Importance Analysis of a Blog Quality Model for Criteria and Families in Different Blog Categories

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ABSTRACT

A blog quality model has been proposed for bloggers to promote readers satisfaction. However, the model does not determine whether readers consider some quality criteria important, particularly with respect to different blog categories. In this paper, we employed a Rasch analysis to rank the importance of blog quality criteria for the Personal Diary, Socio-political Commentary, Humor/Entertainment, Lifestyle, and Technology blog categories. The authors identified the most important quality criteria and families for each category. The authors discovered that (1) the importance of quality criteria and/or families depends on the particular category with which a reader engages; (2) some quality criteria and/or families are more important for some categories but less important for others; and (3) certain quality criteria and/or families are equally important for some categories but not for others. The authors provide empirical evidence of the most important criteria bloggers and evaluators can focus on when they examine different blog categories. A blog quality model has been proposed for bloggers to promote readers satisfaction. However, the model does not determine whether readers consider some quality criteria important, particularly with respect to different blog categories. In this paper, a Rasch analysis to rank the importance of blog quality criteria for the Personal Diary, Socio-political Commentary, Humor/Entertainment, Lifestyle, and Technology blog categories. The authors identified the most important quality criteria and families for each category. The authors discovered that (1) the importance of quality criteria and/or families depends on the particular category with which a reader engages; (2) some quality criteria and/or families are more important for some categories but less important for others; and (3) certain quality criteria and/or families are equally important for some categories but not for others. The authors provide empirical evidence of the most important criteria bloggers and evaluators can focus on when they examine different blog categories.

Keywords: Blog Quality, Blog Quality Model, Rasch Analysis, Ranking, Weight

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1. INTRODUCTION

Researchers have shown increasing interest in blogs. Yet, only a few studies have focused on blog quality. They tend to provide blog design advice and checklists to improve bloggers’ success (Lenssen 2006; Merlin 2008; Rowse and Garrett 2008; Strauss 2005). However, these criteria are solely based on individual authors’ or bloggers’ opinions. Zain et al. (2011, 2012, 2013) consolidated 49 blog quality criteria drawn from related studies focused on website design criteria (Zhang et al. 2001), web information quality criteria for different domains including e-commerce (Katerattanakul and Siau 2001), data integration (Naumann and Rolker 2000), decision making (Graefe 2003), organizational networks (Melkas 2004), personal websites (Eppler 2001; Katerattanakul and Siau 1999), web portals (Caro et al. 2008), criteria extracted from design advice and checklists (Banks 2008; Rowse and Garrett 2008; Tan and Ibrahim 2008), and design articles extracted from popular blogs (Hopkins 2009; Lenssen 2006; Merlin 2008; Strauss 2005; Syed Syahrul Zarizi 2006). However, these criteria do not provide evidence of the relative importance of quality criteria for any blog categories.

Many blog categories exist in the blogosphere. The five most popular blog categories are Personal Diary, Socio-political Commentary, Humor/Entertainment, Lifestyle, and Technology (Tan and Ibrahim 2008). This study examines the relative importance of blog quality criteria for each category based on blog readers’ perspectives. Rasch analyses of survey data determined that (1) the importance of quality criteria or families depends on readers’ engagement with particular blog categories; (2) certain quality criteria or families are more important for some categories but less important for others; (3) certain quality criteria or families are equally important for some categories but not for others. A relative importance analysis can help bloggers/blog evaluators/readers focus on the most important criteria during blog category examination. This contributes to the maintenance of good quality blogs in the blogosphere and may increase targeted readers’ satisfaction.

To examine this research gap, we performed a review of quality conceptualizations and related prior studies of quality models and conducted a survey focused on these issues. We discuss the survey results, findings, and implications.

2. RELATED WORKS

Quality is an important factor in the information technology environment. It is a vital requirement in information technology-related development (i.e. software, website, and information system domains). It is a composite of many characteristics that operate in particular development domains. Quality might be conceptualized as a quality model/framework that depicts composite characteristics and their relationships. Each model/framework can guide developers/designers during quality product production (e.g. software, data, websites, or information). Alternatively, users can employ a model/framework to evaluate those products.

Some commonly accepted software quality models include McCall et al.’s (1977), Boehm’s (1978), Dromey’s (Dromey 1995), and the ISO/IEC 9126 quality model (ISO 1991). They often serve as foundations for other models in different domains such as website and data development.

Quality is important to the website development community. Website quality models include the Web Quality Evaluation Method (WEBQEM) (Olsina and Rossi 2002), Web Quality Model (WQM) (Calero et al. 2005), and a model designed for web-based applications (Malak et al. 2004). These models can be used to evaluate the overall quality of web-based applications. Yet, most concentrate on the usability aspects and lack aesthetic and reputational features. In 2004, Malak proposed another model to assess quality that focuses on criteria that influence webpage navigational design quality (e.g. information links) and availability of navigational features (e.g. menus and search tools). Although it attempts to incorporate design...
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