3/1, 3/1, 3/1, 3/3, 3/4, 3/4, 3/6, 3/10, 3/13, 3/13, 3/23, 3/29, 4/2, 4/12, 5/9, 5/10, 5/18, 5/24, 5/26,
影響讀者造成共鳴 Express opinions to influence others	9	2/24, 2/25, 2/26, 3/6, 3/12, 3/21, 3/29, 5/16, 5/26,
得到讀者鼓勵與支持 Reader's encouragement & support Seek others' opinions and feedback	8	2/24, 2/27, 3/21, 3/29, 4/2, 5/5, 5/9, 5/24,
認識新朋友 Make new friends	0	-
邀請讀者到其他分享空間 Invite reader to other space	1	5/24
讀者的總回應次數 Rader's comments	10	5/10, 5/9, 4/27, 3/24, 3/24, 3/12, 3/12, 3/10, 3/10, 3/3,

User B – Total posts (2005/02/01-2005/05/31): 14

特質	次數	文章日期
純文字文章 Only text post	0	-
包含照片的文章 Post with photos	14	2/22, 3/20, 3/23, 4/7, 4/11, 4/14, 4/19, 5/2, 5/11, 5/15, 5/15, 5/19, 5/24, 5/30
包含多媒體的文章 Post with film, audio, sound	0	-
記錄生活事件、有意義 Record life events	11	2/22, 3/20, 3/23, 4/7, 4/11, 4/14, 4/19, 5/2, 5/11, 5/15, 5/15,
公告個人消息	12	2/22, 3/20, 3/23, 4/7, 4/11, 4/14, 4/19, 5/2, 5/11, 5/15, 5/19,

Announce recent information Update others on activities and whereabouts		5/24,
分享生活經驗、心得體驗 Share life experience	6	2/22, 4/7, 5/15, 5/15, 5/19, 5/30
收集資訊、提醒自己或給別人做參考 Gather information	2	5/11, 5/24,
抒發情緒、吐露心事 Unbosoming oneself Release emotional tensions	5	4/7, 4/11, 5/2, 5/15, 5/24,
影響讀者造成共鳴 Express opinions to influence others	7	4/11, 4/14, 4/19, 5/2, 5/11, 5/15, 5/30
得到讀者鼓勵與支持 Reader's encouragement & support Seek others' opinions and feedback	8	3/20, 3/23, 4/7, 4/11, 4/14, 4/19, 5/2, 5/15,
認識新朋友 Make new friends	7	2/22, 4/7, 4/14, 4/19, 5/2, 5/15, 5/30
邀請讀者到其他分享空間 Invite reader to other space	2	5/15, 5/24,
讀者的總回應次數 Rader's comments	93	2/22(5), 3/23(7), 4/7(9), 4/11(16), 4/14(5), 4/19,(4), 5/2(5), 5/11(2), 5/15(2), 5/15(15), 5/19(6), 5/24(4), 5/30(13)

User C – Total posts (2005/02/01-2005/05/31): 14

特質	次數	文章日期
純文字文章 Only text post	0	-
包含照片的文章 Post with photos	14	2/6, 2/13, 2/23, 2/25, 3/3, 3/8, 3/11, 3/13, 3/18, 3/22, 4/5, 4/19, 4/29, 5/20
包含多媒體的文章 Post with film, audio, sound	0	-
記錄生活事件、特殊有意義 Record life events	4	2/6, 3/3, 3/8, 4/29,
公告個人消息 Announce recent information Update others on activities and whereabouts	2	2/25, 3/8,
分享生活經驗、自己的心得體驗 Share life experience	8	2/6, 2/13, 2/23, 3/3, 3/11, 3/22, 4/5, 4/19,
收集資訊、提醒自己或給別人做參考 Gather information	0	-
抒發情緒、吐露心事 Unbosoming oneself Release emotional tensions	5	2/13, 2/23, 3/13, 3/18, 3/22,
影響讀者造成共鳴 Express opinions to influence others	8	2/23, 3/11, 3/13, 3/18, 3/22, 4/5, 4/19, 5/20
得到讀者鼓勵與支持 Reader's encouragement & support Seek others' opinions and feedback	7	2/13, 2/25, 3/3, 3/8, 4/19, 4/29, 5/20
認識新朋友 Make new friends	2	4/19, 4/29,

邀請讀者到其他分享空間 Invite reader to other space	1	Index 有個人網站 hyperlink
讀者的總回應次數 Rader's comments	111	2/6(5), 2/13(9), 2/23(10), 2/25(5), 3/3(10), 3/8(9), 3/11(4), 3/13(7), 318(5), 3/22(7), 4/5(9), 4/19(14), 4/29(7), 5/20(10)

User D – Total posts (2005/02/01-2005/05/31): 108

特質	次數	文章日期
純文字文章 Only text post	97	2/5, 2/7, 2/8, 2/9, 2/10, 2/12, 2/13(3), 2/19(2), 2/20(2), 2/23(2), 2/24, 2/26(2), 2/27(3), 2/28(2), 3/5, 3/6(2), 3/8(2), 3/10, 3/12, 3/14, 3/16, 3/18, 3/20(3), 3/21, 3/25(2), 3/26, 3/27(2), 3/28, 3/29, 4/1, 4/2(2), 4/3, 4/4(6), 4/5(8), 4/7(2), 4/8, 4/9(2), 4/13, 4/15, 4/16, 4/17, 4/18, 4/21, 4/22, 4/23(2), 4/26, 4/28, 4/30, 5/1, 5/3(2), 5/4, 5/5, 5/8(2), 5/9, 5/13(2), 5/14(2), 5/15, 5/18, 5/19, 5/20, 5/29(2)
包含照片的文章 Post with photos	11	2/8, 2/14, 2/28, 3/11, 3/14, 4/4(2), 4/16, 4/25, 4/27, 5/6,
包含多媒體的文章 Post with film, audio, sound	0	-
記錄生活事件、特殊有意義 Record life events	42	2/5, 2/7, 2/8, 2/8, 2/10, 2/13, 2/14, 2/19, 2/19, 2/20, 2/24, 2/27, 2/28, 3/5, 3/8, 3/12, 3/18, 3/25, 3/26, 3/27, 3/28, 3/29, 4/1, 4/4, 4/4, 4/4, 4/13, 4/15, 4/16, 4/16, 4/17, 4/18, 4/21, 4/22, 4/23, 4/24, 4/25, 4/26, 4/27, 4/30, 5/3, 5/19,
公告個人消息 Announce recent information Update others on activities and whereabouts	20	2/7, 2/9, 2/12, 2/23, 2/26, 3/6, 3/8, 3/11, 3/14, 3/25, 4/4, 4/5, 4/5, 4/15, 4/23, 4/25, 5/3, 5/13, 5/18, 5/19,
分享生活經驗、心得體驗 Share life experience	55	2/5, 2/8, 2/10, 2/13, 2/13, 2/19, 2/20, 2/23, 2/26, 2/27, 2/27, 2/28, 2/28, 3/11, 3/12, 3/14, 3/14, 3/16, 3/18, 3/20, 3/20, 3/20, 3/27, 3/27, 3/28, 3/29, 4/1, 4/1, 4/3, 4/4, 4/4, 4/5, 4/5, 4/5, 4/5, 4/7, 4/7, 4/8, 4/16, 4/23, 4/27, 4/28, 5/1, 5/3, 5/3, 5/4, 5/5, 5/6, 5/8, 5/8, 5/9, 5/9, 5/20, 5/29, 5/29,
收集資訊、提醒自己或給別人做參考 Gather information	37	2/5, 2/8, 2/8, 2/13, 2/20, 2/26, 2/27, 2/28, 3/6, 3/8, 3/12, 3/14, 3/16, 3/20, 3/20, 3/27, 4/3, 4/4, 4/4, 4/5, 4/7, 4/15, 4/16, 4/23, 4/23, 4/27, 5/3, 5/3, 5/5, 5/6, 5/8, 5/8, 5/13, 5/13, 5/14, 5/18, 5/20,
抒發情緒、吐露心事 Unbosoming oneself Release emotional tensions	22	2/20, 2/26, 3/8, 3/10, 3/18, 3/21, 4/4, 4/4, 4/4, 4/4, 4/5, 4/5, 4/5, 4/7, 4/26, 4/28, 5/1, 5/3, 5/9, 5/14, 5/19, 5/29,
影響讀者造成共鳴 Express opinions to influence others	5	4/4, 4/5, 4/7, 5/13, 5/14,
得到讀者鼓勵與支持 Reader's encouragement & support Seek others' opinions and feedback	4	4/4, 4/5, 4/7, 5/9,
認識新朋友 Make new friends	0	-
邀請讀者到其他分享空間 Invite reader to other space	4	3/25, 4/5, 5/4, 5/6,
讀者的總回應次數 Rader's comments	108	2/13, 2/19(7), 2/19(4), 2/20, 2/24(3), 2/26, 2/28(2), 2/28(2), 3/5(8), 3/8(4), 3/8(2), 3/11, 3/12, 3/13(4), 3/16(2), 3/20(2), 3/21(1), 3/25(1), 3/28, 4/2(1), 4/1(3), 4/5(3), 4/7(6), 4/15(7), 4/17(4), 4/24, 4/25(3), 4/30, 5/39(3), 5/4, 5/5, 5/9(10), 5/11, 5/13(6), 5/14(2), 5/15(4), 5/20(6), 5/29(5),

User E – Total posts (2005/02/01-2005/05/31): 144

特質	次數	文章日期與篇數
純文字文章 Only text post	94	2/13, 2/16, 3/11, 3/16, 3/17, 3/18(3), 3/20, 3/21, 3/22(3), 3/24(2), 3/25, 3/27, 3/28(2), 3/29, 3/30(2), 4/6, 4/8,4/9, 4/11,4/12(4), 4/13,4/14, 4/16, 4/17,4/19, 4/20(2), 4/21(2), 4/22(3),4/23(3), 4/24(3), 4/25(3), 4/26(2),4/27(3), 4/28(2), 4/29(4), 5/1,5/2,5/4(2), 5/6, 5/9,5/13, 5/15(2), 5/16(2), 5/17(3), 5/18(2),5/19(2),5/20(2),5/21, 5/22, 5/25(4),5/26(2),5/27, 5/29(2), 5/31,
包含照片的文章 Post with photos	16	3/14(2), 3/16, 3/18, 3/23, 3/26, 4/1(2), 4/21, 4/23, 4/28, 4/30(2), 5/8, 5/9, 5/28,
包含多媒體的文章 Post with film, audio, sound	34	3/16, 3/28(2), 3/29, 4/2, 4/4, 4/6(2), 4/7(3), 4/8(3), 4/10(2), 4/11(2),4/12(2), 4/13(2), 4/14(2), 4/23, 4/27,5/3, 5/4, 5/8,5/20, 5/25(2), 5/30, 5/31,
記錄生活事件、特殊有意義 Record life events	45	2/16, 3/11, 3/16, 3/17, 3/18, 3/26, 3/27, 3/28, 3/29, 3/30, 4/1, 4/1, 4/2, 4/4, 4/6, 4/6, 4/7, 4/7, 4/7, 4/8, 4/9, 4/10, 4/11, 4/12, 4/12, 4/13, 4/13, 4/14, 4/21, 4/23, 4/23, 4/24, 4/25, 4/27, 4/28, 4/30, 5/3, 5/4, 5/8, 5/9, 5/18, 5/20, 5/21, 5/22, 5/30,
公告個人消息 Announce recent information Update others on activities and whereabouts	15	2/13, 2/16, 3/22, 3/29, 3/30, 3/30, 4/23, 4/25, 4/25, 4/26, 4/29, 5/9, 5/13, 5/20, 5/25,
分享生活經驗、心得體驗 Share life experience	61	3/14, 3/16, 3/20, 3/22, 3/28, 3/28, 3/29, 3/29, 3/30, 3/30, 4/1, 4/1, 4/2, 4/4, 4/6, 4/6, 4/7, 4/7, 4/7, 4/8, 4/8, 4/8, 4/10, 4/11, 4/12, 4/12, 4/12, 4/13, 4/13, 4/14, 4/14, 4/20, 4/21, 4/22, 4/23, 4/23, 4/24, 4/25, 4/26, 4/27, 4/27, 4/27, 4/28, 4/29, 4/30, 5/1, 5/3, 5/4, 5/4, 5/8, 5/8, 5/9, 5/15, 5/17, 5/18, 5/19, 5/25, 5/25, 5/25, 5/30, 5/31,
收集資訊、提醒自己或給別人做參考 Gather information	89	3/14, 3/16, 3/16, 3/17, 3/18, 3/18, 3/18, 3/18, 3/20, 3/21, 3/22, 3/22, 3/23, 3/24, 3/24, 3/25, 3/26, 3/27, 3/28, 3/28, 3/28, 3/29, 3/30, 4/1, 4/6, 4/7, 4/8, 4/8, 4/8, 4/9, 4/10, 4/11, 4/11, 4/12, 4/12, 4/12, 4/12, 4/13, 4/14, 4/20, 4/21, 4/21,4/22, 4/22, 4/22, 4/23, 4/23, 4/23, 4/24, 4/25, 4/25, 4/26, 4/26, 4/27, 4/27, 4/27, 4/28, 4/28, 4/29, 4/29, 4/29, 4/30, 5/2, 5/3, 5/6, 5/9, 5/15, 5/16, 5/16, 5/17, 5/17, 5/17, 5/18, 5/19, 5/19, 5/20, 5/22, 5/25, 5/25, 5/25, 5/25, 5/26, 5/26, 5/27, 5/28, 5/29, 5/28, 5/31,
抒發情緒、吐露心事 Unbosoming oneself Release emotional tensions	13	3/11, 3/14, 4/10, 4/13, 4/21, 4/24, 4/27, 4/30, 5/1, 5/4, 5/9, 5/25, 5/30,
影響讀者造成共鳴 Express opinions to influence others	13	3/18, 3/18, 3/20, 3/22, 3/27, 3/28, 4/4, 4/6, 4/10, 4/24, 4/29, 5/3, 5/15,
得到讀者鼓勵與支持 Reader's encouragement & support Seek others' opinions and feedback	2	3/23, 4/24,
認識新朋友 Make new friends	2	3/29, 4/28,
邀請讀者到其他分享空間 Invite reader to other space	11	3/17, 3/20, 3/24, 3/29, 3/30, 4/1, 4/2, 4/8, 4/14, 5/21, 5/22,
讀者的總回應次數 Rader's comments	521	2/13(15), 2/16(8), 3/11(9), 3/14(10), 3/16(12), 3/18(10), 3/18(1), 3/18(3), 3/18(5), 3/20(20), 3/21(5), 3/22(2), 3/23(3), 3/24(3), 3/25(1), 3/27(4), 3/28(4), 3/28(3), 3/29(4), 3/29(3), 3/30(9), 3/30(10), 4/1(3), 4/2(3), 4/4(5), 4/6(1), 4/6(6), 4/6(3), 4/7(13), 4/8(3), 4/8(1), 4/8(2), 4/8(4), 4/8(4), 4/9(1), 4/10(7),

		4/10(5), 4/11(3), 4/11(5), 4/11(4), 4/12(2), 4/12(8), 4/12(9), 4/14(31), 4/16(3), 4/17(4), 4/19(2), 4/20(7), 4/21(3), 4/21(3), 4/22(7), 4/22(2), 4/23(3), 4/23(1), 4/23(5), 4/23(3), 4/24(3), 4/24(8), 4/25(1), 4/25(3), 4/25(6), 4/26(12), 4/27(1), 4/27(19), 4/28(4), 4/28(22), 4/29(3), 4/29(2), 4/30(2), 4/30(1), 5/1(2), 5/2(2), 5/3(10), 5/4(2), 5/4(3), 5/4(8), 5/6(3), 5/8(1), 5/9(2), 5/9(8), 5/15(19), 5/16(5), 5/17(4), 5/18(8), 5/19(2), 5/20(1), 5/20(5), 5/20(2), 5/22(1), 5/25(2), 5/25(4), 5/25(1), 5/26(6), 5/26(1), 5/27(2), 5/28(2), 5/30(1), 5/31(11), 5/31(6),

User F – Total posts (2005/03/01-2005/05/31): 140

特質	次數	文章日期與篇數
純文字文章 Only text post	20	2/1, 2/2, 2/3, 2/14, 2/18(2), 2/21, 2/24, 3/9, 3/10, 3/18, 3/25, 3/31, 4/7, 4/8, 4/9, 4/10, 5/7, 5/15, 5/30,
包含照片的文章 Post with photos	114	2/1,2/2(5),2/3(2), 2/4, 2/5, 2/7, 2/8, 2/9, 2/11(2), 2/14, 2/18, 2/20, 2/23(2), 2/24, 2/26, 2/28, 3/1(2), 3/3, 3/8(2), 3/10, 3/14(2), 3/15, 3/23, 3/25, 3/29, 3/30, 3/31, 4/1(2), 4/3(2), 4/4, 4/5, 4/7, 4/8, 4/11, 4/13(2), 4/15(2), 4/16, 4/18, 4/19(2), 4/20(2), 4/22, 4/23, 4/24, 4/25, 4/26, 4/27(5), 4/29, 5/2, 5/5(2), 5/8, 5/9, 5/10, 5/11, 5/12(2), 5/13, 5/16, 5/17, 5/18(5), 5/19, 5/20(4), 5/23, 5/24, 5/25, 5/26, 5/28, 5/29(2),5/30, 5/31(2)
包含多媒體的文章 Post with film, audio, sound	6	3/20, 3/26, 4/11, 4/12, 4/21, 4/27,
記錄生活事件、特殊有意義 Record life events	51	2/1, 2/2(6), 2/3, 2/4, 2/8, 2/14, 2/18, 2/20, 2/23, 2/26, 3/1, 3/10, 3/14, 3/25, 3/29, 3/30, 3/31, 4/1, 4/1, 4/3, 4/7, 4/11, 4/12, 4/13, 4/15, 4/15, 4/19, 4/19, 4/20, 4/23, 4/24, 4/25, 4/27, 5/5, 5/9, 5/11, 5/12, 5/12, 5/17, 5/18, 5/18, 5/18, 5/18, 5/18, 5/20, 5/20, 5/23, 5/26, 5/29, 5/29,
公告個人消息 Announce recent information Update others on activities and whereabouts	31	2/1, 2/5, 2/7, 2/9, 2/14, 2/18, 2/18, 2/23, 2/24, 2/28, 3/1, 3/8, 3/18, 3/20, 3/25, 4/8, 4/18, 4/20, 4/29, 5/2, 5/5, 5/8, 5/10, 5/13, 5/15, 5/16, 5/19, 5/28, 5/29, 5/30, 5/31,
分享生活經驗、心得體驗 Share life experience	75	2/2(5), 2/3, 2/4, 2/8, 2/11, 2/11, 2/14, 2/21, 2/24, 2/26, 3/3, 3/8, 3/10, 3/14, 3/14, 3/15, 3/23, 3/25, 3/26, 3/29, 3/30, 3/31, 4/1, 4/1, 4/3, 4/3, 4/4, 4/5, 4/7, 4/8, 4/9, 4/10, 4/11, 4/11, 4/15, 4/16, 4/18, 4/19, 4/19, 4/20, 4/20, 4/21, 4/22, 4/23, 4/24, 4/25, 4/26, 4/27, 4/27, 4/27, 4/27, 4/27, 4/29, 5/5, 5/7, 5/9, 5/11, 5/12, 5/17, 5/18, 5/18, 5/18, 5/18, 5/18, 5/20, 5/20, 5/20, 5/24, 5/25, 5/26, 5/29,
收集資訊、提醒自己或給別人做參考 Gather information	37	2/1, 2/3, 2/3, 2/11, 2/11, 2/24, 2/28, 3/9, 3/10, 3/14, 3/18, 3/30, 3/31, 4/1, 4/3, 4/9, 4/10, 4/11, 4/11, 4/15, 4/15, 4/22, 4/23, 4/25, 4/27, 4/27, 4/27, 4/27, 4/27, 4/29, 5/19, 5/20, 5/24, 5/25, 5/30, 5/31, 5/31,
抒發情緒、吐露心事 Unbosoming oneself Release emotional tensions	10	3/18, 3/31, 4/1, 4/15, 4/20, 4/21, 4/23, 4/26, 5/7, 5/20,
影響讀者造成共鳴 Express opinions to influence others	5	3/1, 3/14, 3/25, 4/1, 4/23,
得到讀者鼓勵與支持 Reader's encouragement & support Seek others' opinions and feedback	…	All…每次都有讀者鼓勵性的回應
認識新朋友	10	2/14, 2/18, 2/20, 2/21, 2/23, 2/24, 2/26, 3/1, 3/8, 3/14…

Make new friends		
邀請讀者到其他分享空間 Invite reader to other space	3	3/8, 3/29, 5/20,
讀者的總回應次數 Rader's comments	3474	2/1(1), 2/1(23), 2/2(25), 2/2(2), 2/2(6), 2/2(1), 2/3(17), 2/3(26), 2/3(28), 2/4(16), 2/5(46), 2/7(55), 2/8(28), 2/9(29), 2/11(14), 2/11(7), 2/14(16), 2/14(411), 2/18(13), 2/18(13), 2/20(15), 2/21(28), 2/23(46), 2/23(18), 2/24(17), 2/24(59), 2/26(20), 2/28(17), 3/1(30), 3/1(23), 3/3(7), 3/8(13), 3/8(38), 3/9(14), 3/10(4), 3/10(63), 3/14(29), 3/14(64), 3/15(36), 3/18(18), 3/20(29), 3/23(48), 3/25(30), 3/25(137), 3/26(22), 3/29(49), 3/30(27), 3/31(4), 3/31(5), 4/1(63), 4/1(34), 4/3(15), 4/3(27), 4/4(28), 4/5(22), 4/7(40), 4/8(18), 4/8(17), 4/9(14), 4/10(14), 4/11(32), 4/11(21), 4/12(12), 4/13(34), 4/13(27), 4/15(30), 4/15(20), 4/16(11), 4/18(12), 4/19(32), 4/19(23), 4/20(20), 4/20(17), 4/21(62), 4/22(46), 4/23(15), 4/24(10), 4/25(11), 4/26(23), 4/27(17), 4/27(29), 4/27(6), 4/27(6), 4/27(8), 4/27(22), 4/29(16), 5/2(152), 5/5(75), 5/5(18), 5/7(14), 5/8(98), 5/9(19), 5/10(103), 5/11(15), 5/12(16), 5/13(33),5/15(3), 5/16(33), 5/17(12), 5/18(18), 5/18(17), 5/18(6), 5/18(10), 5/18(11), 5/19(39), 5/20(11), 5/20(11), 5/20(12), 5/20(50), 5/23(33), 5/24(14), 5/25(4), 5/26(21), 5/28(20), 5/29(21), 5/29(14), 5/30(13), 5/31(16), 5/31(14),